

DAY 1 - Thursday, 12 May 2016

LUXURY BRANDS REGAIN GROWTH IN CHINA

Dialogue between CEOs and Scholars

Time : 12th May, 2016 Venue: The Majesty Plaza, Shanghai (Ballroom A)

Address: No.719 East Nanjing Road

08.00 – 09.00	Registration
09.00 – 10.30	<p>Opening Addresses</p> <ul style="list-style-type: none">• Prof. Carolyn Dickie, Deputy Pro Vice-Chancellor of Curtin University, Australia• Prof. William Wang, Associate Dean of Emlyon Business School, France• Prof. Ian Phau, Professor of Marketing, Curtin Business School, Australia• Prof. Michel Phan, Director of Lifestyle & Consumption Cluster, Emlyon Business School, France <p>Keynote Speeches : Luxury Trends in China</p> <ul style="list-style-type: none">• Michel Ly, General Manger China, Qeelin• Julien Lapka, Co-CEO, Flamingo• Leo Liu, President and Managing Director, Wyndham Hotel Group, Greater China
10.30 – 11.00	Networking coffee break

Session 1 - Chinese luxury brands: entrepreneurship and intrapreneurship in China

11.00 – 12.30	<p>With the growth of the Chinese consumers' appetite for luxury goods, Chinese luxury brands started to emerge. What should Chinese entrepreneurs or large corporations do to create their own luxury brands? How can Chinese luxury brands differentiate themselves from their Western counterparts? How can they be creative?</p> <p>Panel discussion with:</p> <ul style="list-style-type: none">• Michel Ly, General Manger China, Qeelin• Julien Lapka, Co- CEO, Flamingo• Gao Feng, CEO, Little Star• Edward Lu , CEO, Organic+ <p>Scholars:</p> <ul style="list-style-type: none">• Mr. Richard Francis, Director, Asia Business Centre, Curtin University• Prof. Michel Phan, Emlyon Business School• Dr. Justin Cohen, University of South Australia
12.30 – 13.30	Lunch & Networking

Session 2 - Luxury fashion, watch and jewellery brands: identifying Chinese consumer insights

13.30 – 15.15	<p>In recent years, many Western fashion, watch and jewellery brands were struggling to appeal to Chinese consumers and some even had to withdraw from the Chinese market. What are the key success factors to remain attractive in Chinese consumers' mind? How can Western brands continue to make Chinese consumers dream and regain their preferences?</p> <p>Panel discussion with:</p> <ul style="list-style-type: none"> • Maggie WANG, Brand General Manager, Gaggenau China • Changhong MI, Founder and Creative Director, Longio Watches • Javier CALVAR, CEO, Albatros Asia <p>Scholars:</p> <ul style="list-style-type: none"> • Prof. Ian PHAU, Curtin Business School • Prof. Klaus HEINE, Emlyon Business School • Prof. Matthew LIU, University of Macau • Dr. Jerry Bin SHEN, Donghua University, Shanghai • Dr. Ke YOU, Fashion and Luxury Consultant
15.15 – 15.45	Networking coffee break

Session 3 - Luxury hospitality and lifestyle brands: leveraging on Customer Relationship Management

15.45 – 17.15	<p>With a growing middle-class in China, the demand for luxury hospitality and lifestyle services are also increasing, especially in terms of travel services. What could services and hospitality brands do to take full advantage of this booming market? What are the pitfalls to be aware of? How to build stronger relationships with customers?</p> <p>Panel discussion with:</p> <ul style="list-style-type: none"> • Fong Sit, Managing Director China, John Paul (Luxury Concierge Services) • Leo Liu, President and Managing Director, Wyndham Hotel Group, Greater China • Kevin Guo, General Manager of Marketing Communications, C-Trip • Gino Andretta, CEO, ClubMed China <p>Scholars:</p> <ul style="list-style-type: none"> • Dr. Aken Yu, Chairman of Big Data Business Strategy Alliance • Prof. Vanessa Quintal, Curtin University • Prof. Michel Phan, Emlyon Business School
17.15 – 17.30	Closing remarks: Prof. William WANG, Associate Dean of Emlyon Business School, France
18.00 – 21.30	Charity Gala Conference Dinner

DAY 2 – Friday, 13 May 2016

Academic Sessions

9.00-10.30	Session 1.1 (Leeds Hall) Luxury Fashion Management	Session 1.2 (Lyon Hall) Advertising & Method in Luxury Branding	Session 1.3 (Sydney Hall) Luxury Branding in Asia
Coffee Break 10.30-11.00			
11.00-12.30	Session 2.1 (Leeds Hall) Luxury Brand Equity	Session 2.2 (Lyon Hall) Hedonic Consumption	Session 2.3 (Sydney Hall) Luxury Consumer Behaviour
Lunch Break 12.30-13.30			
13.30-15.00	Session 3.1 (Leeds Hall) Counterfeit Luxury Products	Session 3.2 (Lyon Hall) Luxury Branding Strategy	Session 3.3 (Sydney Hall) Luxury Sin Products
Coffee Break 15.00-15.30			
15.30-17.00	Session 4.1 (Leeds Hall) Luxury Cosmetics & Brand Heritage	Session 4.2 (Lyon Hall) Emotions in Luxury Branding	Session 4.3 (Sydney Hall) Luxury Branding Online
Sundown Reception and Awards Ceremony - 17.00-18.00			

DAY 2 – Friday, 13 May 2016

Academic Sessions

Session 1.1

Luxury Fashion Management (Session Chair: Bin Shen Jerry)

Title	Name	Affiliation
Approach or avoidance? The dual role of face in fashion consumption	Wangshuai Wang	Shanghai JiaoTong University, China
Treasure hunting: Fascination behind luxury second-hand consumption	Linda Turunen	University of Vaasa, Finland
Fashion and The Fashion System: Assessing the role of the Educational Environment	Monia Massarini	University of Udine, Italy
Brand Loyalties in Luxury and Fast Fashion Co-branding	Bin Shen Jerry	Donghua University, China
	Jason Choi	Hong Kong Polytechnic University, Hong Kong

Session 1.12

Advertising & Method in Luxury Branding (Session Chair: Billy Sung)

Title	Name	Affiliation
The Peak of Luxury: Vertical Height Enhances Perceived Prestige of Products	Eugene Chan	University of Technology Sydney, Australia
Sex Appeal, Luxury Value Perceptions, and Consumer Evaluation of Luxury Brand Advertising	Fang Liu	University of Western Australia, Australia
	Nurfareena Zahari	University of Western Australia, Australia
Does Genuinity sell, or is it not considered genuine? An exploratory study into how consumers perceive genuine claims in advertising and its effect on consumers purchase intention.	Brian T Hart	Curtin University, Australia
	Min Teah	Curtin University, Australia
	Ian Phau	Curtin University, Australia
Workshop on Luxury Branding Consumer Research Lab	Billy Sung	Curtin University, Australia

Session 1.3

Luxury Branding in Asia (Session Chair: Michel Phan)

Title	Name	Affiliation
Monogamy and promiscuity: A study of consumer (Mis)behavior of luxury brands in Thailand	R Mandhachitara	Pennsylvania State University, USA
Higher Education as Luxury Good: A Conceptual Model	Alan Duesterhaus	Millikin University, USA
Purchase Agents and Luxury Purchase Behavior in China: An Agenda for Research Themes	Yang Sun	Zhejiang SCI-TECH University, China
	Shenghui Wang	Tongji University, China
	Jing Fei Long	China Construction Bank
Drivers of perceived luxuriousness of a premium private label product	Seoyoung Kim	Korea University Business School, Korea
	Sungkyu Lee	Korea University Business School, Korea
	Jong-Ho Lee	Korea University Business School, Korea
	Charles R. Taylor	Villanova School of Business, USA

Session 2.1

Luxury Brand Equity (Session Chair: Isaac Cheah)

Title	Name	Affiliation
Exploratory Study on Brand Equity Transfer of Parent Luxury Product to Service Brand	Jiseon Ahn	University of Houston, USA
	Jingwei Cai	University of Houston, USA
	JungKun Park	Hanyang University, South Korea
Factors influencing purchase intention of luxury customers in Morocco	Nicolas Hamelin	S P Jain School of Global Management, Singapore
	Park, Thaichon	S P Jain School of Global Management, Australia
Applying consumer-based brand equity in luxury hotel branding: An empirical study	Matthew Liu	University of Macau, Macau
	Anthony Wong	City University of Macau, Macau
	Tseng Ting-Hsiang	Feng Chia University, Taiwan
	Angela Wen-Yu Chang	University of Macau, Macau
	Ian Phau	Curtin University, Australia
Factors affecting consumer attitude and purchase intention of luxury brands (Isaac Cheah)	Isaac Cheah	Curtin University, Australia
	Jared Lloyd	Curtin University, Australia
	Ian Phau	Curtin University, Australia

Session 2.2

Hedonic Consumption (Session Chair: Vanessa Quintal)

Title	Name	Affiliation
Effects of contextual price promotions and online information on luxury hotel revenue: An empirical investigation of global resort hotels	Seongsoo Jang	ESC Rennes School of Business, France
	Luiz Moutinho	Dublin City University, Ireland
The Effect of Presentation Order on Evaluation of Experiential Options in Luxury Tour Packages	Yu Chen Hung	University of Newcastle, Australia
	Liang Song	Beijing International Studies University, China
	Fred Chao	University of Newcastle, Australia
Individual hedonic value influences on luxury consumers: The moderating effect of interpersonal effects	Hao Zhang	Northeastern University, China
	Yang Sun	Zhejiang SCI-TECH University, China
Hedonic binging propensity and its impact on intention to engage in indulgent behaviour	Zorana Soldat	Curtin University, Australia
	Vanessa Quintal	Curtin University, Australia
	Ian Phau	Curtin University, Australia

Session 2.3

Luxury Consumer Behaviour (Session Chair: Luke Butcher)

Title	Name	Affiliation
Unpacking yin and yang of luxury beef and food counterfeiting in China	Karen Miller	University of Southern Queensland, Australia
	Faeze Rezazade	University of Southern Queensland, Australia
Veblen Dual Forces and the making of a Luxurised Society	Bayo Adekanmbi	University in London, England
The impact of luxury brand attachment on consumer-brand relationship: A research proposition	Anwar Sadat Shimul	Curtin University, Australia
	Michael Lwin	Curtin University, Australia
	Ian Phau	Curtin University, Australia
Sharing the love in online luxury communities	Luke Butcher	Curtin University, Australia
	Nathan Currie	Curtin University, Australia

Session 3.1

Counterfeit Luxury Products (Session Chair: Min Teah)

Title	Name	Affiliation
Why some consumers buy counterfeit luxury products when they could afford the genuine ones? A tale of two cultures	Norizan Kassim	King Abdulaziz University, Saudi Arabia
	Naima Bogari	King Abdulaziz University, Saudi Arabia
	Mohamed Zain	King Abdulaziz University, Saudi Arabia
Thai traveller's motivations to purchase counterfeits while on a holiday	Ian Phau	Curtin University, Australia
	Min Teah	Curtin University, Australia
	Lokweetpun Suprawan	Bangkok University, Thailand
Sellers and buyers of counterfeit products via digital platforms: Stories from the dark side	Park Thaichon	S P Jain School of Global Management, Australia
	Sarah Quach	Swinburne University of Technology, Australia
The Counterfeit Shopaholic: The case of US travellers	Min Teah	Curtin University, Australia
	Ian Phau	Curtin University, Australia

Session 3.2

Luxury Branding Strategy (Session Chair: Michael Lwin)

Title	Name	Affiliation
Understanding luxury consumption behavior in Vietnam: a research agenda	My Lan Nguyen	Vietnam National University, Vietnam
	Viet Dung Trinh	Vietnam National University, Vietnam
An Indexical-Iconic Approach to Communicating Authenticity in Informational Product Packaging: The Case of Luxury Korean Red Ginseng Creams	Sean Lee	Curtin University, Australia
	Billy Sung	Curtin University, Australia
	Aaron Lim	Curtin University, Australia
	Vanessa Quintal	Curtin University, Australia
	Ian Phau	Curtin University, Australia
Design-Driven Luxury Brands	Ravi Chitturi	Lehigh University, USA
Young Consumer's Irrational Motives of Retail Borrowing	Michael Lwin	Curtin University, Australia
	Anwar Sadat Shimul	Curtin University, Australia
	Ian Phau	Curtin University, Australia

Session 3.3

Luxury Sin Products (Session Co-chair: Akinori Ono and Mai Kikumori)

Title	Name	Affiliation
Is there a relationship between perceived differentiation and pricing power? Multi-country evidence from luxury and standard whisky categories	Jenni Romaniuk	University of South Australia, Australia
	Justin Cohen	University of South Australia, Australia
	Tommy Ha	University of South Australia, Australia
Creating satisfaction and attachment to parks: A conceptualisation	Vanessa Quintal	Curtin University, Australia
	Sean Lee	Curtin University, Australia
Measuring the influence of scarcity on the perceptions of luxury: The case of a boutique luxury chocolate brand	Siobhan Hatton-Jones	Curtin University, Australia
	Min Teah	Curtin University, Australia
	Ian Phau	Curtin University, Australia
The impacts of NFU (need for uniqueness) on WOM (word of mouth): Considering the difference between luxury and ordinary goods	Akinori Ono	Keio University, Japan
	Mai Kikumori	Toyo University, Japan
	Haoying Wang	Keio University, Japan

Session 4.1

Luxury Cosmetics & Brand Heritage (Session Chair: Thomas Lee)

Title	Name	Affiliation
From Country-of-Origin towards Culture-of-Origin; Branding Chinese for luxury	Pia Polsa	Hanken School of Economics, Finland
	Fan Xiucheng	Fudan School of Management, China
Conceptualising Perceived Risk and Past Experience on Intention to Engage in Cosmetic Procedure	Abhi Sood	Curtin University, Australia
	Vanessa Quintal	Curtin University, Australia
	Ian Phau	Curtin University, Australia
Consumer's perception toward a cosmetic brand in Australia: Case study of Shiseido	Weiwei Zhang	Curtin University, Australia
	Ian Phau	Curtin University, Australia
	Min Teah	Curtin University, Australia
How does brand orientation contributes to brand performance and does competitive intensity matter?	Thomas Lee	Curtin University, Australia
	Aron O'cass	University of Tasmania, Australia
	Phyra Sok	Monash University, Australia

Session 4.2

Emotions in Luxury Branding (Session Chair: Graham Ferguson)

Title	Name	Affiliation
Using psychophysiological methodologies in luxury marketing	Billy Sung	Curtin University, Australia
	Ian Phau	Curtin University, Australia
Me, My brand and I: Consumer responses to brand-related rejection - the role of brand identification and the source of rejection	Dina Khalifa	Glasgow Caledonian University, Scotland
	Paurav Shukla	Glasgow Caledonian University, Scotland
A Study of Agonistic Behaviour of Luxury Brand Consumption	Elaine Sutrisna	Curtin University, Australia
	Min Tea	Curtin University, Australia
	Ian Phau	Curtin University, Australia
Exploring the use of less prominent branding by luxury brands	Graham Ferguson	Curtin University, Australia

Session 4.3

Luxury Branding Online (Session Chair: Klaus Heine)

Title	Name	Affiliation
From connoisseur luxury to mass luxury: Co-value creation and destruction in the online environment	Sarah Quach	Swinburne University of Technology, Australia
	Park Thaichon	S P Jain School of Global Management, Australia
	Douglas Bryson	ESC Rennes School of Business, France
Antecedents of Luxury Brand Hate	Glyn Atwal	Univ. Bourgogne Franche-Comté, ESC Dijon-CEREN, France
	Peter Hultén	Umeå School of Business and Economics, Sweden
	Klaus Heine	EM Lyon Shanghai Campus, China
Consumer traits and iPhone consumption in China: A comparison between iPhone owners and non-iPhone owners	Gong Sun	Central University of Finance and Economics, China
	Jie Li	Shanghai University, China
	Wangshuai Wang	Shanghai Jiao Tong University, China
	Zhiming Cheng	Macquarie University, Australia
	Steven D'Alessandro	Charles Sturt University, Australia
	Lester Johnson	Swinburne University of Technology, Australia
Workshop on Agency	Luke Butcher	Curtin University, Australia