



**POLITECNICO**  
MILANO 1863

DIPARTIMENTO DI  
INGEGNERIA GESTIONALE



6<sup>th</sup> International Workshop on  
**Luxury Retail, Operations and  
Supply Chain Management**

Politecnico di Milano, Italy  
**27 - 28 November 2017**

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## KEY DATES

- **Deadline for Abstract Submission:**  
30 September 2017
- **Notification of Acceptance:**  
10 October 2017
- **Early Bird Registration Deadline:**  
20 October 2017
- **Full Paper Submission:**  
10 November 2017
- **Conference Dates:**  
27 -28 November 2017

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## CONTACTS

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[www.luxurymanagementconference.com](http://www.luxurymanagementconference.com)

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## SCIENTIFIC COMMITTEE

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- **Patsy Perry**, The University of Manchester
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- **Thanos Papadimitriou**, SDA Bocconi School of Management
- **Veronica Leon Bravo**, Universidad de las Americas - Ecuador

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# THE WORKSHOP

The luxury industry accounts for more than € 1B worldwide and covers a wide range of products including personal goods and complex products such as jets and yachts. Luxury is increasingly expected to deliver experiential value while providing functionality. Nevertheless, there are challenges of executing product line management, customer service management, and channel management. Furthermore, supply network complexity, fragmentation of production, demand unpredictability, rising labour costs in emerging countries, time-based competition and growing consumer sensibility to environmental as well as social issues challenge companies. Yet, this moment emerges as a research opportunity and presents fascinating areas of investigation. Starting from a multidisciplinary approach, the International Workshop on Luxury Retail, Operations and Supply Chain Management, for its sixth edition this year, aims to gather and present novel models for the luxury (fashion) industry and to disseminate knowledge in an international community consisting of researchers and practitioners. Authors are invited to submit their original research relevant to the conference themes. The papers must be written in English. The template for abstract submission can be downloaded from the conference website. Authors will receive detailed feedback upon their abstract submission, and each full paper will be peer-reviewed by the scientific community.



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# TRACKS AND THEMES

This international conference seeks to expand the understanding of supply chain and operations management in luxury fashion, and to extend theoretical and managerial insights into how sustainable, innovative, and strategic operations could be addressed. Topics that are of interest for this special issue include but are not limited to:

## E-COMMERCE

- Logistic solutions (warehousing and last mile delivery) supporting B2C eCommerce
- International distribution networks supporting crossborder B2C eCommerce

## FRONT/END DEMAND CHAIN

- Channel design and coordination in the luxury-fashion sector
- Relationship between business models, brand strategy and channel design
- Product budgeting and KPIs in luxury fashion companies

## OPERATIONS MANAGEMENT

- Purchasing strategies and practices for luxury fashion companies
- Fragmentation of production and operations management in luxury fashion
- Organizational structure - centralized vs. decentralized operations - of luxury fashion retailers

## PRODUCT CHAIN

- Integration of sustainability, innovation, collaboration in product design phase

- Decisions about the trade-offs and interactions in the product design chain
- Differences and commonalities depending on product positioning in the luxury market

## RETAIL OPERATIONS

- Retail store operations in luxury fashion - planning and execution including inventory, pricing, sales force planning, store design, and store location
- Interfaces of retail operations with other functions such as finance, human resources, marketing, and strategy

## SUPPLY CHAIN CONFIGURATION

- Responsive and reconfigurable supply chain management strategies in luxury fashion
- Supply network complexity in luxury fashion industry
- Contract design and network coordination

## SUSTAINABILITY

- Sustainable supply chain management and governance in luxury fashion companies
- The impact of sustainability on operational performance
- Sustainability measurement and management across luxury fashion supply chains