



# 2014 GLOBAL FASHION MANAGEMENT CONFERENCE IN LONDON

**Theme:** Growing Together: Collaboration and Co-Creation in Fashion Management

**Date:** February 13-15<sup>th</sup>, 2014

**Venue:** London College of Fashion, 20 John Prince's St., London, United Kingdom

**Co-Hosts:** London College of Fashion, University of the Arts London  
ESCP Europe Business School

**Organizer:** Global Alliance of Marketing & Management Associations

**Partners:** International Textile and Apparel Association

CAMIS, Birkbeck, University of London

Westminster Business School, University of Westminster

Korean Scholars of Marketing Science

Center for Sustainable Culture & Service, Yonsei University

**Sponsor:** FASHIONLAND Co., Ltd.

**Sponsoring Journals:** Journal of Global Scholars of Marketing Science

Journal of Global Fashion Marketing

**Conference Co-chairs / Proceedings Editors:**

Karina Nobbs (London College of Fashion)

Marie Taillard (ESCP Europe Business School)

MiYoung Lee (Inha University)



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<b>Feb.13th</b>	<b>PROGRAM</b>
<b>09:00~10:00</b>	<b>Industry Tour</b>
<b>15:00~17:00</b>	<b>Registration</b>
<b>17:00~20:00</b>	<p><b>Reception and Conference Dinner (RHS Centre and Terrace)</b>  <b>Presided by Karina Nobbs (London College of Fashion)</b></p> <p>-Welcome Speeches:  Eunju Ko (Yonsei University), President of GAMMA  Frances Corner, Head of London College of Fashion, Pro Vice-Chancellor, UAL  Partrick Gougeon, Dean of ESCP Europe London Campus  Leslie Davis Burns (Oregon State University), President of ITAA 2007/2008  Karina Nobbs (London College of Fashion), Co-Chair of 2014 GFMC in London</p> <p>- Keynote Speeches  I. 'A Venetian Affair': Art &amp; Fashion at the Venice Biennale,  Nicky Ryan (London College of Communication)  II. 'Augmented Retail – Disruption in the Retail Space'  Jonathan Chippendale, CEO of Holition Augemented Retail</p>
<b>Feb.14th</b>	<b>PROGRAM</b>
<b>9:00~10:30</b>	<p><b>Academic Session I</b></p> <p>1.1 Global Luxury Trends (JPS 511)  1.2 Social Media/Fashion Marketing Communication and Consumer Creativity (JPS 525)</p>
<b>10:30~11:00</b>	<b>Coffee Break (Canteen and Terrace)</b>
<b>11:00~12:30</b>	<p><b>Meet the Editors (RHS East)</b></p> <p>-Constantine S. Katsikeas, Editor Journal of International Marketing  -John Cadogan, Editor of International Marketing Review  -Sandy Black, Co-Editor of Fashion Practice: The Journal of Deisgn  -Eunju Ko, Editor-in-Chief of Journal of Global Fashion Marketing  -C. Anthony Di Benedetto, Editor-in-Chief of Journal of Global Scholars of Marketing Science</p>
<b>12:30~13:30</b>	<p><b>Lunch I (Canteen and Terrace)</b>  <b>Presided by Marie Taillard (ESCP Europe Business School)</b></p> <p>-Keynote Speech: 'Collaboration for Innovation: FIRE Up'  Sandy Black (London College of Fashion), Editor of Fashion Practice</p>
<b>13:30~15:00</b>	<p><b>Academic Session II</b></p> <p>2.1 Global Fashion Marketing and Management I (RHS East)  2.2 Brand and Retail Management in Fashion (JPS 511)  2.3 Legal and Ethical Issues in Fashion Marketing and Management (JPS 105)</p>
<b>15:00~15:30</b>	<b>Coffee Break (Canteen and Terrace)</b>
<b>15:30~17:00</b>	<p><b>Academic Session III</b></p> <p>3.1 Mapping Global Fashion Landscape I (RHS East)  3.2 Strategic Fashion Management (JPS 511)  3.3 Digital Fashion Marketing and Beauty Business (JPS 105)</p>
<b>17:00~18:30</b>	<p><b>Academic Session IV</b></p> <p>4.1 Mapping Global Fashion Landscape II (RHS East)</p>

<b>Feb.15th</b>	<b>PROGRAM</b>
<b>9:00~10:30</b>	<b>Academic Session V</b> 5.1 Global Fashion Marketing and Management II(RHS East) 5.2 Sustainability in Fashion Marketing and Management (RHS Centre) 5.3 Customer and Retail Management in Fashion (RHS West)
<b>10:30~11:00</b>	<b>Coffee Break (Canteen and Terrace)</b>
<b>11:00~12:30</b>	<b>Academic Session VI</b> 6.1 Sustainable Luxury Marketing (RHS East) 6.2 Collaboration and Co-Creation in Fashion Management I (RHS Centre) 6.3 Dynamic Fashion Consumer Behavior I (RHS West)
<b>12:30~13:30</b>	<b>Lunch II (Canteen and Terrace)</b> <b>Presided by Karina Nobbs (London College of Fashion)</b> 'Author Talk' , Matthew Cannon and Jennifer Lien (Taylor & Francis)
<b>13:30~15:00</b>	<b>Academic Session VII</b> 7.1 Fashion Trend and Retail Management (RHS East) 7.2 Collaboration and Co-Creation in Fashion Management II (RHS Centre) 7.3 Dynamic Fashion Consumer Behavior II (RHS West)
<b>15:00~15:30</b>	<b>Coffee Break (Canteen and Terrace)</b>
<b>15:30~17:00</b>	<b>Award and Closing Ceremony (RHS East and Terrace)</b> <b>Presided by MiYung Lee (Inha University)</b> - Best Conference Paper Award / GAMMA Excellent Service Award / Closing Messages

# Academic Sessions I

## Session 1.1 Global Luxury Trends (9:00-10:30 Feb. 14<sup>th</sup>) (JPS 511)

**Session Co-chairs:** Jonas Hoffmann (SKEMA Business School)  
Klaus Heine (EMLYON Business School)

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● **INDIA: OPPORTUNITIES AND CHALLENGES FOR THE LUXURY AND FASHION INDUSTRY**

- Ivan Coste-Manière (SKEMA Business School)

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● **THE CHANCE CRITERION: A NEW METHOD TO PREDICT PURCHASES OF NEW LUXURY PRODUCTS USING SURPRISINGLY SMALL SAMPLES**

- Oliver Heil and Klaus Heine (EMLYON Business School)

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● **WHAT CAN WE LEARN FROM CHINESE LUXURY BRANDS?**

- Klaus Heine and Oliver Heil (EMLYON Business School)

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● **MADE IN BRASIL LUXURY: OPPORTUNITIES AND CHALLENGES**

- Jonas Hoffmann (SKEMA Business School)

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● **SOCIAL MEDIA AND LUXURY BRANDS' PERCEPTION SOME EVIDENCE FROM CHINA**

- Michel Phan (EMLYON Business School)

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**Session 1.2 Social Media/Fashion Marketing Communication and Consumer Creativity (9:00-10:30 Feb. 14<sup>th</sup>) (JPS 525)**

**Session Chair:** Juran Kim (Jeonju University)  
Marie Taillard (ESCP Europe Business School)

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● **CUTTING THROUGH THE CLUTTER – AN EXPLORATORY STUDY INTO THE STRATEGIC USE OF SOCIAL MEDIA IN FASHION**

- Hanna Kontu and Alessandra Vecchi (London College of Fashion)

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● **SUSTAINABILITY OF FASHION BRANDS IN THE SOCIAL MEDIA CONTEXT**

- Juran Kim (Jeonju University), Jee Yun Kim (Samsung Fire & Marine Insurance)

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● **POWER, DESIRE FOR EXCLUSIVITY, AND LUXURY EXPERIENTIAL PRODUCTS**

- Youngseon Kim (Central Connecticut State University)

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● **THE EFFECTS OF CONSTRUAL LEVEL, SOCIAL DISTANCE AND SNS SELF-EFFICACY ON FASHION BRAND'S SNS ADVERTISING EVALUATION**

- Hyojung Cho (Ewha Womans University), MiYoung Lee (Inha University)

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● **THE ROLE OF CONSUMER CREATIVITY THE VALUE CREATION PROCESS: A CONCEPTUAL FRAMEWORK**

- Marie Taillard (ESCP Europe Business School)

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## Meet the Editors (11:00-12:30 Feb.14<sup>th</sup>) (RHS East)

**Session Chair:** Constantine S. Katsikeas (University of Leeds)  
Editor of Journal of International Marketing

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• **Journal of International Marketing**

- Constantine S. Katsikeas (University of Leeds)  
Editor Journal of International Marketing
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• **International Marketing Review**

- John Cadogan (Loughborough University)  
Editor of International Marketing Review
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• **Fashion Practice: The Journal of Design, Creative Process and the Fashion**

- Sandy Black (London College of Fashion)  
Co-Editor of Fashion Practice: The Journal of Design, Creative Process and the Fashion
- 

• **Journal of Global Fashion Marketing**

- Eunju Ko (Yonsei University)  
Editor-in-Chief of Journal of Global Fashion Marketing
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• **Journal of Global Scholars of Marketing Science**

- C. Anthony Di Benedetto (Temple University)  
Editor-in-Chief of Journal of Global Scholars of Marketing Science
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# Academic Session II

## Session 2.1 Global Fashion Marketing and Management I (13:30-15:00 Feb. 14<sup>th</sup>) (RHS East)

**Session Chair:** Anne-Flore Maman Larraufie (SémioConsult & ESSEC)

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- **A DISCUSSION ON THE GLOBAL CIRCULATION AND CONSUMPTION OF THE AFRICAN 'ETHNIC' FASHION IN THE WESTERN MARKET AND IN AFRICA**  
- Edwin Phiri (London College of Fashion)
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- **BLAME IT ON HOLLYWOOD: THE INFLUENCE OF FILMS ON PARIS AS PRODUCT LOCATION**  
- Alkmini Gkritzali (ESCP Europe Business School),  
Joseph Lampel and Caroline Wiertz (City University London)
- 
- **TOWARD A SYNTHETIC FRAMEWORK ON THE COUNTRY OF ORIGIN EFFECT AND OF ITS MARKETING AND MANAGERIAL IMPLICATIONS ON THE FASHION INDUSTRY**  
- Anne-Flore Maman Larraufie (SémioConsult & ESSEC)
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- **ISLAMIC FASHION AND MODERNISM IN TURKEY**  
- KUBRA TEKIN (Bilgi University)
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- **BUILDING SOCIAL CAPITAL IN FASHION FACEBOOK BRAND PAGES: IMPLICATION FOR FEMALE GENERATION Y CONSUMERS**  
- Jiyoung Kim and Yeo Jin Jung (University of North Texas)
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**Session 2.2 Brand Retail Management in Fashion  
(13:30-15:00 Feb. 14<sup>th</sup>) (JPS 511)**

**Session Chair:** Stefania Saviolo (SDA Bocconi)

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● **A TAXONOMY OF MULTI-BRAND RETAILING IN FASHION**

- Stefania Saviolo and Gian Mario Borney (SDA Bocconi)

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● **THE EFFECTS OF SALE SIGNS ON CONSUMER INTENTIONS TO VISIT TO A STORE**

- Ha Kyung Lee and Ho Jung Choo (Seoul National University), So-Yeon Yoon (Cornell University), Ji Yeon Lee, Ha Bin Kim, Hyun Jin Kwon, Hyo Jeong Kang and Hee Jin Hur (Seoul National University), Mi-Ah Lee (Seoul National University), Dae Geun Jun (Andong National University)

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● **EVALUATION OF FASHION SOCIAL PLATFORM – FOCUSING ON EXPERTS REVIEW AND USER TESTING -**

- Eunju Ko, Eunha Chun, Sangah Song and Seahee Lee (Yonsei University)

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● **INFLUENCING FACTORS OF LUXURY BRAND HANDBAG CONSUMPTION**

- Hartini Soraya and Mustika Sufiati Purwanegara (Bandung Institute of Technology)

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● **BRAND PERSONALITY APPROACH FOR CELEBRITY ENDORSEMENT PHENOMENON IN FASHION: RIHANNA FOR RIVER ISLAND**

- Raras Cynanthia, Yi Wang and Richard Kennon (The University of Manchester)

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## Session 2.3 Legal and Ethical Issues in Fashion Marketing and Management (13:30-15:00 Feb.14<sup>th</sup>) (JPS 105)

**Session Chair:** Rosemary Varley (London College of Fashion)

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● **SUPPLY CHAIN TRANSPARENCY: APPAREL COMPANIES' RESPONSES TO REGULATIONS**

- Leslie Davis Burns and Mitchael Houtsager (Oregon State University)

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● **ETHICAL BRAND BUILDING AND THE COLLABORATIVE FASHION BRAND: FLYING THE FLAG FOR SOCIAL ENTREPRENEURSHIP- TOMS A CASE STUDY**

- Natascha Radclyffe-Thomas, Ana Roncha and Rosemary Varley (London College of Fashion)

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● **LEGAL ISSUES OF GRAFFITI ART COLLABORATION IN FASHION**

- Jaeyun Koh, Hyung-Doo Nam and Eunju Ko (Yonsei University)

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● **AMERICAN APPAREL, SWEATING OR SWEATSHOP-FREE: SEXUAL OBJECTIFICATION AND ETHICAL JUDGMENT OF CONSUMERS**

- Su Yun Bae (Ohio State University), Nancy Rudd and Anil Bilgihan (Florida Atlantic University)

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## Academic Session III

### Session 3.1 Mapping Global Fashion Landscape I (15:30-17:00 Feb.14<sup>th</sup>) (RHS East)

**Session Chair:** MiYoung Lee (Inha University)

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- **GLOBAL FASHION LANDSCAPE OVERVIEW: LONDON, PARIS, MILAN & NEW YORK**

- Karina Nobbs (London College of Fashion), Michel Phan (EMLYON Business School),  
Stefania Saviolo (SDA Bocconi), Gaetano Aiello and Raffaele Donvito (University of Florence),  
Gretchen Harnick (Parsons, The New School of Design)

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- **GLOBAL FASHION LANDSCAPE OVERVIEW: TOKYO, SEOUL & SHANGHAI**

- Jaeyun Koh, Dayun Jeong, Eunju Ko and Seahee Lee (Yonsei University)
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**Session 3.2 Strategic Fashion Management (15:30-17:00 Feb.14<sup>th</sup>)  
(JPS 511)**

**Session Chair:** Marco Mossinkoff  
(Amsterdam Fashion Institute, Amsterdam University of Applied Sciences)

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● **MODERN MARKETING IN DISGUISE**

- Marco Mossinkoff (Amsterdam Fashion Institute, Amsterdam University of Applied Sciences)

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● **RESPONSIVE STRATEGIC SOURCING: AN ANALYSIS OF FASHION FIRMS MANAGING  
COMPETITIVE ADVANTAGE THROUGH COMBINED LOCATION MANUFACTURING**

- Tarah Burke and Lu Ann Lafrenz (Ryerson University)

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● **INTERNATIONAL FASHION TRADE SHOWS AS KNOWLEDGE CREATION PLATFORMS FOR  
MICROENTERPRISES**

- Heidi Cheng, Elina Koivisto and Pekka Mattila (Aalto University)

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● **BRANDING AND VALUE :SMES IN THE LUXURY SUPPLY CHAINS IN LONDON, NEW YORK  
AND PARIS**

- Douglas Atkinson and Chitra Buckley (London College of Fashion)

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**Session 3.3 Digital Fashion Marketing and Beauty Business  
(15:30-17:00 Feb. 14<sup>th</sup>) (JPS 105)**

**Session Chair:** Ana Roncha (London College of Fashion)

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● **EFFECT OF ONLINE SERVICE ATTRIBUTES ON E-SATISFACTION – A STUDY OF FAST FASHION ONLINE STORES**

- Alice W.C. Chu and Wing Yan Venus Lam (Hong Kong Polytechnic University)

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● **AN EXPLORATORY STUDY OF MALE FASHION CONSUMERS' ENGAGEMENT WITH USER GENERATED CONTENT(UGC)**

- Matteo Montecchi, Karina Nobbs and Ana Roncha (London College of Fashion)

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● **RUSSIAN ONLINE FASHION MARKET: FIRST FINDINGS OF THE RESEARCH**

- Evgenia Tarasova (London College of Fashion)

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● **ARE SPAS HEALTHY FOR WELLNESS TOURISM? A REVIEW OF THE LITERATURE**

- Glenis Wade (London College of Fashion)

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# Academic Session IV

## Session 4.1 Mapping Global Fashion Landscape II (17:00-18:30 Feb.14<sup>th</sup>) (RHS East)

**Session Chair:** Eunju Ko (Yonsei University)

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● **STEPPING INTO GLOBAL FASHION LANDSCAPE**

- Eunju Ko (Yonsei University)

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● **ANALYSIS OF GLOBAL FASHION CITIES: FOCUS ON FASHION POLICIES AND VALUE CONTRIBUTION**

- Sookhyun Kim (Johnson & Wales University), Eunju Ko (Yonsei University)

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● **PANEL DISCUSSION**

- Karina Nobbs (London College of Fashion), Michel Phan (EMLYON Business School),  
Stefania Saviolo (SDA Bocconi), Gaetano Aiello and Raffaele Donvito (University of Florence),  
Gretchen Harnick (Parsons, The New School of Design), Eunju Ko (Yonsei University)

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# Academic Sessions Part V

## Session 5.1 Global Fashion Marketing and Management II (9:00-10:30 Feb. 15<sup>th</sup>) (RHS East)

**Session Chair:** Gaetano Aiello (University of Florence)

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● **FASHION TRENDS IN GERMANY**

- Ralf Schellhase (University of Applied Sciences)

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● **GLOBALIZATION OF HIJAB FASHION & ITS IMPACT ON MAINSTREAM FASHION**

- Elif Kavakci (Southern Methodist University)

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● **'MADE IN ITALY' IN THE FASHION, FURNITURE AND FOOD SECTORS: THE RESULTS OF AN OBSERVATIONAL RESEARCH STUDY IN FRANCE, RUSSIA AND THE UK.**

- Gaetano Aiello, Raffaele Donvito and Laura Grazzini (University of Florence),  
Chris Halliburton (ESCP Europe), Beverly Wagner and Juliette Wilson (University of Strathclyde),  
Bruno Godey and Daniele Pederzoli (NEOMA Business School),  
ana Shokola (Saint Petersburg State University of Economics)

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● **'AUDIENCE REQUIRED': THE MARKETPLACE PERFORMANCE OF VINTAGE**

- KAT DUFFY (ESSEX BUSINESS SCHOOL, UNIVERSITY OF ESSEX)

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**Session 5.2 Sustainability in Fashion Marketing and Management  
(9:00-10:30 Feb.15<sup>th</sup>) (RHS Centre)**

**Session Chair:** Lynne Hammond (London College of Fashion)

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● **THE IMPACT OF KNOWLEDGE ON SUSTAINABLE FASHION CONSUMPTION**

– **A COMPARATIVE ANALYSIS OF GERMANY AND SOUTH KOREA-**

- Hyun Min Kong, Lisa Kesper and Eunju Ko (Yonsei University)

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● **CONFUCIANISM: AN ANTECEDENT FOR SUSTAINABLE MARKETING AND CUSTOMER EQUITY**

- Yang Sun and Kyung Hoon Kim (Changwon National University),  
Ralf Schellhaser (University of Applied Sciences), Huanzhang Wang (Changwon National University),  
Eunju Ko (Yonsei University)

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● **LITERATURE REVIEW ON THE DEVELOPMENT OF PRODUCTS: DEALING WITH THE HIGH-END CONSUMER REQUIREMENTS ON DESIGNING ECOLOGICALLY DRIVEN TEXTILE PRODUCTS**

- Natalia Moreira, Yi Wang and Richard Kennon (University of Manchester)

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● **CAN CLUSTERING BE USED AN IMPORTANT UPGRADING TO IMPROVE SUSTAINABLE DESIGN AND PRODUCT DEVELOPMENT PRACTICES FOR THE APPAREL AND TEXTILES INDUSTRY IN BANGLADESH?**

- Lynne Hammond (London College of Fashion), Tara Baath Mooney (University of Wolverhampton),  
Maher Anjum (Anjum Associates)

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● **COMPARISON OF MANAGEMENT STRATEGIES FOR SUSTAINABLE FASHION SUPPLY CHAIN – WITH FOCUS ON ENVIRONMENTAL RISK**

- Yi Wang (The University of Manchester)

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## **Session 5.3 Customer and Retail Management in Fashion (9:00-10:30 Feb.15<sup>th</sup>)**

**Session Chair:** Jennifer Yurchisin (University of North Carolina Greensboro)

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- **THE INFLUENCE OF COLOR IN WINDOW DISPLAYS ON CONSUMERS' PERCEPTIONS OF APPAREL RETAIL STORE PERSONALITIES**

- Kattera Riggins (TJX Corporation), Jennifer Yurchisin (University of North Carolina Greensboro),  
Hyo Jung (Julie) Chang (Texas Tech University)

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- **IMPACT OF THE HUMAN FACTOR IN A FASHION STORE - FOCUSING ON PHYSICAL ATTRACTIVENESS AND SELF-IMAGE CONGRUENCE -**

- Seo-Young Han, Yunjeong Kim and Yuri Lee (Seoul National University)

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- **COLLABORATIVE IMAGE INTERACTIVITY TECHNOLOGY (IIT) DEVELOPMENT FOR ONLINE FASHION RETAIL APPLICATIONS**

- Patsy Perry (The University of Manchester), Marta Blazquez (Complutense de Madrid),  
Stefano Padilla (Heriot-Watt University)

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- **STORES AS SHOWCASES: RE-CONCEPTUALISING FASHION RETAIL**

- Anthony Kent (Nottingham Trent University)

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# Academic Session VI

## Session 6.1 Sustainable Luxury Marketing (11:00-12:30 Feb.15<sup>th</sup>) (RHS East)

**Session Chair:** Benjamin G. Voyer (ESCP Europe Business School)

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● **CAN SUSTAINABILITY BE LUXURIOUS? INVESTIGATING IMPLICIT AND EXPLICIT ATTITUDES TOWARDS SUSTAINABLE LUXURY CONSUMPTION**

- Daisy Beckham (London School of Economics), Benjamin G. Voyer (ESCP Europe Business School)

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● **THE EFFECTS OF CONSUMER CREATIVITY ON PERCEIVED VALUE AND PURCHASE INTENTION -FOCUS ON SPA AND LUXURY BRANDS-**

- Hee Chong Lee, Eunju Ko and Hyunmin Kong (Yonsei University),  
Ik Choi (Fashionland.Co.Ltd)

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● **AN EXAMINATION OF A LUXURY CONGLOMERATE'S MARKET ENTRY STRATEGY IN CHINA**

- Cindy L. Liu (London College of Fashion), Christopher Moore (Glasgow Caledonian University)

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● **INVESTIGATION OF CONSUMER VALUE PERCEPTIONS OF LUXURY FASHION BRANDS**

- Minkyung Kim, Yi Wang and Richard Kennon (University of Manchester)

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**Session 6.2 Collaboration and Co-Creation in Fashion Management I  
(11:00-12:30 Feb. 15<sup>th</sup>) (RHS Centre)**

**Session Chair:** Karina Nobbs (London College of Fashion)

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• **A DISCUSSION HOW FASHION BRANDS USE 'CO-CREATION' AS A BUSINESS STRATEGY**

- Cosford, R and Karina Nobbs (London College of Fashion)

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• **HOW A DISTRIBUTED MENTORING ENVIRONMENT SUPPORT FASHION GRADUATES**

- Gretchen W. Harnick (Parsons, School of Fashion)

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• **COLLABONOMICS AS A WIN-WIN APPROACH TO CREATE SYNERGY EFFECT: FOCUSED ON COLLABORATION CASES OF A FASHION MEDIA**

- Naan Ju and Kyu Hye Lee (Hanyang University)

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• **CROSS. CREATE. COLLABORATE: AN INVESTIGATIVE STUDY ON CROSS-INDUSTRY CREATIVE COLLABORATIONS INVOLVING LUXURY FASHION BRANDS**

- Bethan Alexander and Luis Roberto Ortega Contreras (London College of Fashion)

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**Session 6.3 Dynamic Fashion Consumer Behavior I  
(11:00-12:30 Feb. 15<sup>th</sup>) (RHS West)**

**Session Chair:** Hyunjoo Im (University of Minnesota)

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• **COMPETITIVE VISUAL CLUTTER EFFECT: CONSUMER ATTENTION AND EVALUATION OF A WEBPAGE**

- Hyunjoo Im (University of Minnesota), Hae Won Ju (Framingham State University), Kim K. P. Johnson (University of Minnesota)

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• **THE ANALYSIS OF FAST FASHION CONSUMPTION BEHAVIOR: WHAT DRIVES CONSUMERS TO BUY FAST FASHION PRODUCTS?**

- Nazli Alimen (London College of Fashion)

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• **YOGA AND FASHION (FILM)**

- Maria Kniazeva (University of San Diego)

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• **THE EFFECT OF BOREDOM ON CLOTHING DISPOSAL BEHAVIOR**

- Hyun Jin Kwon and Ho Jung Choo (Seoul National University)
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# Academic Session VII

## Session 7.1 Fashion Trend and Retail Management (13:30-15:00 Feb.15<sup>th</sup>) (RHS East)

**Session Chair:** Leslie Burns (Oregon State University)

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● **AN EXPLORATORY STUDY ON VISUAL MERCHANDISING OF AN APPAREL STORE USING 3D TECHNOLOGY**

- Eunsoo Baek, Ho Jung Choo (Seoul National University), So-Yeon Yoon (Cornell University), Hyein Jung, Gahoi Kim, Hyejoo Lee, Hyesun Shin and Hyunchul Kim (Seoul National University), Hyunsook Kim (Pai Chai University), Namhee Yoon (Chungbuk National University)
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● **ROLES OF SOCIAL FACTORS CUSTOMER EQUITY MANAGEMENT – SPA BRAND IN CHINA AND KOREA**

- Honglei Liu (Dalian University of Foreign Languages), Kyung Hoon Kim (Changwon National University), Yang Sun (Changwon National University), Tony Garrett (Korea University), Eunju Ko (Yonsei University)
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● **A STUDY ON THE FASHION TREND USING NETWORK ANALYSIS**

- Jisoo Park (Seoul National University), Yuri Lee (The Research Institute of Human Ecology, Seoul National University)
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● **KEY DRIVERS FOR COMPETITIVENESS OF DONGDAEMUN MARKET**

- Ji Yeon Lee, Karen Ka-leung Moon and Ho Jung Choo (Seoul National University)
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## Session 7.2 Collaboration and Co-Creation in Fashion Management II (13:30-15:00 Feb.15<sup>th</sup>) (RHS Centre)

**Session Chair:** Heather Pickard (London College of Fashion)

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- **EXPLORING THE VALUE OF STRUCTURED AND ACCREDITED FASHION RELATED WORK PLACEMENT AWARDS AS A WAY TO ENHANCE GRADUATE EMPLOYMENT AND OPPORTUNITY FOR COLLABORATION WITHIN THE AREAS OF BRANDING, MARKETING, RETAIL AND SUPPLY CHAIN MANAGEMENT**

- Liz Gee and Heather Pickard (London College of Fashion)

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- **A LOVE STORY BY TIFFANY & CO. AND THOUSANDS OF LOVERS: STORY GIVING AS A CO-CREATION TOOL**

- Wendy Bendon and Mine Üçok Hughes (Woodbury University),  
Ekin Pehlivan (Bentley University)

- 
- **MANUFACTURERS' UPGRADING LEADING TO COMPETIVENESS IN THE TEXTILE AND CLOTHING SECTORS THROUGH COLLABORATION IN NEW PRODUCT DEVELOPMENT**

- WenYing, Claire Shih (Hsuan Chuang University),  
Constantine Agrafiotis (Independent Consultant in Fashion Businesses)

- 
- **AN EXPLORATION OF THE LEVELS OF COLLABORATION BETWEEN RETAIL FASHION BUYER AND MERCHANDISER**

- Karinna Nobbs, Hannah Middleton and James Clarke (London College of Fashion)

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**Session 7.3 Dynamic Fashion Consumer Behavior II  
(13:30-15:00 Feb.15<sup>th</sup>) (RHS West)**

**Session Chair:** Yoon-Jung Lee (Korea University)

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• **FASHION CONSUMPTION FOR SELF-HEALING: A GROUND-THEORY APPROACH**

- Xuemei Jin and Yoon-Jung Lee (Korea University)

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• **“FAMILY LOOK”: A VISUAL REPRESENTATION OF FAMILY IDENTITY**

- Xinyan Cui and Yoon-Jung Lee (Korea University)

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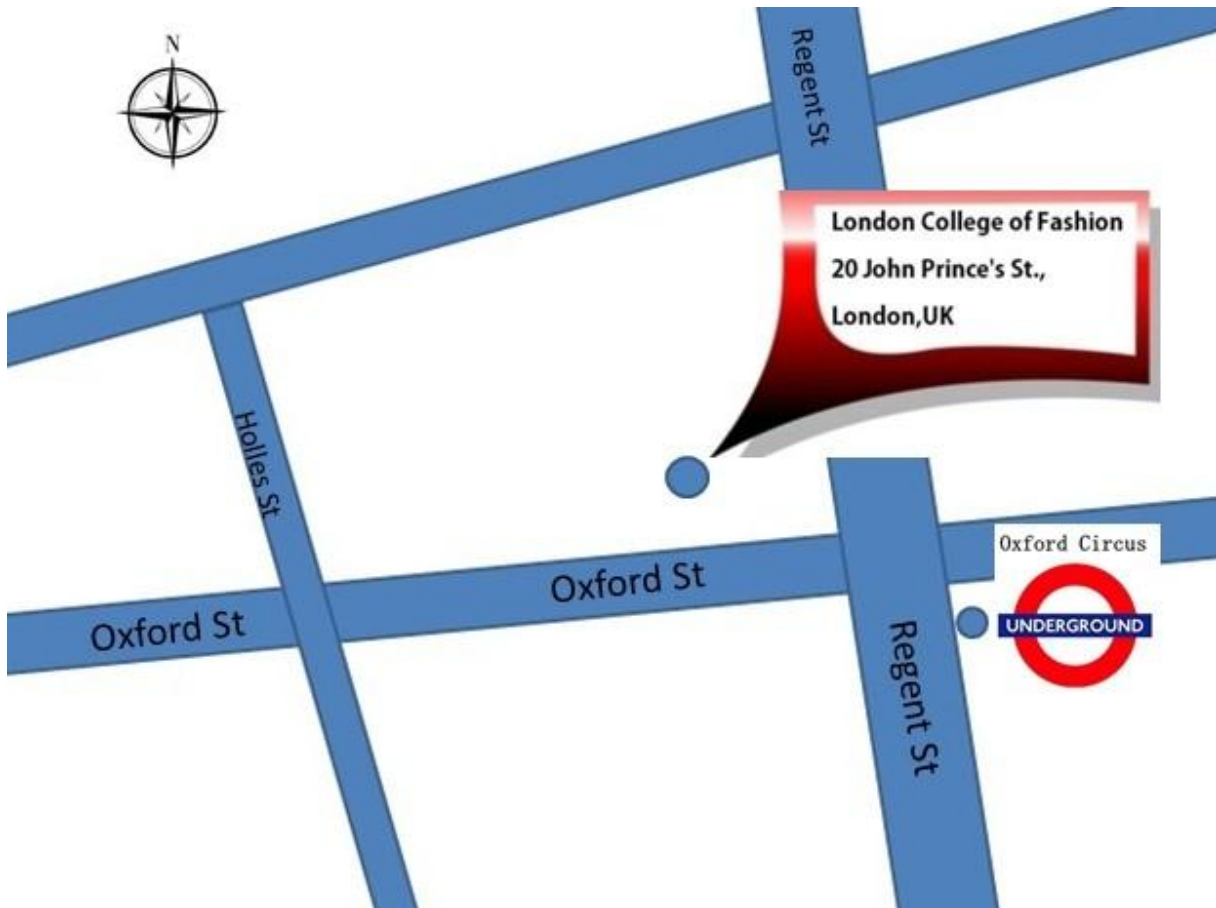
• **EXPLORATORY STUDY ON INSTAGRAM: THE FRONTIER OF MOBILE FASHION  
MARKETING**

- Keith Nishida (Oregon State University)

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## Conference Venue:

London College of Fashion, 20 John Prince's St., London, UK



**Editors of Proceedings:** Karina Nobbs (London College of Fashion)  
Marie Taillard (ESCP Europe Business School)  
MiYoung Lee (Inha University)

## ***For More Information:***

Central Office

Global Alliance of Marketing & Management Associations

9 Sarimdong, Changwon, Gyeongnam

Republic of Korea

Tel: +82 55 213 3346; Fax: +82 55 263 9096

e-mail: [stride@changwon.ac.kr](mailto:stride@changwon.ac.kr)

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[Journal of Global Fashion Marketing\(JGFM\)](#)

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