



**Call for Paper: *Luxury fashion consumption in a post pandemic world***  
***Asia Pacific Journal of Marketing and Logistic Special Issue***  
**Submission Deadline of Extended Abstract: *August 27, 2021***

This *APJML* special issue will include selected papers from research papers presented at the **2021 Global Fashion Management at Seoul / 2021 KSMS International Conference**. *APJML* will consider papers selected as the best papers presented in ‘Luxury Branding’ track for possible inclusion of the review process for this special issue. (<https://2021gfmc.imweb.me/>)

“Many luxury brands will have been relieved to leave Covid-ravaged 2020 behind. After all, the personal luxury goods sector shrunk for the first time since 2009 with sales back to their 2014 levels. But this depressing statistic masks a happier prospect for 2021, and the following few years. With the environmental situation and other issues likely to get worse this decade, such a boom might well be short-lived, but it’s likely to happen all the same. The question for luxury brands then remains: how can we take advantage of the impending upturn, starting right now? In response, they are taking three new directions to protect their brand desirability in 2021 and beyond: strengthening their relationship with local customers, seeking greater customer intimacy and polishing purposeful luxury credentials”.

The goal of this the 2021 Global Fashion Management at Seoul / 2021 KSMS International Conference is to shed light on Luxury fashion consumption in a post pandemic world 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
- 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

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 2021 Global Fashion Management at Seoul / 2021 KSMS International Conference and notify their intention to publish their papers in this *APJML* special issue to the track co-chair after the paper has been presented at the conference.

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