



Chalhoub Group Professorship on Luxury Brand Management

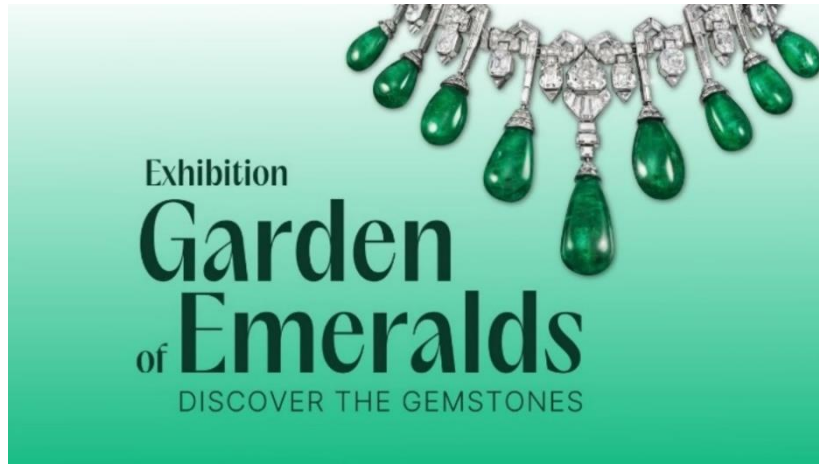
Annual Activity Report AY 2023-24

Dear Mr. Chalhoub

I am delighted and proud to reconnect with you to share a summary of the annual activities carried out by the Chalhoub Group Professorship in Luxury Brand Management at AUS during the 2023-2024 academic year. This marks my sixth year as the Chalhoub Group Professor in Luxury Brand Management. I remain confident that the diverse activities detailed in this report play a crucial role in positioning the Chalhoub Group Professorship at AUS as a center of excellence for research and teaching in luxury marketing and luxury brand management recognized for its thought leadership not only nationally but also internationally.

- **Teaching Activities**

Since the Professorship's foundation in 2013, we have had more than 900 registrations for the courses making up the luxury curriculum, namely **MKT354: 'The Marketing of Luxury'**; **MKT381: 'Fashion Marketing'**; and **MKT405: 'Luxury Brand Management'**. Last year, all the above courses were offered to our students attaining a total of 106 registrations. All luxury curriculum courses maintain a balanced approach between theoretical knowledge and practical application, equipping students with the necessary tools to address real business challenges faced by luxury brands. MKT354 continued its partnership with the renowned luxury brand **Van Cleef & Arpels**, enabling students to provide recommendations on new client acquisition strategies. MKT405 implemented a successful mentorship program involving six senior mentors from the Chalhoub Group. Each student group collaborated closely with their mentor to tackle contemporary marketing issues in the luxury sector. Projects covered a range of topics, including. The curriculum also emphasized *experiential learning opportunities*, organizing **field trips** such as a practical workshop at **Piaget** in The Dubai Mall and a visit to the **Garden of Emeralds exhibition** at L'ÉCOLE School of Jewellery in Dubai Design District.





- **2024 AUS-CHALHOUB SYMPOSIUM**

The 2024 AUS-Chalhoub Symposium hosted at AUS on 20th February focused on sustainable innovation in the luxury industry with the theme “Let’s reimagine together the positive future of luxury”. The event attracted over 250 students, faculty and alumni and featured a distinguished lineup of speakers and panelists. Among them was **keynote speaker Diana Verde Nieto**, a leader in sustainability and innovation, who emphasized the necessity for luxury brands to incorporate sustainability into their business models, setting the tone for the subsequent discussions. A **panel discussion**, moderated by the Chalhoub Group Professor of Luxury Brand Management and co-moderated by AUS marketing major Pritika Tilokani, examined the evolving role of luxury brands in sustainability. The discussion also highlighted Chalhoub Group's achievements in sustainability and initiatives promoting positive environmental and social impacts. Panelists included Florence Bulte, Chief Sustainability Officer at Chalhoub Group; Benedicte Blanc, General Manager for Wholesale and Kids at Chalhoub Group; Margot Stuart, Co-founder of OriginAll; and Najla Al Hajri, an AUS student and Luxury Marketing minor representing GenZ luxury consumers. The symposium also featured a **competition**, providing AUS students the opportunity to win **2 internships** with Chalhoub Group. Participants were tasked with selecting a luxury brand from the Chalhoub Group's portfolio and envisioning innovative changes to its distribution channels, retail experience, and business model.





- **Corporate Engagement and Outreach Activities**

On May 16th, 2024 the Chalhoub Group Professor chaired a panel discussion at the Dubai Multi-Commodity Center (DMCC) on **Future Trends in Luxury Traceability**. This was part of the activities organized by the chairmanship of the **UN Kimberley Process** which is assumed by the UAE in 2024. The Kimberley Process is a key UN initiative tasked with curbing the entry of conflict diamonds into the mainstream rough diamond market. The gathering which attracted more than 200 participants marked a pivotal moment in diamond industry's calendar, bringing together representatives and experts who discussed the diamond sector's future, especially in terms of standards and traceability. The panelists included: Vinit Jogani (Director, Lemon-Diatech Group); David Block (CEO, Sarine Technology Group); and Bernold Richerzhagen (Founder & CEO, Synova S.A.).



A **styling session** was further organized at the 3rd Booksellers Conference in Sharjah on 27th April in collaboration with the Career Design Lab and the Chalhoub Group focusing on "Styling for professional attire". This was delivered by Heidi Armstrong of Wear That.



The Chalhouh Group Professor was invited to act as a **judge** for the **11th Edition of The Mark Challenge** – (<https://www.themarkchallenge.com/>) the luxury business plan competition organized by the International University of Monaco that connects students, alumni and academic professionals and business leaders from all over the world.



- **International Thought Leadership via Invitations to Chair Tracks at Prestigious Conferences**

The reputation of the Chalhouh Group Professor and Professorship secured me invitations to Chair the Luxury Services Track at the **2024 SERVSIG Conference** in Bordeaux, France, the Sustainable Luxury and Fashion Track at the **2024 Academy of Marketing Conference** in Cardiff, UK; and the Luxury Marketing Track (Luxury beyond Bling!) at the **2025 Academy of Marketing Science** Conference in Montreal, Canada.

The Professorship also hosted a fellow academic from University of Bergamo (Dr Gabriele Murtas) and has received another request from a PhD candidate, Katharina Schuck from IQS School of Management/ISM Germany to visit the Professorship in Fall 2024.



- **Special Issues**

One way to signal our authority in scholarly research on luxury and our thought leadership is by guest editing special issues of high impact journals. This year, Dr George Christodoulides is leading a special issue of the *Journal of Consumer Behaviour* (ABDC: A) (together with Richard Gyrd Jones from Copenhagen Business School and Carolyn Strong from Cardiff University) on **Luxury in the Circular Economy**.

(<https://onlinelibrary.wiley.com/pb-assets/CFP-JCB-Luxury%20in%20the%20Circular%20Economy-1694165313950.pdf>)



The Chalhouh Group Professor is further involved in an additional special issue that is underway in *Psychology and Marketing* (ABDC: A).

- **Research and grants**

In the latest update of the Stanford list ([October 2023 data-update for "Updated science-wide author databases of standardized citation indicators" - Elsevier BV \(digitalcommonsdata.com\)](#)), the holder of the Chalhouh Group Professorship in LBM was named a **Top 2% scientist** internationally by this prestigious list. My Google scholar shows more than **11,000 citations**. For keywords that describe my research such as luxury and luxury brands, my name appears consistently first.

My team and I have one ongoing funded project as follows:

- ❖ FRG23: *Give Me a Second Life! Extending the Life-span of Luxury Products through Repair* (value: 256,960AED) (with Mona Mrad and Rania Semaan)



In the first year of this project, we concluded a series of qualitative interviews and completed a manuscript that is currently under review in the *Journal of Retailing and Consumer Services* (ABDC: A). Original research on luxury was further published in high impact journals as follows:

Publication Title	Authors	Outlet	ABDC Rating	Acceptance Date
What drives consumers toward shared luxury services? A comparison of sequential vs simultaneous sharing	Boukis, A., Christodoulides, G., Semaan, R. W., & Stathopoulou, A.	Journal of Business Research	A	18 March, 2024
More supportive or more distractive? Investigating the negative effects of technology at the customer interface	Pantano, E., Carlson, J., Spanaki, K., & Christodoulides, G.	International Journal of Information Management	A*	30 December, 2023
Guest Editorial: Contemporary issues in luxury marketing & branding	Christodoulides, G., Michaelidou, N., & Khan, M.S.	Journal of Strategic Marketing	A	26 September, 2023
A typology of consumers sharing luxury services	Semaan, R. W., Boukis, A., Christodoulides, G., & Papastathopoulos, A.	Journal of Strategic Marketing	A	19 September, 2023
Consumer hate and boycott communications of socially irresponsible fashion brands: Applying complexity theory in psychology and marketing research	Woodside, A. G., Akrouf, H., & Mrad, M.	Psychology & Marketing	A	7 August, 2023
Luxury Branding in B2B	Pedeliento, G., Leek, S., & Christodoulides, G.	Journal of Strategic Marketing	A	10 May, 2023
Toward a better understanding of key determinants and consequences of masstige consumption	Boisvert, J., Christodoulides, G., & Khan, M. S.	Journal of Business Research	A	17 March, 2023
Avoiding the brand for me, us, or them? Consumer reactions to negative brand events	Gerrath, M. H., Brakus, J. J., Siamagka, N. T., & Christodoulides, G.	Journal of Business Research	A	1 December, 2022

In addition to the above, original research in areas of luxury and branding was accepted for presentation in reputable academic conferences such as the Monaco Symposium on Luxury, the Academy of Marketing Science and the Global Marketing Conference:



- Boisvert, J., Christodoulides, G. and Khan, M.S. (2023). The Impact of Generation Y & Z and Gender on Brand Engagement Toward Masstige Categories. EMAC Annual, Odense, Denmark.
- Ashill, N., Semaan, R. and Williams, P. (2023). Magic is something you create: the development of a luxury brand charisma scale. Monaco Symposium on Luxury, Monaco.
- Boukis, A., Christodoulides, G., Semaan, R. and Stathopoulou (2023). What Motivates the Consumption of Shared Luxury Services? The Case of Sequential vs. Simultaneous Sharing, 2023 Monaco Symposium on Luxury, Monaco.
- Siamagka, N., Gerrath, M. and Christodoulides, G. (2023). Power distance as a determinant of forgiveness intentions: The case of self-enhancing vs. self-congruent luxury brands. Global Marketing Conference, Seoul.
- Chatzipanagiotou, K., Christodoulides, G., Gounaris, S. and Boukis, A. (2023). Unravelling the Employee-based Brand Equity Formation Process. Academy of Marketing Science, New Orleans.
- Christodoulides, G., Stathopoulou A., Boukis, A., Semaan, R. (2023). The Dark Side of the Circular Economy, 4th Brand Meaning Network Event, Sharjah.
- Mrad, M., Christodoulides, G., Semaan, R. and Prandelli, E. (2023). Give me a second life! Extending the life-span of luxury products through repair, 4th Brand Meaning Network Event, Sharjah.

Also, the following two papers have been accepted for presentation at the 2024 AMASERVSIG in Bordeaux and the ESSEC Retail in the Age of Global Uncertainty Conference in Paris and will be presented in June 2024:

- Christodoulides, G., Chatzipanagiotou, K., Baker, J. and Buhalis, D. (2024). The luxury customer experience in hospitality: Scale development and validation. AMASERVSIG, Bordeaux.
- Vignali, G., Serravalle, F., Pantano, E. and Christodoulides, G. (2024). Unlocking the value of the different forms of consumers collaborations with automated VS human shopping assistants in the luxury sector. ESSEC Retail in the Age of Global Uncertainty Conference, Paris.



Before I close this report, I would like to take this opportunity to express my sincere gratitude to you and the Chalhoub Group for the exceptional partnership and unwavering support. Your innovative approach and inspiring leadership are truly motivating to both myself and my students. I also want to thank Florence Bulte for her dedication and passion in collaborating with AUS on this important initiative. Additionally, my appreciation goes to my Dean and Department Head for their ongoing guidance, and to the Office of Advancement and Alumni Affairs at AUS for their invaluable support. I eagerly anticipate the opportunity to connect, whether it's through a physical meeting or an online interaction, to discuss about our accomplishments from the previous year and outline our plans for the new academic year. Meanwhile, I am available to provide additional explanations or details regarding any part of this executive report.

With Respect

Prof G Christodoulides, PhD

Chalhoub Group Professor of Luxury Brand Management