

The Bridge To Luxury (TBTL) European Research List 2015, 2nd semester

Topic	Selected Publications	University	Country	Researcher First Name	Researcher Last Name	Function/Position	Address	E-Mail	Telephone	Website
Products	It that is users might not be gold: How labeling products as user-designed backfires in the context of luxury fashion brands, Journal of Marketing, 77 (September): 75-91, 2013 (with D. Dahl, C. Fuchs, and E. Prandelli)	WU (Wirtschaftsuniversität Wien)	Austria	Martin	Schreier	Professor	Department für Marketing Institut für Marketing-Management Welthandelsplatz 1, Gebäude D2, Eingang A 1020 Wien	martin.schreier@wu.ac.at	+43-1-31336-4609	http://www.wu.ac.at/mm/team/scshreier/
Consumers	Consumption	KU Leuven	Belgium	Luk	Warlop	Professor	FEB (Faculty of Economics and Business) Naamsestraat 69 - bus 3545 3000 Leuven België	Luk.Warlop@kuleuven.be	-	https://feb.kuleuven.be/Luk.Warlop
Consumers	Consumption	Ghent University	Belgium	Mario	Pandelaere	Professor	Faculty of Economics and Business, Dept. of Marketing Tweekerkenstraat 2, 9000 Gent	Mario.Pandelaere@ugent.be	+32 9 264 35 20	http://users.ugent.be/~mapandel/
Reputation risk management, corporate reputation, management of luxury, luxury firms	Toward a Taxonomy of Key Success Factors for SME's in a Changing Environment: the case of the Luxury Industry F Riguelle, D Van Caillie The 12th IAMB Conference	University of Liege	Belgium	France	Riguelle	Teaching and research assistant - PhD Candidate	HEC-Management School of the University of Liegem, N1 - 103 - rue Louvrex 14 - 4000 Liège	france.riguelle@ulg.ac.be	+32 42327419	http://www.hec.ulg.ac.be/user/1173
Consumers	Is Having a Taste of Luxury a Good Idea? How Use vs. Ownership of Luxury Products Affects Satisfaction with Life. The Rival Wears Prada: Luxury Consumption as a Female Competition Strategy	Ghent University	Belgium	Liselot	Hudders	Assistant Professor	Department of Communication Sciences Korte Meer 7-9-11, 9000 Gent	liselot.hudders@ugent.be	+32 9 264 91 89	http://www.cepec.ugent.be/members/liselot-hudders/
Consumption, Culture and Commerce	Retail Luxury Strategy: Assembling Charisma through Art and Magic Dion, D. & Arnould, E. 2011 In : Journal of Retailing, 87, 4, p. 502-520 18 p.	University of Southern Denmark	Denmark	Eric	Arnould	Professor	Campusvej 55 DK-5230 Odense M	eric@sam.sdu.dk	+45 6550 1+0/65508342	http://findresearcher.sdu.dk/porta/en/persons/eric-arnould(e3d0617d-4221-4a56-bd6f-293a53391eec).html
China	HEINE Klaus, GUTSATZ Michel (2015). Luxury Brand Building in China : Eight Case Studies & Eight Lessons Learned. Journal of Brand Management, 22 (3).	EM Lyon	France	Klaus	Heine	Assistant Professor	23 Avenue Guy de Collongue, 69130 Ecully, Frankreich	http://www.em-lyon.com/en/faculte-recherche-enseignement-superieur/faculte-recherche-emlyon/corps-professoral/Permanent-Professors/Klaus-Heine#	-	http://www.em-lyon.com/en/faculte-recherche-enseignement-superieur/faculte-recherche-emlyon/corps-professoral/Permanent-Professors/Klaus-Heine
Asia	HEINE Klaus, GUTSATZ Michel LEE Chang Han, KO Eunju, TIKKANEN Henikki [et alii] (2014). Marketing mix and customer equity of SPA brands : Cross-cultural perspectives. Journal of Business Research, 67 (10).	EM Lyon	France	Michael	Phan	Associate Professor	23 Avenue Guy de Collongue, 69130 Ecully, Frankreich	http://www.em-lyon.com/en/faculty-research-education/faculty-research/international-business-school-professors/Permanent-Professors/Michel-PHAN	-	http://www.em-lyon.com/en/faculty-research-education/faculty-research/international-business-school-professors/Permanent-Professors/Michel-PHAN
Consumers	"Opening a donor's wallet: The influence of appeal scales on likelihood and magnitude of donation" (A. De Bruyn, S. Prokopec), Journal of Consumer Psychology	ESSEC Business School	France	Sonja	Prokopec	Associate Professor	Av. Bernard Hirsch B.P. 50105 95021 Cergy Pontoise Cedex France	prokopec@essec.fr	-	http://www45.essec.edu/professorsCV/showCV.do?keyUri=sonja-prokopec#

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Luxury Brand Management and Marketing	"Preserving Luxury Exclusivity Through Arts", in : , The Management of Luxury, Berghaus, B., Mueller-Stevens, G., Reinecke, S., editors, September 2014, 157-172, (with I. Valek)	EM Strasbourg Business School	France	Claude	Chailan	Associate Professor	EM STRASBOURG BUSINESS SCHOOL 61 AVENUE DE LA FORÊT-NOIRE F-67085 STRASBOURG CEDEX	claudc.chailan@em-strasbourg.eu	-	http://www-english.em-strasbourg.eu/about/research/faculty/claude-chailan-62738.kjsp
Luxury Brand Management, Consumption and shopping attitudes towards luxury products, Anthropology of Powerful Brands; Brands Relations with Consumers;	"Luxury Brands Online and Offline: The Case of French Brands" (S. Nyeck), The European Retail Digest, Jan 2004, Issue 41	ESSEC Business School	France	Simon	Nyeck	Associate Professor, Marketing Department Academic Director MBA International Luxury Brand Management - Co-Chair Diversity and Performance	ESSEC Business School Av. Bernard Hirsch B.P. 50105 95021 Cergy Pontoise Cedex France	nyeck@essec.fr	-	http://www.essec.edu/faculty/simon-nyeck
The luxury strategy and its implementation beyond the luxury market (Healthcare, HiTech, etc.) Country branding management strategies	Scientific Articles "Quelle valeur pour la marque France ?", Revue Française de Gestion, 2011, n° 218-219, pp. 125-138.	HEC Paris	France	Vincent	Bastien	Affiliate Professor	HEC Paris 1, rue de la Libération 78351 Jouy-en-Josas cedex France	-	-	-
Adapting the luxury strategy to Digital marketing and social media marketing in fashion and luxury Fashion and luxury brand and product management	"Une stratégie de luxe pour la -	HEC Paris	France	Gachoucha Geraldine	Kretz	Affiliate Professor	HEC Paris 1, rue de la Libération 78351 Jouy-en-Josas cedex France	-	-	http://www.hec.edu/Faculty-Research/Faculty-Directory/KRETZ-Gachoucha-Geraldine
Innovation Management Luxury Marketing CSR & Marketing	"Behavioral Reasons for New Product Failure: Does Overconfidence Induce Overforecasts?", Forthcoming, Journal of Product Innovation Management, (in coll. with D. G. MARKOVITCH, J. H. STECKEL,	HEC Paris	France	Anne	Michaut-Denizeau	Affiliate Professor	HEC Paris 1, rue de la Libération 78351 Jouy-en-Josas cedex France	-	-	http://www.hec.edu/Faculty-Research/Faculty-Directory/MICHAUT-DENIZEAU-Anne
Brand Strategy New Concepts and New Methods in Communication	"The future of luxury: Challenges and opportunities", Journal of Brand Management, April 2015, vol. 21, n° 9, pp. 716-726.	HEC Paris	France	Jean-Noel	Kapferer	Emeritus Professor	HEC Paris 1, rue de la Libération 78351 Jouy-en-Josas cedex France	-	-	http://www.hec.edu/Faculty-Research/Faculty-Directory/BASTIEN-Vincent
Marketing, Marketing Research, Retailing	"Does luxury have a minimum price? An exploratory study into Retail luxury strategy: assembling charisma through art and magic D Dion, E Arnould Journal of Retailing 87 (4), 502-520 2)	Sorbonne University	France	Delphine	Dion	Associate Professor	1, rue Victor Cousin 75005 Paris	dion.iae@univ-paris1.fr	0033 1 40 46 22 11	http://www.cfvg.org/index.php/en/facultysaresearch/mms/44-mmss/29-delphine-dion
Social Media Power Consumers	Ombre, Tie-Dye, Splat Hair: Trends or Fads? "Pull" and "Push" Social Media Strategies at L'Oréal Paris, June 2014 (Case Studies)	INSEAD	France	David	Dubois	Assistant Professor	Europe Campus Boulevard de Constance 77305 Fontainebleau France	david.dubois@insead.edu	0033 1 60 72 44 14	https://www.insead.edu/facultyresearch/faculty/profiles/ddubois/
Consumers Social Media Sustainability	Power gets the Job: Priming KIM, Jae-Eun, LLOYD, Stephen & CERVELLON, Marie-Cécile, "Narrative-transportation storylines in luxury brand advertising: Motivating consumer engagement", Journal of Business Research (2015),	EDHEC Business School, Nice campus	France	Marie-Cécile	Cervellon	Professor	24 avenue Gustave Delory CS 50411 59057 Roubaix Cedex 1 - France	marie-cecile.cervellon@edhec.edu	0033 3 20 15 45 00	http://faculty-research.edhec.com/faculty-researchers/alphabetical-list/c/cervellon-marie-cecile-phd-189368.kjsp

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	A. FERRAND, L.; ROBINSON et P. VALETTE-FLORENCE, (2010) The Intention-to-Repurchase Paradox: A Case of the Health and Fitness Industry, Journal of Sport Management, 2010, 24, 83-105	Grenoble I.A.E.	France	Pierre	Valette-Florence	Professor	I.A.E 525 avenue centrale B.P. 47 - 38040 Grenoble Cédex 9	Pierre.Valette-florence@iae-grenoble.fr	33476825611	http://www.iae-grenoble.fr/cv-Pierre-Valette-Florence-46.html
Strategie Consumer	Bookhagen, A.; Herhoffer, P.-A.: Bausteine einer Luxusmarkenstrategie. In: Journal International Verlag (Hrsg.), LBR - Luxury Business Report Vol. 2, Juni 2013, S. 70-73.	Munich Business School	Germany	Andrea	Bookhagen	Professor	Elsenheimerstr. 61, 80687 München, GERMANY +49(0)89 547678-0 info(at)munich-business-school.de	Andrea.Bookhagen@munich-business-school.de	-	http://www.munich-business-school.de/de/forschung-lehre/dozenten-an-der-mbs/dozenteneubersicht/dozent-en-details.html?no_cache=1&dozent_id=47#publikationen
Digital Luxury Marketing	Kluge, P.N./ Fassnacht, M. (2015): Selling Luxury Goods Online: Effects of Online Accessibility and Price Display, in: International Journal of Retail and Distribution Management, Vol. 43, No. 10/11, forthcoming	WHU - Otto Beisheims School of Management	Germany	Philipp	Nikolaus Kluge	PhD Student	Burgplatz 2, 56179 Vallendar	philipp.kluge@whu.edu	+49 (0) 261 6509 441	https://www.whu.edu/fakultaet-forschung/marketing-and-sales-group/marketing-und-handel/prof-fassnacht-und-team/team/
Luxury Brand Management, Luxury Customers, Luxury Sales Employees, HR, Recruiting	Fassnacht, M./Scharwey, A. (2015): Social Distance in Luxury Management Customer-Salesperson Relationships, in: Bartsch, S./Blümelhuber, C. (Hrsg.): Always Ahead im Marketing, Festschrift für Prof. Dr. Anton Hennigs, N.; Wiedmann, K.-P.; Klarmann, Ch.; Behrens, St.; Jung, J.; Hwang, C.S. (2015): When the original is beyond reach: consumer perception and demand for counterfeit luxury goods in Germany and South	WHU - Otto Beisheims School of Management	Germany	Annabelle	Scharwey	PhD Student	Burgplatz 2, 56179 Vallendar	Annabelle.Scharwey@whu.edu	+49 261 6509 447	https://www.whu.edu/fakultaet-forschung/marketing-and-sales-group/marketing-und-handel/prof-fassnacht-und-team/team/
Luxury Brand Management and Marketing	Hennigs, N.; Wiedmann, K.-P./Klarmann, C./Behrens, S. (2013): Sustainability as Part of the Luxury Essence: Delivering Value through Social and Environmental Excellence, in: Journal of Corporate Citizenship,	Leibniz Universität Hannover	Germany	Klaus-Peter	Wiedmann	Professor	Gottfried Wilhelm Leibniz Universität Hannover Welfengarten 1 30167 Hannover	wiedmannm2.uni-hannover.de	+ 49 511 762-3084	http://www.marketing.uni-hannover.de/wiedmann.html
Sustainability Experience	Hennigs, N./Wiedmann, K.-P./Klarmann, C./Behrens, S. (2013): Sustainability as Part of the Luxury Essence: Delivering Value through Social and Environmental Excellence, in: Journal of Corporate Citizenship,	Leibniz Universität Hannover	Germany	Stefan	Behrens	Research Assistant	Gottfried Wilhelm Leibniz Universität Hannover Welfengarten 1 30167 Hannover	behrens@m2.uni-hannover.de	+49 511 762-4862	http://www.marketing.uni-hannover.de/4175.html
Luxury Brand Management and Marketing	Hennigs, N./Wiedmann, K.-P./Klarmann, C./Behrens, S. (2013): Sustainability as Part of the Luxury Essence: Delivering Value through Social and Environmental Excellence, in: Journal of Corporate Citizenship,	Leibniz Universität Hannover	Germany	Nadine	Hennings	Assistant Professor	Gottfried Wilhelm Leibniz Universität Hannover Welfengarten 1 30167 Hannover	hennigs@m2.uni-hannover.de	+49 511 762-4984	http://www.marketing.uni-hannover.de/hennigs.html
Luxury Brand Management and Marketing Arts Branding	Baumgarth, C.; Kelemci Schneider, G.; Ceritoglu, B. (2008): Are luxury brands really that strong? An empirical investigation into the benefits and brand strengths of basic, premium and luxury brands in	Hochschule für Wirtschaft und Recht Berlin	Germany	Carsten	Baumgarth	Professor	Campus Schöneberg – Haus E – Raum 2.17 Badensche Straße 52 10825 Berlin	cb@cbaumgarth.net	+49 30 30877 -1481	http://cbaumgarth.net/team/professor/
Luxury Brand Management Personal Selling	„Personal Selling for Luxury Brands: The Effect of Cognitive and Affective Influence Strategies on Customer Value Perceptions“ (2013, with Michael Mauer and Sascha Alavi), in:	Ruhr-Universität Bochum	Germany	Sascha	Alavi	Post Doc	Universitätsstraße 150 44801 Bochum	sascha.alavi@ruhr-uni-bochum.de	+49 23432 22248	http://www.wiwi.ruhr-uni-bochum.de/marketing/team/sascha-alavi.html.de

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Luxury Brand Management	„Personal Selling for Luxury Brands: The Effect of Cognitive and Affective Influence Strategies on Customer Value Perceptions“ (2013, with Michael Mauer and Sascha Alavi), in:	Ruhr-Universität Bochum	Germany	Jan	Wieseke	Professor	Universitätsstraße 150 44801 Bochum	smd@ruhr-uni-bochum.de	+49 234-32-26596	http://www.wiwi.ruhr-uni-bochum.de/marketing/team/prof-dr-jan-wieseke.html
Brand Identity	Burmann, C./Schade, M./ Kleine-Kalmer, B./Hemmann, F. (2012): Identitätsbasierte Führung von Luxusmarken – Eine Analyse am Beispiel von Bugatti und Maybach, in: Marketing Review St. Gallen, 2012, Ausgabe 1.	University of Bremen	Germany	Christoph	Burmann	Professor	Hochschulring 4, 28395 Bremen	burmann@uni-bremen.de	+49 421 218 - 66572	http://www.lim.uni-bremen.de/de/mitarbeiter_detail/7-prof-dr-habil-christoph-burmann
Luxury Goods Marketing	-	University of Kassel	Germany	Taylan	Urkmez	Research Fellow	Wirtschaftswissenschaften Fachgebiet Internationales Direktmarketing Mönchebergstraße 1 D-34125 Kassel	taylanurkmez@hotmail.com	+49 561 804-3832	http://www.uni-kassel.de/fb07/institute/ibwl/personen-fachgebiete/wagner-prof-dr/vera.html
Luxury Brand Management	Heine, K.; Phan, M.; Waldschmidt, V. (2014): Identity-based luxury brand management. In: Berghaus, B.; Müller-Stewens, G.; Reinecke, S., The Management of Luxury – A Practitioner’s Handbook,	Universität Rostock	Germany	Vera	Seidemann geb. Walschmidt	Research Assistant	Universität Rostock 18051 Rostock	vera.waldschmidt[at]uni-rostock.de	+49 381 498-4385	http://www.wiwi.uni-rostock.de/bwl/marketing/lehrstuhl-fuer-abwldienstleistungsmanagement/mitarbeiter/dr-vera-seidemann/
Luxury Brand Management	Langer, D & Heil, O. (2015). Luxury Essentials, Mainz: Center for Luxury Research.	Johannes Guttenberg Universität Mainz	Germany	Oliver	Heil	Professor	Johannes Gutenberg-Universität Mainz Saarstr. 21 55122 Mainz	rector@marketing-science.de	+49 6131-3922016	http://marketing-science.betriebswirtschaftslehre.uni-mainz.de/96.php
Strategy	Langer, D. & Heil, O. (2013). Luxury Marketing & Management, Mainz: Annushkina, O., Carcano, L., Lassini, U., Visconti, F., Strategic Management and SMEs, McGraw Hill, (English edition only), 2012	Bocconi School of Management	Italy	Luana	Carcano	SDA Professor	Via Balilla 18, room 209 20136 MILANO	luana.carcano@sdabocconi.it	+39 02 5836.3235/6882	http://www.sdabocconi.it/en/faculty/carcano-luana
Luxury Brand Management	Carcano L. "Maestri del mare. La The Internationalization of Russian Mobile Telecommunications Operators", in Chinmay Pattnaik, Vikas Kumar(ed.), Emerging Market Firms in the Global Economy (International Finance Review,	Bocconi School of Management	Italy	Olga	Annushkina	SDA Professor Director/Coordinator for STRATEGIC MANAGEMENT OF LUXURY BUSINESSES	Via Bocconi 8, room 313 20136 MILANO	olga.annushkina@sdabocconi.it	+39 02 5836.6309/6882	http://www.sdabocconi.it/en/faculty/annushkina-olga
Fashion	Rinaldi F.R., Pandolfini G., Lo sviluppo della moda sostenibile: one size doesn't fit all, Economia & Management	Bocconi School of Management	Italy	Francesca Romana	Rinaldi	SDA Assistant Professor	Via Bocconi 8, room 315 20136 MILANO	francesca.rinaldi@unibocconi.it	+39 02 5836.6325/6882	http://www.sdabocconi.it/en/faculty/rinaldi-francesca-romana
Consumer Counterfeiting	Rinaldi F.R., Lunga vita all'abito e al suo riciclo, Sarfatti 25, Grappi S.; Romani S. (2015) - Company post-crisis communication strategies and the psychological mechanism underlying consumer reactions - JOURNAL OF PUBLIC RELATIONS RESEARCH - n.	UNIVERSITÀ DEGLI STUDI DI MODENA E REGGIO EMILIA	Italy	Silvia	Grappi	Associate Professor	VIA UNIVERSITÀ 4, 41121 MODENA	silvia.grappi@unimore.it	+39 059 2056928	http://personale.unimore.it/AddressBook/Home/grappi

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Market-Driven Management, CSR - Corporate Social Responsibility, Fashion and Luxury Management	Arrigo E. (2014), Luxury Brands Enter the Online Market In B. Berghaus, G. Müller-Stewens, & S. Reinecke (Eds), The Management of Luxury. A Practitioner's Handbook. London: Kogan Page, ISBN:	University of Milan-Bicocca	Italy	Elisa	Arrigo	Tenured Assistant Professor	Piazza dell'Ateneo Nuovo, 1, 20126 Milano	elisa.arrigo@unimib.it	+39 2 64483212	http://dems.unimib.it/index.asp?q=pinfo.asp&uid=103
China, Social Media	CHINA'S LUXURY COSMETIC MARKET: UNDERSTANDING CHINESE CONSUMERS AND IDENTIFYING OPPORTUNITIES AND CHALLENGES	International University of Monaco (IUM)	Monaco	Corine	Cohen	Professor	International University of Monaco 2, Avenue Albert II 98000 MONACO	ccohen@monaco.edu	-	https://www.monaco.edu/faculty-research/faculty.cfm
Luxury strategies, Brand building, Creative thinking, Luxury Marketing & Events Management	-	ISEM Fashion Business School Universidad de Navarra - ISEM Fashion Business School	Spain	Silvia	Ortega	Professor	Calle de Zurbarano, 73, 28010 Madrid, Spanien	-	+34 914 51 43 41	http://www.unav.edu/centro/isem/silvia-ortega
Marken-, Expansions-, Nachhaltigkeitsstrategie, Konsumentenverhalten im Bezug auf Luxuskonsumgüter, -marken, -markt	Berghaus, Benjamin ; Bossard, Chiara ; Baehni, Laure Line. Strategic foresight in the luxury industry: managerial perspectives. In: Luxury Research Journal 1 (2015), Nr. 1, S. 76-90.	University of St. Gallen	Switzerland	Benjamin	Berghaus	PhD Student and Manager of the Competence Center for Luxury Management	Dufourstrasse 40a, 9000 St. Gallen	benjamin.berghaus@unisg.ch	+41 71 224 2855	https://www.alexandria.unisg.ch/personne/Benjamin_Berghaus
Kommunikation Markenführung	Bruhn, M./Batt, V. (2012): Der Einfluss von Sponsoring auf den Erfolg von Luxusmarken. in: Marketing Review St. Gallen, 29. Jg., Nr. 1, S. 36-41.	University of Basel	Switzerland	Verena	Batt	Post Doc	Peter Merian-Weg 6 CH-4002 Basel	verena.batt@unibas.ch	+41 61 267 28 39	https://www.unibas.ch/personen/profil/person/batt/
Luxury Brand Management	-	HEC Lausanne	Switzerland	Valentina	Nadeva	PhD Student	Quartier UNIL-Dorigny Bâtiment Anthropole Bureau : 3057 CH-1015 Lausanne	Valentina.Nadeva@unil.ch	+41 21 692 36 75	https://applicationspub.unil.ch/internpub/noauth/php/Un/UnPers.php?PerNum=1122196&LanCode=37
Luxury Brand Management Consumer Perception	Dubois B., Czellar S. & Laurent G. (2005). Consumer Segments Based on Attitudes Toward Luxury: Empirical Evidence from Twenty Countries. Marketing Letters, 16(2), 115-128.	HEC Lausanne	Switzerland	Sandor	Czellar	Professor	Université de Lausanne Quartier UNIL-Dorigny Bâtiment Anthropole 1015 Lausanne	Sandor.Czellar@unil.ch	+41 216923461	https://hec.unil.ch/people/sczella/
Luxury Goods Marketing	-	ZHAW School of Management and Law	Switzerland	Christina	Looser	Research Associate	ZHAW School of Management and Law Stadthausstrasse 14 8400 Winterthur	christina.looser@zhaw.ch	+41 58 934 45 98	https://www.zhaw.ch/de/ueberuns/person/loos/
Strategy & Marketing (e.g. Luxury Marketing & Management; Service Qualität und Management von marken- und segmentspezifischem Mitarbeiterverhalten am PoS)	Monographien und Herausgeberschaften / Books and edited works Duma, Fabio; Hallier Willi, Christine; Steinmann, Cary (2015). The Business of Luxury.	ZHAW School of Management and Law	Switzerland	Fabio	Duma	Head Reputation Management; Research Associate, Dean's Office; PhD Student in Marketing, University of St. Gallen (HSG)	Stadthausstrasse 14 8400 Winterthur	fabio.duma@zhaw.ch	+41 58 934 76 31	https://www.zhaw.ch/de/ueberuns/person/dumfi/

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Luxury Goods Marketing	-	ZHAW School of Management and Law	Switzerland	Cary	Steinmann	CAS Luxury Management and Marketing	ZHAW School of Management and Law Stadthausstrasse 14 8400 Winterthur	cary.steinmann@zhaw.ch	+41 58 934 79 90	https://www.zhaw.ch/de/ueberuns/person/stca/
Perception	Shukla, Paurav and Keyoor Purani (2012), "Comparing importance of luxury value perceptions in cross-national context", Journal of Business Research, 65 (10), 1417–1424.	GCU London	United Kingdom	Paurav	Shukla	Professor	40 Fashion Street Spitalfields London E1 6PX	paurav.shukla@gcu.ac.uk	+44 141 331 8911	http://www.gculondon.ac.uk/aboutus/staffprofiles/professorpauravshukla/