



International Marketing Trends Conference

SCIENTIFIC COMMITTEE

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 - Dr. Pr. Yves EVRARD, HEC Paris, France
- Committee members : *Provisional list*
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 - Dr. Pr. Michelle BERGADAA, University of Geneva, Switzerland
 - Dr. Pr. Emmanuelle LE NAGARD-ASSAYAG, ESSEC Business School
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REGISTRATION COSTS

Free (0€). The candidates are invited to the Gala Dinner.

CONFERENCE VENUE

Paris, France

CONFERENCE REGISTRATION SECRETARIAT

International Marketing Trends Conference
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International Marketing Trends Conference

PROFESSOR ELYETTE ROUX PRIZE
Best Thesis in Luxury Brand Management
Paris, January 16th-17th 2020

The International PROFESSOR ELYETTE ROUX LUXURY PRIZE aims at acknowledging outstanding research made by Ph.D. Students all along their thesis work and support future research and publications in the field of luxury brand management.

DOCTOR PROFESSOR ELYETTE ROUX



Born in Marseille, Doctor Professor Elyette Roux spent most her life between Aix-en-Provence, Paris... and the big wide world where her extremely valuable expertise on the relationship between consumers and luxury brands was highly praised.

Among the twenty-two years that she spent at Paris ESSEC Business School, thirteen were dedicated to the LVMH - Louis Vuitton Moët Hennessy Chair on luxury brand management that she created in 1991. And even after she decided to make Aix-en-Provence and the Aix-Marseille University her anchorage point in 2004, she kept travelling all over the world where her wise and nevertheless sharp eye was often required to advise, evaluate and support students, researchers, academics and business professionals on strategic luxury marketing issues.

Despite her busy schedule, she always took time to look out for new research initiatives and ever since it was created in Venice in 2000, she has been a keen, enthusiastic and active supporter of the International Marketing Trends Conference for which, in 2008, she created a Doctoral Colloquium.

When thinking about the future, after she left us on the 6th of May 2017, we could not imagine the next conference and the many others to come without her being with us in a way or another. This is the reason why, after discussing with her family, we decided to create another new rendez-vous, which would reflect her passion for the students and academic research on luxury brands.

In the memory of our dear friend, Doctor Professor Elyette Roux, we take pride in announcing the launch of the PROFESSOR ELYETTE ROUX LUXURY THESIS PRIZE under the patronage of IMTC International Marketing Trends Conference and a leading company operating in the luxury sector.

LUXURY THESIS PRIZE

The PROFESSOR ELYETTE ROUX LUXURY THESIS PRIZE is an international prize open to students who defended their Ph.D. thesis between 2018 and 2019 on marketing issues linked to luxury brand management.

In order to be considered to defend his/her Ph.D. thesis in front of the Prize Committee, each candidate should send the following documents **before the 21st of october 2019** :

- Perspectives on future publications of the candidate in the field of luxury brand management; (1 page max.);
- Electronic version of the Ph.D. thesis with the minutes of the thesis defense;
- Abstract in English (2 pages max.) *for the international selection ONLY*;
- Nomination letter from the dissertation supervisor;
- Brief CV / Resume (1 page);
- 10 pages max. summary in English respecting the following rules:
 - Introduction, issue addressed and research question (1 page);
 - Literature analysis (2 pages);
 - Research model and methodology (2 pages);
 - Results analysis (2 pages);
 - Academic learnings and managerial implications (2 pages);
 - Conclusion and 10 max. references (1 page).

All the documents should be sent by the candidates using the info@team-imtc.com email address..

The selection committee is chaired by Professor Emeritus Yves Evrard (HEC Paris) and a representative of a major luxury brand company and consists of highly respected members of the marketing academic community.

The selection committee of the prize will evaluate all the proposals and invite a final selection of candidates to defend their work in front of them during a 20 min. presentation on the occasion of the 18th International Marketing Trends Conference in **Paris on the 16th (oral defence) and 17th (prize winner announcement) of January 2020.**

The registration to the prize is free of charge (0€) and includes a invitation to the Gala Dinner.