

Call for Paper: Fashion Marketing in 2020
Asia Pacific Journal of Marketing and Logistic Special Issue
Submission Deadline of Extended Abstract: January 15, 2019

This *APJML* special issue will include selected papers from research papers presented at the **2019 Global Fashion Management Conference (GFMC) at Paris**, Paris, France, July 11-14, 2019.

APJML will consider papers selected as the best papers presented in ‘**Luxury Branding**’ track of the 2019 GFMC at Paris for possible inclusion of the review process for this special issue.

Fashion branding industry has gone through a transition phase over the past decade. In spite of the global economic slowdown, the influx of affluent consumers in Asia has embolden the industry growth. In addition, advances in digital atmosphere as well as the explosion of social media have influenced the branding strategies, consumer perception and consumption behaviour. The goal of this ‘**Luxury Branding**’ track of 2019 GFMC at Paris is to shed light on the contemporary issues in fashion branding in Asia and beyond. Special emphasis is made on understanding the relevant marketing theories and practice. Both academics and practitioners are cordially invited to submit manuscripts including empirical research, conceptual papers, and insightful cases studies.

Potential research topics may include (but are not limited to) the application of fashion branding and marketing theories, methods, or framework to:

- Consumer decision-making process
- Brand attitude and perception
- Advertisement evaluation
- Fashion aesthetic
- Packaging, labelling, and design thinking
- Sustainability in fashion industry
- Supply chain and operation management in fashion industry
- Luxury branding: contemporary issues
- Managing fashion brands in digital space
- Consumer-brand relationship in social media
- Price and value perception
- Ethical fashion consumption
- Application of neuro-marketing in fashion branding

Selected papers submitted to the ‘Luxury Branding’ track of the 2019 GFMC at Paris are eligible for review to be included in this *APJML* special issue. Scholar seeking consideration of their papers for publication in this special *APJML* issue should submit their extended abstracts or full papers to the ‘Luxury Branding’ track of the 2019 GFMC at Paris and notify their intention to publish their papers in this *APJML* special issue to the track co-chair by **January 15, 2019**.

2018 Global Fashion Management Conference at Paris:

- <http://gammaconference.org/2019/>

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For More Information:

<http://gammaconference.org/2019/>