



Call for Papers

2017 Global Fashion Management Conference at Vienna

Fashion, Music and Design Management in the Networked World

Extended Submission Deadline: February 6th, 2017

Conference Date: July 6th-9th, 2017

University of Vienna, Vienna, Austria

Conference Homepage: <http://gammaconference.org/2017/>



You are cordially invited to submit papers for the '2017 Global Fashion Management Conference at Vienna' to be held at the University of Vienna July 6th-9th, 2017.

University of Vienna will be the host of the '2017 Global Fashion Management Conference at Vienna: Fashion, Music and Design Management in the Networked World.' This conference is organized by the Global Alliance of Marketing & Management Associations.

Conference Dinner and 'Invited Exhibition: 2017 GAMMA Young Artist Competition' will be held at 'the Vienna City Hall' (<https://www.wien.gv.at/english/cityhall/>) on July 7th, 2017. It is one of the most splendid venues in Vienna.

Accepted papers will be considered for possible publication in special issues of sponsoring journals such as *International Journal of Advertising*, *International Marketing Review*, *Journal of Global Scholars of Marketing Science*, *Journal of Global Fashion Marketing*, *Marketing ZFP – Journal of Research and Management* and *Journal of Global Sport Management* after a double blind review process.

Extended Submission Deadline for Abstracts/Full Papers: February 6th, 2017

Hosts	University of Vienna Korean Scholars of Marketing Science Italian Marketing Society
Organizer	Global Alliance of Marketing & Management Associations
Partners	Center for Sustainable Culture & Service, Yonsei University National Research Foundation of Korea Korea Economy & Management Development Institute
Theme	Fashion, Music and Design Management in the Networked World

Chair	Udo Wagner, University of Vienna, Vienna, Austria, udo.wagner@univie.ac.at
Date	July 6th-9th, 2017
Venue	University of Vienna, Austria
Extended Submission Deadline	Feb. 6 th , 2017
Submit to	Authors should submit their abstracts or full papers to a proper track chair.
Submission Guidelines	GAMMA Conference Submission Guidelines: http://www.gammaconference.org/2017
Registration	Early Bird Discount Deadline: April 6 th , 2017
Sponsoring Journals	<i>Journal of Business Research</i> <i>International Journal of Advertising</i> <i>International Marketing Review</i> <i>Industrial Marketing Management</i> <i>Journal of Global Fashion Marketing</i> <i>Marketing ZFP – Journal of Research and Management</i> <i>Journal of Global Scholars of Marketing Science</i> <i>Mercati e Competitività (Market and Competitiveness)</i> <i>Journal of Global Sport Management</i>

Global Relationship Committee Chair: Roland T. Rust, Distinguished Professor and David Bruce Smith Chair in Marketing, Department of Marketing, Robert H. Smith School of Business, 3451 Van Munching Hall, University of Maryland, College Park, MD 20742-1815, USA, rrust@rhsmith.umd.edu, Tel: +1-301-405-4300, Fax: +1-301-405-0146. Editor of the International Journal of Research in Marketing, Former Editor of the Journal of Marketing, Founding Editor of Journal of Service Research.

Academic Excellence Committee Chair: Charles R. Taylor, John A. Murphy Professor, Dept. of Marketing, Villanova University, Villanova, PA 19085-1678 USA, raymond.taylor@villanova.edu, Tel: +1-610-519-4386 Fax: +1-610-519-5364, Editor of International Journal of Advertising.

Symposium

2017 SIMktg-GAMMA JOINT SYMPOSIUM

Italian Marketing Society and Global Alliance of Marketing & Management Associations will jointly hold 'The 2017 SIMktg-GAMMA Joint Symposium: *Marketing, Fashion and the Creative Industries-Interconnections and Mutual Influences*' in 'the 2017 GFMC at Vienna'. Please submit your paper to **Symposium Chair: Raffaele Donvito**, Dept. of Economics and Management, University of Florence, Via delle Pandette 9, 50127, Florence, raffaele.donvito@unifi.it Tel: +39 055 2759679, Fax: +39 055 2759737.

Publication Opportunities of Sponsoring Journals

JOURNAL OF BUSINESS RESEARCH

Journal of Business Research (SSCI) will consider papers selected as the best papers on following two themes called 'Fashion Marketing Trends in Social Media' and 'Sustainability in Fashion Management' for possible inclusion in the review process of a special issue of JBR on 'Fashion Marketing Trends in Social Media' and 'Sustainability in Fashion Management' for 2017 GFMC at Vienna. If you want your paper to be considered for possible publication in this

JBR special issue, please submit your paper to the chair of 'Fashion Marketing Trends in Social Media' track or 'Sustainability in Fashion Management' track of 2017 GFMC at Vienna. Guest Editors: **Prof. Kyung Hoon Kim**, Changwon National University, 9 Sarimdong Changwon, Gyeongnam, Republic of Korea, stride@changwon.ac.kr, Tel: +82-55-213-3346, Fax: +82-55-263-9096. **Prof. Eun Young Kim**, Dept. of Fashion Design Information, Chungbuk National University, 410 Seongbong-ro, Heungduk-gu, Cheongju, Chungbuk, Republic of Korea, eunykim@chungbuk.ac.kr, Tel: +82 43 261 2780, Fax: +82 43 261 2792.

INTERNATIONAL JOURNAL OF ADVERTISING

International Journal of Advertising (SSCI) will consider papers selected as the best papers on *Luxury Brand Advertising* presented in 'Luxury Brand Advertising: Theory and Practice' track of the 2017 GFMC at Vienna for possible inclusion of the review process for the IJA Special Issue on '*Luxury Brand Advertising: Theory and Practice*'. If you want your paper to be considered for possible publication in this IJA special issue, please submit your paper to the chair of 'Luxury Brand Advertising: Theory and Practice' track of 2017 GFMC at Vienna. Guest Editor: **Prof. Eunju Ko**, Dept. of Clothing and Textiles, College of Human Ecology, Yonsei University, 50 Yonsei-ro, Seodaemun-gu, Seoul, Republic of Korea, ejko@yonsei.ac.kr, Tel : +82-2-2123-3109, Fax : +82-2-312-8554.

INTERNATIONAL MARKETING REVIEW

International Marketing Review (SSCI) will consider papers selected as the best papers on *Global Consumer Culture: The Evolving Nature of Global and Local Consumption* presented in a special track called 'Global Consumer Culture: The Evolving Nature of Global and Local Consumption' in the 2017 GFMC at Vienna for possible inclusion of the review process for the IMR Special Issue on '*Global Consumer Culture: The Evolving Nature of Global and Local Consumption*'. If you want your paper to be considered for possible publication in this IMR special issue, please submit your paper to the track mentioned above and inform your intention to the Guest Editors of this IMR special issue. Guest Editors: **Prof. John Cadogan**, School of Business and Economics, Loughborough University, J.W.Cadogan@lboro.ac.uk, Tel: +44-1509-228846. **Prof. Eunju Ko**, Dept. of Clothing and Textiles, College of Human Ecology, Yonsei University, 50 Yonsei-ro, Seodaemun-gu, Seoul, Republic of Korea, ejko@yonsei.ac.kr, Tel : +82-2-2123-3109, Fax : +82-2-312-8554. **Assistant Prof. Fabian Bartsch**, Marketing and International Negotiation Department, IÉSEG School of Management, f.bartsch@ieseg.fr, Tel: +33-155911010. **Prof. Mark Cleveland**, DAN Management & Organizational Studies, The University of Western Ontario, mclevela@uwo.ca, Tel: + +1-519-661-2111 extension 81464.

INDUSTRIAL MARKETING MANAGEMENT

Selected papers from the submissions to the '*Success Factors in Global Business-to-Business Culture & Fashion Markets -- Marketing Orientation, Strategy and Firm Performance*' track of '2017 Global Fashion Management Conference at Vienna' will be considered for possible publication in a regular issue of Industrial Marketing Management (SSCI). Track Chair: **Prof. C. Anthony Di Benedetto**, Marketing and Senior Washburn Research Fellow, Fox School of Business and Management, Temple University 523, Alter Hall (006-09), 1801, Liacouras Walk, Philadelphia, PA 19122 USA, anthony.dibenedetto@temple.edu, Tel: +1-215-204-8147, Fax: +1-215-204-6237.

JOURNAL OF GLOBAL FASHION MARKETING

Journal of Global Fashion Marketing (SCOPUS, ABDC & KCI) will consider papers selected as the best papers on *Fashion, Culture, and Consumption Lifestyles* presented in the 2017 GFMC at Vienna for possible inclusion of the review process for the JGFM Special Issue on '*Fashion, Culture, and Consumption Lifestyles*'. If you want your paper to be considered for possible publication in this JGFM special issue, please inform your intention to your track chair and the Guest Editor of this JGFM special issue. Guest Editor: **Dr. Yuri Seo**, Senior Lecturer, Department of Marketing, The University of Auckland Business School, Private Bag 92019, Auckland 1010, New Zealand, y.seo@auckland.ac.nz, Tel: +64 21 180 5739.

MARKETING ZFP-JOURNAL OF RESEARCH AND MANAGEMENT

Marketing ZFP-Journal of Research and Management (JSTOR) will consider papers selected as the best papers on 'Fashion Marketing' presented in the 2017 GFMC at Vienna for possible inclusion of the review process for the ZFP Special Issue on 'Fashion Marketing'. If you want your paper to be considered for possible publication in this ZFP special issue, please inform your intention to your track and the Guest Editor of this ZFP special issue. Guest Editor: **Prof. Udo Wagner**, Faculty of Business, Economics and Statistics, University of Vienna, A-1090 Vienna, Oskar Morgenstern Platz 1, Austria, udo.wagner@univie.ac.at, Tel: +43 (1) 4277-380 12.

JOURNAL OF GLOBAL SCHOLARS OF MARKETING SCIENCE

Journal of Global Scholars of Marketing Science (ABDC, KCI) will publish a special issue on 'Heuristics-in-use in Fashion Business and Consumption' with top papers presented in proper tracks of this conference. Guest Editor: **Prof. Simone Guercini**, Dept. of Management, University of Florence, Via delle Pandette, 9 - 50127 Firenze, Italy, simone.guercini@unifi.it, Tel: +39-055-27591.

MARKETS AND COMPETITIVENESS (MERCATI E COMPETITIVITA)

"Markets and Competitiveness (Mercati e Competitività)" - the official scientific journal of the Italian Marketing Society – SIMktg) will consider papers selected as the best papers on "Marketing, Fashion and the Creative Industries" presented in the 2017 GFMC at Vienna for possible inclusion of the review process for the MC special issue on "Marketing, Fashion and the Creative Industries: Interconnections and Mutual Influences". If you want your paper to be considered for possible publication in this MC special issue, please inform your intention to your track and to the 2017 SIMktg-GAMMA JOINT SYMPOSIUM Chair. 2017 SIMktg-GAMMA JOINT SYMPOSIUM Chair: **Prof. Raffaele Donvito**, Dept. of Economics and Management, University of Florence, Via delle Pandette 9, 50127, Florence, raffaele.donvito@unifi.it Tel: +39 055 2759679, Fax: +39 055 2759737".

JOURNAL OF GLOBAL SPORT MANAGEMENT

Journal of Global Sport Management will publish a special issue on 'Fashion, Marketing, and Communication in Sport Management' with top papers presented in 'Fashion, Marketing, Communication in Sport Management' track of 2017 GFMC at Vienna. Guest Editor: **Prof. Choong Hoon Lim**, Dept. of Sport Science, Seoul National University, Seoul, 08826, Republic of Korea, yuchoong01@snu.ac.kr, Tel: +82-2-880-7614.

2017 GAMMA Doctoral Colloquium

GAMMA in collaboration with the University of Vienna and Korean Scholars of Marketing Scholars will organize '2017 GAMMA Doctoral Colloquium' on 'Marketing and Management in Global Fashion Disciplines' for doctoral students in marketing and management in fashion related areas. The colloquium will be held at University of Vienna, Vienna, Austria on July 6, 2017. The colloquium provides outstanding doctoral students who want to pursue a career in academics with an opportunity to discuss their dissertation research with other doctoral students and leading academics in the field of marketing and management in global fashion disciplines. All topics and methodological approaches within the broad field of fashion marketing and management will be considered. Students will discuss their research with their fellow students and with track advisers, who are renowned experts in the field. All participants will receive a certificate of attendance. Co-Chairs: **Prof. John Cadogan** (Loughborough University), Editor of International Marketing Review, J.W.Cadogan@lboro.ac.uk; **Prof. Eun Young Kim** (Chungbuk National University), Senior AE of Journal of Global Fashion Marketing, eunyoungkim@chungbuk.ac.kr.

2017 GAMMA Young Artist Competition

'2017 GAMMA Young Artist Competition' will be held to encourage young artists to pursue their own innovative approaches in global art perspectives. Theme: *Mapping a Global Art and Cultural Landscape*. Submission Deadline: May 6th, 2017. Submission to youngartist2017@yahoo.com. Committee Chair: **Prof. Jee Hyun Lee** (Yonsei University), ez2@yonsei.ac.kr; Art Director: **Dr. Jiwon Ahn** (Shinhan University), ini603@hotmail.com. Committee Secretary: **Juhyun Kim** (Kookmin University), rlawngusghk@naver.com.

Tracks and Track Chairs

Luxury Brand Consumption and Culture: Dr. Yuri Seo, Senior Lecturer, Department of Marketing, The University of Auckland Business School, Private Bag 92019, Auckland 1010, New Zealand, y.seo@auckland.ac.nz, Tel: +64 21 180 5739.

Success Factors in Global Business-to-Business Culture & Fashion Markets - Marketing Orientation, Strategy and Firm Performance (for a regular issue of Industrial Marketing Management): Prof. C. Anthony Di Benedetto, Marketing and Senior Washburn Research Fellow, Fox School of Business and Management, Temple University 523, Alter Hall (006-09), 1801, Liacouras Walk, Philadelphia, PA 19122 USA, anthony.dibenedetto@temple.edu, Tel: +1-215-204-8147, Fax: +1-215-204-6237.

Body Management and Fashion: Prof. Maria Kniazeva, Professor of Marketing, School of Business Administration, University of San Diego, 5998 Alcalá Park, San Diego, CA 92110-2492, USA, kniazeva@sandiego.edu, Tel: +1-619-260-7837, Fax: +1-619-260-4891.

Turbulence in Fashion and Luxury: Reconfiguration and field level strategizing: Prof. Jonas Hoffmann, SKEMA Business School, 60 rue Dostoïevski, CS 30085 06902 Sophia Antipolis, France, Jonas.HOFFMANN@skema.edu, Tel : +33 (0)4 93 44 15, Fax : +33 (0)4 93 65 45 24. **Prof. Ivan Coste-Manière**, Business School, ivan-costemaniere@skema.edu; 60 rue Dostoïevski, CS 30085 06902 Sophia Antipolis, France, Tel : +33 (0)4 93 44 15, Fax : +33 (0)4 93 65 45 24.

Corporate Identity & Corporate Reputation – Prerequisites for Corporate Success in the Fashion Industry: Prof. Klaus-Peter Wiedmann, Director of the Institute of Marketing and Management, Leibniz University Hannover, Königsworther Platz 1, D-30167 Hannover, Germany, wiedmann@m2.uni-hannover.de, Tel.: +49-511-762-4862, Fax: +49-511-762-3142.

Customer Experience and Brand Relationship in Luxury: Prof. Pekka Mattila, Aalto University School of Business, pekka.mattila@aalto.fi, Tel: +358-40-738-7221.

Global Consumer Culture: The Evolving Nature of Global and Local Consumption: Prof. John Cadogan, School of Business and Economics, Loughborough University, J.W.Cadogan@lboro.ac.uk, Tel: +44-1509-228846. **Prof. Eunju Ko**, Dept. of Clothing and Textiles, College of Human Ecology, Yonsei University, 50 Yonsei-ro, Seodaemun-gu, Seoul, Republic of Korea, ejko@yonsei.ac.kr, Tel : +82-2-2123-3109, Fax : +82-2-312-8554. **Assistant Prof. Fabian Bartsch**, Marketing and International Negotiation Department, IÉSEG School of Management, f.bartsch@ieseg.fr, Tel: +33-155911010. **Prof. Mark Cleveland**, DAN Management & Organizational Studies, The University of Western Ontario, mclevela@uwo.ca, Tel: + +1-519-661-2111 extension 81464.

Stakeholder-Brand Relationship in Fashion and Art World: Prof. Sandra Loureiro, Marketing, Operations and General Management Department, Instituto Universitário de Lisboa (ISCTE-IUL), Business Research Unit (BRU/UNIDE), Av. Forças Armadas, 1649-026

Lisbon, Portugal, e-mail: sandramloureiro@netcabo.pt, Tel: +351 217903000, Fax: +351 217964710

Luxury Brand Advertising: Theory and Practice: Prof. Eunju Ko, Dept. of Clothing and Textiles, College of Human Ecology, Yonsei University, 134 Sinchon-dong, Seodaemun-gu, Seoul, Republic of Korea, ijaspecial@yonsei.ac.kr, Tel : +82-2-2123-3109, Fax: +82-2-312-8554.

Fashion Retailing in a Networked Environment: Digital and Design Technologies for Engaging Customer's Experiences: Prof. Gaetano Aiello, Dept. of Economics and Management, University of Florence, Via delle Pandette 9, 50127, Florence, gaetano.aiello@unifi.it Tel: +39 055 2759726, Fax: +39 055 2759737.

Fashion Digital Strategy and Practice: Karinna Nobbs, British School of Fashion, GCU London, 40 Fashion Street, E1 6PX, UK, Karinna.nobbs@gcu.ac.uk, Tel +44-141-331-1569 Fax +44-141-331-3000.

Fashion Marketing Trends in Social Media: Prof. Eun Young Kim, Dept. of Fashion Design Information, Chungbuk National University, 410 Seongbong-ro, Heungduk-gu, Cheongju, Chungbuk, Republic of Korea, eunyoungkim@chungbuk.ac.kr, Tel: +82 43 261 2780, Fax: +82 43 261 2792.

Sustainability in Fashion Management: Prof. Ralf Schellhase, Darmstadt Business School, University of Applied Sciences Darmstadt, rschellhase@t-online.de Haardtring 100, 64295 Darmstadt, Germany, Tel: +49-174-1699491, Fax: +49-7141-4875911. Prof. Juran Kim, School of Business Administration, Jeonju University, jrkim@jj.ac.kr, Cheonjam-ro 303, Jeonju, Republic of Korea, Tel: +82-63-220-2972, Fax: +82-63-220-2052.

Branded Wine Marketing and Fine Wines: Prof. LECAT Benoît, Wine and Viticulture Department Head, College of Agriculture, Food & Environmental Sciences, California Polytechnic State University, 1 Grand Ave, Building 11, San Luis Obispo, CA 93407-0861, USA, blecat@calpoly.edu, Tel: +1-805-756-2415.

Global and Cross-Cultural Fashion Marketing: Prof. Constantine S. Katsikeas, Leeds University Business School, Maurice Keyworth Building, University of Leeds, LS2 9JT, U.K., csk@lubs.leeds.ac.uk, Tel: +44-113-343-2624, Fax: +44-113-343-4885. Prof. Stavroula Spyropoulou, Leeds University Business School, Maurice Keyworth Building, University of Leeds, LS2 9JT, U.K., ss@lubs.leeds.ac.uk, Tel: +44-113-343-6814, Fax: +44-113-343-4885.

Technology Innovation Management: Prof. Jina Kang Technology Management Economics and Policy Program (TEMEP) & Department of Industrial Engineering, Seoul National University, Seoul 151-742, Republic of Korea, profkang@snu.ac.kr, <http://jinakang.snu.ac.kr>, Tel: +82-2-880-5109, Fax: +82-2-872-8359.

Issues and Challenges of Marketing On-line: Dr. Peter Trim, Dept. of Management, Birkbeck, University of London, Malet Street, London. WC1E 7HX. United Kingdom, p.trim@bbk.ac.uk, Tel: + 44 -0207 631 6764, Fax: + 44 -0207 631 6769. Dr. Yang-Im Lee, Westmsinter Business School, University of Westminster, 35 Marylenbone Road, London NW1 5LS, United Kingdoms, y.lee@westminster.ac.uk, Tel: +44-(0)-203-506-6893, Fax: +44-(0)207-911-5839.

Online Retailing in Luxury and Fashion: Business model, supply chain management, and internationalization: Prof. Simone Guercini, Dept. of Economics and Management, University of Florence, Via delle Pandette 9, 50127, Florence, simone.guercini@unifi.it Tel: +39 055 2759704, Fax: +39 055 2759737.

Digital Marketing in the Fashion Industry: Prof. Jeonghye Choi, Marketing Area, School of Business, Yonsei University, Seoul, Korea, jeonghye@yonsei.ac.kr, Tel: +82-2-2123-6575, Fax: +82-2-2123-8639. Prof. Jikyung (Jeanne) Kim, Marketing Department, IE University, Spain, jeanne.kim@ie.edu, Tel: +34 921 415 343.

Fashion, Marketing, and Communication in Sport Management: Prof. Choong Hoon Lim, Dept. of Sport Science, Seoul National University, Seoul, 08826, Republic of Korea, yuchoong01@snu.ac.kr, Tel: +82-2-880-7614.

The Road to Luxury: from Fashion Goods to Lifestyle and Experiential Luxury: Prof. Michel Phan, EMLYON Business School-Asian Campus, Shanghai, China, phan@em-lyon.com, Tel: +86-21-6260-8160 (ext 809), Fax: +86-21-6260-8171.

Fashion, Music, Design and Sport Management: Prof. Kihan Kim, Dept. of Sport Science, Seoul National University, Seoul, 151-742, Republic of Korea, kihan@snu.ac.kr, Tel: +82-2-880-7792, Fax: +82-2-872-2867.

Luxury Brand-Building: Prof. Klaus Heine, EMLYON Business School-Asian Campus, Shanghai, China, heine@em-lyon.com.

Emerging Practices in Apparel Manufacturing: Prof. Nancy J. Miller, Department of Design and Merchandising, College of Health and Human Sciences, Colorado State University, Fort Collins, Colorado 80523 USA, Nancy.Miller@colostate.edu, Tel: +1-970-491-5811, Fax +1-970-491 4855.

Revitalization of Culturally Significant Patterns, Products and Processes: Prof. Tom Cassidy, The School of Design, The University of Leeds, Leeds, LS2 9JT, UK, T.Cassidy@leeds.ac.uk, Tel: +44-(0)-113-343-3750.

Beauty, aesthetics and design in Marketing: Prof. Benjamin Voyer, L'Oréal Professor of Creativity Marketing, Department of Marketing, ESCP Europe Business School, 527, Finchley Road, London NW3 7BG, UK, bvoyer@escpeurope.eu, Tel: +44 7946 92 95 84.

E-WoM and Social Networks in the Fashion Industry: Prof. Werner Kunz, Dept. of Marketing and Management, University of Massachusetts Boston, 100 Morrissey Boulevard, Boston, Ma, 02125, USA, werner.kunz@umb.edu, Tel. +1 617 287-7709, Fax +1 617 287-7709

Cyberpsychology and Branding: Prof. Yongjun Sung, Dept. of Psychology, Korea University, Anam-Dong, Seongbuk-Gu, Seoul 136-701, Republic of Korea, gradysung@gmail.com, Tel: +82 (0)2 3290 2869.

Product and Customer Relationship Management in Global Culture & Fashion Marketing: Prof. Jaesu Kim, College of Business, Changwon National University, 9 Sarimdong Changwon, Gyeongnam, 641-773, Republic of Korea, kjsint@nate.com, Tel: +82-55-213-3346, Fax: +82-55-263-9096.

Submission Guidelines

The 2017 Global Fashion Management Conference is pleased to have electronic submission for submitting manuscripts. Electronic submission should be sent to the appropriate track chair in the preferred track. A word document containing the manuscript should be sent as an attachment to an e-mail communication. Please be sure to include complete contact information for the contact person. An e-mail response will be sent to the contact author once the manuscript has been received in a readable format by the track chair. All communications will then occur electronically. For those who do not have access to e-mail, you may send four hard copies of the manuscript to one of the appropriate track chairs.

Manuscripts must follow *GAMMA Conference and Symposium Guidelines for Submission and Reference Style of GAMMA* (<http://www.gammaconference.org/>). Manuscripts should not

exceed 5 pages (single spaced) for abstracts or 20 pages for full papers in double space. One-page special session and panel proposals should be sent directly to the appropriate track chair. Submissions will be double-blind reviewed. Please do not identify any authors in the text of the manuscript.

Submission of a manuscript for review indicates that it or a similar version has not been previously published or is not under simultaneous review elsewhere. At least one author must be a member in good standing of Global Alliance of Marketing & Management Associations or be willing to join the Academy if the manuscript is accepted. Additionally, a manuscript should be submitted to ONLY one track.

The conference will accept papers and allow authors to decide whether to publish the complete paper in the Proceedings or to publish an abstract only. Upon acceptance, the author(s) agree to the following: (a) to release the copyright to the Global Alliance of Marketing & Management Associations unless choosing to publish an abstract only, (b) to return the manuscript (abstract) in correct format (via e-mail) to the Proceedings Editor, and (c) at least one author will present the manuscript at the conference and will pre-register as a condition for acceptance and publication. Proceedings guidelines, limitations, and restrictions will be sent to authors of accepted papers.

For More Information:

GENERAL SECRETARY

Prof. Kyung Hoon Kim, Executive Secretary, Global Alliance of Marketing & Management Associations, and Professor, Changwon National University, 9 Sarimdong Changwon, Gyeongnam, Republic of Korea, stride@changwon.ac.kr, Tel: +82-55-213-3346, Fax: +82-55-263-9096.

EDITOR OF PROCEEDINGS

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Global Alliance of Marketing & Management Associations (GAMMA): www.gamma20.org

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