THE ART OF CREATING EMOTIONS IN A FAST-MOVING & GLOBAL WORLD

12 & 13 April 2018
MERIDIEN BEACH PLAZA MONACO
INSEEC U., with the support of the International University of Monaco, is proud to organize the third edition of the Monaco Symposium on Luxury in the glamorous location of Monte Carlo. The Organizing Committee would like to thank the Monaco Government and the Monaco Tourism Authority for their ongoing support, as well as the company executives and leaders who have accepted to share their experience and their strategic thinking with all the “stakeholders” of the symposium.

FROM THE ORGANIZERS

INSEEC U.
WHO?

Catherine Lespine
President of INSEEC U.

Jean-Noël Kapferer
Brand expert at INSEEC U.

Gilles Laurent
Distinguished Research Professor at INSEEC U.

Pierre Valette-Florence
Scientific Advisor at the International University of Monaco

Jean-Philippe Muller
General Director of the International University of Monaco

We thank the members of our scientific committee: Barbara Bickart (Boston University, USA), Marie-Cécile Cervellon (EDHEC, France), Jean-Louis Chandon (INSEEC, France), Darren Dahl (University of British Columbia, Canada), David Dubois (Insead France & Singapore), Silvia Grappi (University of Modena & Reggio Emilia, Italy), Young-Jee Han (Sungkyunkwan University, South Korea), Oliver Heil (University of Mann, Germany), Liselet Hudders (Catholic University of Leuven, Belgium), Barbara Kahn (The Wharton School USA), Jean-Noël Kapferer (INSEEC, France), Anat Keinan (Harvard Business School USA), Philipp Klaus (International University of Monaco, Monaco), Eunjae Ko (Yonsei University, South Korea), Gilles Laurent (INSEEC, France), Angela Lee (Northwestern University, USA), Felicitas Mohhart (University of Lausanne, Switzerland), Maureen Morris (Temple University, USA), Joe Nunes (University of Southern California, USA), Naiiya Ondrayeva (Boston College, USA), Maria Pandelaere (Virginia Tech, USA), Beatrice Parguel (CNRS & Paris-Dauphine, France), Michel Pham (Columbia University, USA), Sri Reddy (Singapore Management University, Singapore), Paurav Shukla (University of Essex, UK), Bernd Schmitt (Columbia University, USA), LJ Shrum (HEC Paris, France), Pierre Valette Florence (Université Grenoble Alpes, France), Joëlle Vonhamme (EDHEC, France), Luk Worlop (University of Leuven, Belgium & BI Norway), Klaus-Peter Wiedmann (University of Hannover, Germany), Keith Wilcox (Columbia University, USA), Arch Woodsidse (Curtin University, Australia), Judy Zelitchkovsky (Simon Fraser University, Canada), John Zhang (The Wharton School, USA).

They provided their expertise in the reviewing process after helping to attract good submissions through their reputation.

We also thank very deeply the 59 additional anonymous reviewers. Overall, we are very pleased to see that colleagues from 16 countries were active in the reviewing process.

We thank the authors of the 72 submitted papers, although we could accommodate only 42 of them in the final program.

We thank the authors of the accepted papers, who come to Monaco to present their work. The most represented countries, after France (associated with 17 papers), are the USA (18), the UK (17), and Germany (8). But 16 other countries are represented: Australia, Belgium, Brazil, Canada, China, Denmark, Italy, Korea, Monaco, Morocco, Norway, Spain, Switzerland, Turkey, the Netherlands, and the United Arab Emirates.

It is encouraging for the future of academic research on luxury, to note that 14 papers are from multinational teams, some of them coming from three different nations.

We thank the past editor-in-chief of the Journal of Business Research, Professor Arch Woodsidse, who gave us the opportunity to guest edit a special issue following the 2014 Monaco Symposium on Luxury, as well as Professors Naveen Donthu and Anders Gustafsson, the current editor-in-chief who renew this opportunity, as there will be a special issue based on the 2018 Symposium. This will add lasting visibility of the research presented during these two days.
Organized by INSEEC U., the Monaco Symposium on Luxury is a high-profile academic and business event, gathering internationally renowned professors and researchers working on luxury marketing and brand management. It takes place every two years in Monaco with the objective to launch the concept and event in other international locations.

Its main purpose is to create a unique setting for international researchers and executives in luxury to share ideas and insights on major trends in the luxury industries, thus developing mutual inspiration, as well as to present innovative research projects, ideas, cutting edge tools and techniques, and business case studies across industries to learn about best practices.

IN THE 2018 EDITION, 42 academic presentations and 30 business testimonials will share recent findings and best practice on the upcoming trends and challenges of the luxury industry:

- Designing and enhancing the luxury shopper’s emotional journey in the “phygital” sphere
- Cross cultural dynamics between reason and emotion when making a luxury purchase
- The future of luxury experiences, the future of luxury retail
- Bespoke products, luxury designers, designers of emotions
- The value of a brand: creating sustainable growth for sustainable luxury brands

“A UNIQUE GLOBAL EVENT TO SHARE THE MOST RECENT ACADEMIC FINDINGS, PROFESSIONAL INSIGHTS, AND BEST PRACTICE IN THE WORLD OF LUXURY.”

JEAN-NOEL KAPFERER
THURSDAY 12 APRIL 2018
CHAIR OF THE DAY: DR MARIKA TAI SHOFF, INTERNATIONAL UNIVERSITY OF MONACO

THEME 1: LUXURY, EXPERIENCES & EMOTIONS
THE ROLE OF EMOTIONS IN THE CUSTOMER JOURNEY

● 8:30 AM Welcoming Participants

● 9:00 AM Introductory Keynote Speech: Luxury brands and emotions, by Jean-Noël KAPFERER

● 9:30 AM Forewords by the Scientific Organization Committee

● 9:45-11:15 AM Academic Sessions N°1

  Track A: Luxury In-store Relationships
  - Jean-Louis Chandon, Mariem El Euch, Elie Maalej (all from INSEEC Business School & Fanny Dragoj/Pierre Karterman University & INSEEC Business School)
  - When Luxury Considers Service Specificities: Unpacking Experts’ and Academics’ Viewpoints about the Role of Salespersons
  - Michaela Merk (SKEMA) & Géraldine Michel (IAE Paris, Sorbonne Business School)
  - The Dangers of Strong Salesperson-Brand Relationships in the Luxury Sector
  - Angy Geerts (University of Namur & Nathalie Vergez-Sala/Danssante University)
  - Identifying Dimensions of Luxury Shopping Experience (LSE): A Socio-Semiotics Approach
  - Fabio Duma & Maya Gadgil (both from Manchester University & Department of Marketing)
  - Managing the Standardization-Localization Dilemma of Luxury Fashion Brands - Defining a New Luxury Brand Management Model for China

  Track B: Consumer Rapport to Luxury: Intercultural Comparisons
  - Fabio Duma & Maya Gadgil (both from Manchester University & Department of Marketing)
  - Consumers’ need for uniqueness, attitude functions and behavioral intentions for luxury brands
  - Mohammad Kermani (Peking University) & Lea Hamzaoui (Economia University of Ottawa)
  - The effect of consumer knowledge on bandwagon luxury consumption
  - Fabio Duma & Maya Gadgil (both from Manchester University & Department of Marketing)
  - Consumers’ need for uniqueness, attitude functions and behavioral intentions for luxury brands

  Track C: Strategic Issues in Luxury
  - Robert Duma & Maya Gadgil (both from Manchester University & Department of Marketing)
  - Le luxe est mort, vive le luxe! Niche luxury brands in the era of massibe
  - Elena Sherempeger & Dana Ermova (both from University of Bern)
  - Capabilities of Luxury Startups
  - Sindu Li & Claudia Hereninger (both from the University of Manchester)
  - Managing the standardization-localization dilemma of luxury fashion brands - defining a new luxury brand management model for China

● 11:15 AM Coffee Break

Panel Discussion 9:45-11:15 AM
TRADITIONAL SWISS LUXURY WATCHMAKERS AND GLOBAL/DIGITAL DISRUPTION
As an increasing number of fine timepieces are being sold online, Swiss Luxury Watchmakers are facing the contradictions and challenges of globalization and digitalization. How the Swiss companies are addressing these challenges, and what have been / will be their strategies for sustainable growth in the future in order to continue to be perceived as great watch brands, are some of the questions which will be raised in the panel discussion.

Felicitas Morhart & Karen Olivo, Founder and President of LUX & Ltd
Edouard Meylan, CEO H. Moser & Cie
Michele Sofisti, Founder and President of Sofisti Management
Alexander Linz, Partner, www.watchadvisor.com
Marc Bros de Puech Redon, Member of the Board and CEO, B&K Basel
THURSDAY 12 APRIL 2018
CHAIR OF THE DAY: DR MARIKA TAISHOFF, INTERNATIONAL UNIVERSITY OF MONACO

11:45 AM - 12:45 PM
ACADEMIC SESSIONS N°2

Track A - Single-Brand vs. Multi-Brand Luxury Stores
Perrine Desmichel & Bruno Kocher (both from University of Lausanne)
_ Indulge Yourself! The Effect of Hedonic Goals in Multi- and Single-brand Luxury Stores

Hannele Kauppinen-Raisanen (University of Vaasa) & Hans Mühlbacher (International University of Monaco)
_ Exploring shopping experiences in directly operated luxury brand stores

Track B - Relationship to Luxury
Mouna Bouazzaoui (University of Kairouan), Sarah Ben Bouyahia & Fawzi Dekhil (both from University of Tunis El Manar)
_ Brand experience & Luxury brands: Effects on perception & purchase intention

Marjole De Veer, Leotis Hedderly & Veronique Cauderger (all from Ghent University)
_ Exposure to Luxury on Instagram

Track C - Luxury and Sustainability (A)
Thierry Delécolle (ISC Paris Business School) & Béatrice Parguel (CNRS, University Paris-Dauphine)
_ Does positioning sustain luxury brands perceived sustainability?

Ruïlme Munten (Catholic University of Louvain) & Josée Vanhamme (IL360 Business School)
_ Impact of Reparability Information on Consumers’ Attitudes Toward Luxury Brands

12:45 PM
BUFFET LUNCH

2:00 PM
KEYNOTE SPEECH
Capturing the Zeitgeist: Emotion, Intellect & Verifiability in Contemporary Brand Interactions, by Michael Friedman, Historian at AUDEMARS PIGUET

Alexandre Weylin
Head of Luxury Programs, CIGA GENEVE
Antoine Lacroux
Digital Director, VANN CLEEF & ARPELS
Dr Henri-Jean Toulme
Founder and manager of Cabinet Deo
Antonio Carrierio
Chief Digital and Technology Officer, BREITLING
Michael Friedman
Historian at AUDEMARS PIGUET
Tanja Valcic
Head of Luxury Attitude brand, IFG EXECUTIVE EDUCATION

3:30 PM
COFFEE BREAK

Case Study 11:45 AM - 12:45 PM
BURBERRY’S CASE “SEE NOW / BUY NOW”

As one of the acknowledge leaders in e-commerce, BURBERRY invented the concept of “See Now/Buy Now”. This enable customers to purchase their Runway products straight after the Show, a benefit increasingly being sought by fashion savvy consumers the world over. Once the runway lights are switched off, customers can buy, online and off, the products they have just seen on stage. How does BURBERRY succeed in managing diverse customer experiences throughout its various channels, and so enable clients to purchase their “dreams” immediately after having seen them? What is the feedback and learning outcomes from a luxury brand long at the forefront of the “See Now/Buy Now” approach? What are the challenges and the perks of this new Business model?

Veronica Sartori, Director of Merchandising Shoes, BURBERRY

12:45 PM
PANEL DISCUSSION: Managing emotions through omni channel Strategies
Designing and enhancing the luxury shopper’s emotional journey in the ‘phygital’ sphere
Becoming a ‘Love Brand’ by creating unique interactions with consumers’ digital emotions?
Or emotions through digital channels? Power and influence of the social media on brand value?

Alexandre Weylin
Head of Luxury Programs, CIGA GENEVE
Antoine Lacroux
Digital Director, VANN CLEEF & ARPELS
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Founder and manager of Cabinet Deo
Antonio Carrierio
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Michael Friedman
Historian at AUDEMARS PIGUET
Tanja Valcic
Head of Luxury Attitude brand, IFG EXECUTIVE EDUCATION

12:45 PM
BUFFET LUNCH

2:00 PM
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Tanja Valcic
Head of Luxury Attitude brand, IFG EXECUTIVE EDUCATION

3:30 PM
COFFEE BREAK
THURSDAY 12 APRIL 2018
CHAIR OF THE DAY: DR MARIKA TAISHOFF,
INTERNATIONAL UNIVERSITY OF MONACO

3:45 - 4:45 PM
ACADEMIC SESSIONS N°3

Track A - Internet for Luxury
Zahra Fazeli (University of Brighton), Paurav Shukla (University of Essex) & Keith Perks (University of Brighton)

Luxury Shopping in the Cyberspace: The Role of Regulatory Focus, Regulatory Fit and Self-construct in the Online Luxury Goods Purchase Intentions

Lisa Trespache (University of Quebec at Trois-Rivières) & Elisabeth Robutel (University of Quebec at Montreal)

Internet user participation: blessing or curse for luxury brands

Track B - Millennials and Luxury
Swaranh de Kerviler (ESIG School of Management) & Carlos Rodriguez (Delaware State University)

Luxury Brand Experiences and Relationship Quality for Millennials: The Role of Self-Expansion

Jean-Noël Kapferer (INSEEC Business School) & Anne Michaut-Denizeau (HEC Paris)

Are millennials really redefining luxury?

Track C - Luxury and Sustainability (B)
Nabanita Talukdar (Golden Gate University) & Shubin Yu (Peking University)

Are Materialists Green? The Effect of Materialism on Consumers’ Perceived Value and Purchase Intention of Sustainable Luxury Products

Alessandro Brun, Alessandra Zampieri & Hakan Karacan (all from Politecnico di Milano)

Sustainability in the Luxury Fashion Supply Chain: Millennials Perception

4:45 - 5:45 PM
ACADEMIC SESSIONS N°4

Track A - Luxury Counterfeits
Julia Pueschel, Béatrice Parguel (both from CNRS, Paris-Dauphine University) & Cécile Chamaret (Ecole Polytechnique, CNRS, Université Paris-Saclay)

Talking about my generation: The influence of age on counterfeit luxury consumption in the GCC countries

Track B - Celebrities for Luxury
Pantea Foroudi, Shahzeb Hussain (both from Middlesex University), Maria Teresa Cuomo (University of Salerno) & T.C. Melewar (Middlesex University)

The effects of celebrity credibility, celebrity familiarity, luxury brand value, and brand awareness on attitude towards celebrity, brand, and purchase intention

Track C - Luxury: Market-Driving vs. Market-Driven Strategies
Ashlee Humphreys & Gregory Carpenter (both from Northwestern University)

Red White & Cru: Market Driving Strategies, Status Games, and Competitive Advantage on the U.S. Wine Industry

5:15 - 5:45 PM
ACADEMIC SESSIONS N°5

Track A - Lessons from JBR Editorship
Naveen Donthu (Georgia State University), Editor-in-Chief, Journal of Business Research

Lessons from JBR Editorship

5:45 PM
CONCLUSIONS OF THE DAY - ROUND TABLE
Future trends and topics for Research

6:00 - 7:00 PM
HAPPY HOUR AND FASHION SHOW

6:00 PM
GALA DINNER

CASE STUDY 4:00 - 5:00 PM

MONTE-CARLO SOCIÉTÉ DES BAINS DE MER OR HOW TO MAKE MONTE-CARLO THE MOST LUXURIOUS EXPERIENCE IN THE WORLD

Beginning with its founding of Monte-Carlo in the 1860s, the Société des Bains de Mer has shown over and over again what it takes to create a unique and all-encompassing luxury experience for the world most discerning clientele. As the brand’s founder put it in 1875 “…it is not gold that brings the rich and artists, to Monte-Carlo, but rather the desire to free themselves from everything, to tempt chance, to be against fate, and this is why we must give them dreams, pleasure and beauty.”

THIS SESSION WILL EXAMINE THIS LONG STORY AND ITS UNIQUE CULTURE, WHILE ALSO DISCUSSING THE CHALLENGES AHEAD. SOME OF THE TOPICS INCLUDE:

- Branding emotions and experiences.
- Designing unique and integrated offers, services and spaces
- Creating emotions and enchantment amongst the Ultra High Net Worth Individuals - what are the benchmarks?

MARIKA TAISHOFF, INTERNATIONAL UNIVERSITY OF MONACO
AXEL HOPPENOT, EXECUTIVE VICE PRESIDENT SALES & MARKETING, MONTE-CARLO SOCIÉTÉ DES BAINS DE MER
In a world undergoing profound change, where access to information is facilitated thanks to new technologies, where consumers interest is shifting on experience over possession, what can be said about consumers’ state of mind? What are their experiences? What dynamics between reason and emotion come into play when making a luxury purchase? Luxury Culture report brings answers to these questions. Every year, this global monitor analyses trends throughout the different markets. 10 years after its first wave, the WLT has been renewed to better understand new consumer expectations and allow them to express themselves more freely. The latest WLT wave covers: France, Italy, Spain, Germany, UK, USA, Saudi Arabia, the United Arab Emirates, detailing the emergence of these markets.

Luxury Culture report sets the standard for luxury market studies. Every year, making it a top priority for luxury brands to better understand their dynamics. How to target them in China, how to communicate with them and map their journeys?

**THEME 2: WHAT’S NEXT : THE FUTURE OF LUXURY**

**8:30 AM**
Welcoming Participants

**8:50 AM**
Welcome speech by the Chair of the day, Dr Marika Taishoff, The International University of Monaco

**9:00 AM**
LUXURY INSIGHTS
Consumers’ New Luxury Culture & Emotional Drivers of luxury consumption by Natascha Chomet, Insight Manager IPSOS

In a world undergoing profound change, where access to information is facilitated thanks to new technologies, where consumers interest is shifting on experience over possession, what can be said about consumers’ state of mind? What are their experiences? What dynamics between reason and emotion come into play when making a luxury purchase? Luxury Culture report sets the standard for luxury market studies. Every year, making it a top priority for luxury brands to better understand their dynamics. How to target them in China, how to communicate with them and map their journeys?

**9:15 AM**
COFFEE BREAK

**9:25-10:30 AM**
**Panel Discussion**
The future of luxury retail

- From Cooke-Cutter stores to “DNA Driven” differentiation
- The store of the future: between technology and brand management
- The European vs Asian perspective

**JEAN REVIS,**
CEO, MAD NETWORK

**DAVID SOBEL,**
Chief Executive Officer, INGIE PARIS

**JEAN-MICHEL TERRIEN,**
Chief Executive Officer, INGIE PARIS

**DAVID SOREL,**
President, THE OTHER STORE

1**

**10:30 AM**
COFFEE BREAK

**11:00 AM-12:00 PM**
**ACADEMIC SESSIONS N°6**

**Track B: Unploying Luxury**

- Lilia Lussuaret & Corrine Omary (ESC Paris)
  - How does sharing vs. possession question identity? A study on luxury clothing and accessories among French women

- Aurélie Kessous (IE Marseille) & Pierre Valote-Florance (IUG Grenoble)
  - From Prada to Nada: Conspicuous luxury consumption and brand attachment: A contrast of genuine luxury brands and second-hand luxury brands

**Track B: Exploring Luxury**

- Geodele Knektis & Sandor Csallar (University of Lausanne)
- David Dubois (INESSC Business School) & Bruno Kocher (University of Lausanne)
- When Speaking Less Says More: When and How Consumers ’Own’ Luxury Signals in Conversation

- Dafna Goor (Harvard Business School), Nadya Orkabyavna (Boston College), Anjel Kenan & Sandrine Cimer (both from Harvard Business School)
- The Impostor Syndrome from Luxury Consumption

**12:00-1:00 PM**
**ACADEMIC SESSIONS N°7**

**Track B: Second-Hand Luxury (B)**

- Linda Turenne (University of Helsinki) & Pipo Laaksonen (University of Vaasa)
  - Capturing the scope of mass-consumed luxury brand relationships: the NewLux reality

- Francesco Conoj, Lawrence Cunningham & Clifford Young (all from University of Colorado - Denver)
  - Revisiting the Brand Luxury Index: New Empirical Evidence and Future Directions

- Céline Canviller, Édouard Vigneron (both from ESSEC Business School) & Lindsay Carey (Kilgard Caledonian University)
  - Narrative and emotional accounts of second-hand luxury purchases along the customer journey

- Clément Bellot, David Dubois, Frédéric Gostard & Shanau Alzahawi (all from INSEAD)
  - How do Gender Norms Influence the Making of Status Products: The Case of High-End Women’s Footwear

**Track C: Scales to Measure Luxury**

- Helene Nobie (University of Avenio) & Claudia Simbiri (University of Málaga)
  - ‘Luxury Made-in-China’ and Consumer Culture Positioning of Premium Cars

- Lea Theno (University of Lausanne) & Bruno Kocher (University of Manchester)
  - Design Strategies for Luxury Culture Positioning of Premium Cars

- Vanessa Patrick (University of Houston) & Sonja Prokop (Eckerd College) & Shilaan Alzahawi (all from INSEAD)
  - Revisiting the Brand Luxury Index: New Empirical Evidence and Future Directions

**1:00-2:00 PM**
**ACADEMIC SESSIONS N°8**

**Track C: Design Strategies for Luxury Culture Positioning of Premium Cars**

- Boris Bankowski (KEDGE Business School), Fernanda Fastoso (University of York) & Herbert Gei (University of Augsburg)

- Jean Revis, CEO, MAD NETWORK

**1:00-2:00 PM**
**Panel Discussion**

**11:00-12:00 PM**
Chinese Globe Shoppers: How to Understand and Target Chinese Tourists?

130 Million Chinese travellers acquire €80 billion worth of personal luxury goods every year, making it a top priority for luxury brands to better understand their dynamics. How to target them in China, how to communicate with them and map their journeys?

- **JONATHAN SHOIB**, CEO, LUXURYINSIGHT
- **CATHERINE ARMARIZ-M., PRESIDENT INTERNATIONAL**, WALLACE CHAN
- **MICHEL CAMPEH, CHAIRMAN**, LUXURYHUB
- **JEAN REVIS, CEO, MAD NETWORK**

- **Jonathan Shoibi, CEO, Luxurynsight**
- **Catherine Armäri-Müller, President International, Wallace Chan**
- **Michel Campeh, Chairman, Luxuryhub**
- **Jean Revis, CEO, Mad Network**
## THEME 2: WHAT’S NEXT : THE FUTURE OF LUXURY
CRAFTING LUXURY EXPERIENCES THROUGH MATERIALITY, UNIQUE PRODUCTS AND SPACES

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<th>Time</th>
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<tr>
<td>1:00</td>
<td>BUFFET LUNCH</td>
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<td>2:15</td>
<td>KEYNOTE SPEECH: What’s next? Emotional, Experiential, Innovative, and Sustainable: a vision for the future, by Marie Claire Daveu, Chief Sustainability Officer and Head of International Institutional Affairs, KERING</td>
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<td>2:45-3:45</td>
<td>ACADEMIC SESSIONS N°8</td>
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<td>Track A - Renting Luxury</td>
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<td>Alessandra Campbell (York University) &amp; Guergana Guintcheva (EDHEC Business School)</td>
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<td><em>The Role of Consumer On-Line Discourse in De-Legitimizing Access-Based Consumption for Luxury Handbags</em></td>
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<td>Goedele Krekels, Bruno Kocher, Sandor Czellar (all from University of Lausanne) &amp; Brigitte Müller (University of Toulon)</td>
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<td><em>I don’t own it but it's mine: The impact of Materialism on New Modes of Luxury Consumption</em></td>
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<td>Track B - Luxury: Rarity and Uniqueness</td>
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<td>Arang, Zhang &amp; Nagasawa Shyno (both from Waseda University)</td>
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<td><em>Study on luxury brand authenticity’s influence on brand rarity</em></td>
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<td>Anastasia Stathopoulou (International University of Monaco), George Bakomas (Kiers Business School), Savvasa Spyropoulou &amp; Constantin Kakakis (both from Leeds University)</td>
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<td><em>Value orientations’ effect on the value consumers ascribe to luxuries and consumer proclivity to luxury consumption</em></td>
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<td>3:45</td>
<td>COFFEE BREAK</td>
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<td>4:15</td>
<td>CLOSING SPEECH: Passion, authenticity, emotion: Blancpain’s commitment to the ocean, by Alain Delamuraz, BLANCPAIN Vice President</td>
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<td>4:45-6:00</td>
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### Panel Discussion 2.45-3.45pm

**THE ‘ULTRA-HIGH’ NETWORTH INDIVIDUALS: UNIQUE PRODUCTS FOR UNIQUE / EXTREME EXPERIENCES**

Luxury consumers, and even more so millionaires and billionaires spend more on experiences than they would on ‘things’. The world’s ultra high net worth (UHNW) population, or those with $30m or more in net worth, represent a total combined wealth of $27 trillion.

The annual Wealth-X World Ultra Wealth Report present a high level view of the most popular interests among UHNW individuals.

As a passion, as a hobby, as a sport, as a lifestyle, a yacht plays an important role in the life and “the must have” of these billionaires.

But how do they dream, purchase, live the yacht experience?

What are the latest trends in this fast growing niche industry?

**Panelists**
- Manuel Bianchi, Managing Director Europe, WEALTH X
- Luciano Aglioni, Account Director, THE SUPERYACHT GROUP
- Timothy Hamilton, Director Americas, LURSSEN
- Toby Walker, Area Sales Manager West Europe and North Europe, BENETTI YACHTS
Founded in 1975 in Bordeaux, INSEEC Business School has developed into a multi-disciplinary higher education platform. We propose an innovative pedagogical approach that is unique in France. By bringing together ‘Grandes Ecoles’ and a broad range of specialized programs in Management, Engineering, Communication and Political Science. By combining face-to-face and remote trainings thanks to the use of digital technologies on our 9 campuses in Europe, China and the USA.

Gathered around the values of freedom, social responsibility and quality, INSEEC U schools work together in synergy with a constant objective of openness, consistency and employability. We support social transformations by training both students and employees throughout their professional life. With 23,500 students, a network of 120,000 Alumni and one of the most dynamic Research Centers, INSEEC U has become the leader in French Private Higher Education.
Supported by the dynamism of the group, INSEEC U. Research Center is developing at a growing pace.

In the last three years, our publications went from 38 in 2015 to 66 in 2016, and 88 in 2017-2018 (among which 59 in 2017 and 29 to be published in 2018). We have four rank 1 publications, one in Journal of Management studies, one in Public Administration Review and two in European Journal of Operation Research. Out of the 55 researchers belonging to INSEEC Business School three had more than 2,300 citations and an H index above 20.

IN 2016, INSEEC U. RESEARCH CENTER ORGANIZED TWO LARGE INTERNATIONAL CONFERENCES:

• the Second edition of the Monaco Symposium in Luxury (April)
• the Fourth International Symposium in Computational Economics and Finance (April in Paris)

OTHER ACADEMIC EVENTS IN THE YEARS 2016-2017 INCLUDE:

• The Transatlantic Normative Business Ethics Workshop, held in May 2017 in Paris with the partnership of the Zicklin Center at the Wharton School and the Chaire d’Ethique Economique et Sociale at Louvain.
• The Annual Congress in Tourism (AFMAT) organized by INSEEC U. Chambéry in 2016.
• The Annual Wine Economists Conference (AAWE) organized by Bordeaux University and INSEEC U. Bordeaux in 2016.

IN 2018, WE WILL HOLD OUR TWO BI-ANNUAL SYMPOSIA at the same dates and in the same cities, attracting again a large number of academic communications and offering Special issues in rank 2 journals for a selected subset of papers.

WE WILL ALSO ORGANIZE FOUR INTERNATIONAL WORKSHOPS:

• A workshop on forecasting wine prices, 30 May 2017 in Bordeaux.
• The Digital Innovation and Financing Conference, INSEEC U. Lyon, 14 & 15 June 2018, co-organized with The John Molson School of Business and the China-Israel Center for Entrepreneurship and innovation, University of Jilin.

These events are high-profile meetings where academic and professionals share their work.
The International University of Monaco educates highly skilled and responsible business leaders from all over the world in the fields of high-value activities, particularly in Luxury, Hospitality, and Financial Services. Devoted to the advancement and dissemination of management knowledge in high-value activities to improve managerial practices, the International University of Monaco conducts its research activities in close connection with the local and international business community. Promoting CSR, entrepreneurship and innovation within its curricula and as in extra-curricular activities, IUM develops fruitful partnerships and cooperation with the leading companies in the luxury fields, and thus offers to its Bachelor, Master, MBA, DBA or Executive students a unique exposure to the latest international trends in the global luxury industry.
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