

# 1ST INTERNATIONAL SOCIETY FOR LUXURY MANAGEMENT (ISLUX) MEETING

EDC Paris Business School, OCRE Research Laboratory  
March 7, 2024 - Paris La Défense, Puteaux, France

## Important Dates

Abstracts submission: 15 February 2024  
Notification of acceptance: On a rolling basis  
Registration until: 20 February 2024  
Conference date: 7 March 2024

Submission and registration at -  
<https://islux2024.sciencesconf.org>

## Registration Information

Regular fee: 100 €  
Ph.D. Student fee: 70 €

\* The fee covers participation plus all coffee break refreshments and lunch

To be announced soon: Social gathering and cultural visit for interested participants on adjacent dates (6 and 8 March 2024 - not included in the conference fees)

## Conference Theme

Managing Luxury in the Circular Economy

## Publication Opportunities

Opportunities for submission at special issues -

“Circular practices and strategies for luxury companies – Reconciling trade-offs, challenges, and unlocking opportunities” at *Business Ethics, the Environment, & Responsibility* (ABS 2, ABDC B, FNEGE 3)

“Natural capital accounting for sustainable society: Do natural resources matter?” at *Journal of Cleaner Production* (ABS 2, ABDC A, FNEGE 2)

## GET IN TOUCH WITH THE CONFERENCE CHAIRS

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## Call for Extended Abstracts

The business of luxury is based on certain pillars that make it different from any other. This follows the unique way luxury companies do things and the exclusivity and prestige of their offers (Jebarajakirthy and Das, 2021). The search to preserve traditions embedded in an ancient *savoir-faire*, for example, is at the core of most luxury brands' identity (Philippe *et al.*, 2022), forging their relationships with competitors, suppliers, customers, and all those who are interested in fine products and services. While these traits may grant luxury companies a sort of superiority *vis-à-vis* firms aimed at mass consumption, they can also translate into excessive conservatism and resistance to change. Not surprisingly, luxury companies are among those facing greater difficulties in incorporating changes in stakeholders' tastes and expectations while remaining true to their methods and practices. The emergence of sustainability as a key societal issue, however, has been pushing luxury companies to adapt their business models (Amatulli *et al.*, 2021). Among other things, this comprises the redesign of production processes, the substitution of hazardous materials, and the abolition of condemnable practices such as destroying unsold stock in an attempt to preserve brand value (Lee Park *et al.*, 2021).

Issues linked to reverse logistics, recycling, and the resale of luxury products – to name a few – have been particularly challenging, either due to operational difficulties or because such initiatives may harm stakeholders' perceptions. As a result, luxury companies tend to find it difficult to embody circular approaches (i.e., take, make, use, reuse, repair, and recycle; Butt *et al.*, 2023), often remaining grounded in linear production and consumption models (i.e., take, make, waste; Shrivastava and Zsolnai, 2022). In the context of the United Nations 2030 agenda, these practices may create additional complications, as meeting the UN's Sustainable Development Goals demands considerable progress in that regard (Jamali *et al.*, 2021).

Seeking to contribute to a better integration of these issues, the **1st International Society for Luxury Management (ISLUX) Meeting** stands as a forum for a qualified debate on that matter. Bringing together managers, scholars, practitioners, students, and consumers, we propose an encounter dedicated to the specificities of the circular economy for the business of luxury. Merging the experience of those who produce and consume luxury with cutting-edge research on the subject, **ISLUX's** inaugural conference aims to create interfaces that favour the understanding of issues specific to the universe of luxury.

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## Call for Extended Abstracts

We are pleased to invite submissions of extended abstracts (maximum 500 words) focused on this topic. The complexity of the matter calls for an interdisciplinary perspective, with research rooted in diverse literatures being welcome (e.g., Marketing, Strategy, Operations and Supply Chain Management, Finance, Human Resources Management, Sustainable Management). Topics of interest include, but are not limited to:

- Reverse logistics, recycling, and re-sale of luxury goods
- Luxury companies' communication of circular approaches
- Stakeholders' perceptions and reputational impacts issued from circular approaches in luxury companies
- Societal pressure for change and decision-making processes toward circular economy in the luxury industry
- Operational difficulties and opportunities for the implementation of circular approaches by luxury companies
- Collaboration with supply chain partners for the development of circular approaches in luxury
- Sustainability trade-offs within circular economy in luxury
- Employees' development, selection, and recruitment for the development of circular approaches in luxury
- Regulatory and legal issues in circular economy for luxury companies
- The impact of organisational culture / inertia on the implementation of circular approaches in luxury
- Greenwashing and corporate hypocrisy in luxury management and circular economy
- Firm's valuation, investors' perspectives, and credit for the adoption of circular economy in luxury

### References

- Amatulli, C., De Angelis, M. and Donato, C., 2021. The atypicality of sustainable luxury products. *Psychology & Marketing*, 38(11), pp.1990-2005.
- Butt, A.S., Ali, I. and Govindan, K., 2023. The role of reverse logistics in a circular economy for achieving sustainable development goals: a multiple case study of retail firms. *Production Planning & Control*, pp.1-13.
- Jebarajakirthy, C. and Das, M., 2021. Uniqueness and luxury: A moderated mediation approach. *Journal of Retailing and Consumer Services*, 60, p.102477.
- Jamali, D., Barkemeyer, R., Samara, G. and Markovic, S., 2022. The SDGs: A change agenda shaping the future of business and humanity at large. *Business Ethics, the Environment & Responsibility*, 31(4), pp.899-903.
- Lee Park, C., Fracarolli Nunes, M. and Paiva, E.L., 2021. (Mis) managing overstock in luxury: Burning inventory and brand trust to the ground. *Journal of Consumer Behaviour*, 20(6), pp.1664-1674.
- Philippe, D., Debenedetti, A. and Chaney, D., 2022. How brands mobilize status, reputation, and legitimacy cues to signal their social standing: The case of luxury watchmaking. *Marketing Theory*, 22(3), pp.333-358.
- Shrivastava, P. and Zsolnai, L., 2022. Wellbeing-oriented organizations: Connecting human flourishing with ecological regeneration. *Business Ethics, the Environment & Responsibility*, 31(2), pp.386-397.

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