

PREFACE

Professors Pravat Choudhury and Lawrence Cunningham initiated a special issue series in luxury marketing in the Journal of International Marketing Strategy (JIMS) in early 2016. The special series was highly successful with special issues published in December 2016, December 2017 and a special issue scheduled for May-June 2018. The special issue editors for the first two issues were Lester Johnson, Francisco Conejo, and Lawrence Cunningham.

The special issue editors developed a call for articles in the area of luxury marketing in the spring of 2016. The call produced a strong number of interesting papers, interviews, and responses that continues nearly two years later. The editors continue to receive papers and suggested interviews.

The December 2017 special issue revolves around the work of Franck Vigneron. Franck Vigneron who is a Professor of Marketing at California State University, Northridge wrote an article on the theoretical foundations of luxury marketing (with Professor Lester Johnson) which won the AMS outstanding paper of the decade award in 2007. Professor Vigneron contributed an invited article to this issue that is entitled, “The Seven Habits of Luxury Brands.” Managing Editor Lawrence Cunningham also did an extensive interview with Professor Vigneron dealing with a wide range of topics including his award winning article. This interview is also in this special issue.

Professor Vigneron’s invited paper suggests that there is continual pressure to quickly create more luxury brands, revive some old brands, and maintain the luxury level of many existing brands. The article presents the seven essential paradigms of luxury brand management. The thrust of the article is to explain the complexity of managing the luxury brands that result from these paradigms.

Professor Alistair Williams in his invited paper entitled, “Luxury and Ultra-Premium Spirits: Enhancing the Experience through Story Telling” suggests that luxury brands should aim to communicate legends associated with the brand thereby establishing myths around the brands. This article seeks to explore what makes a story useful for luxury spirits.

Professors Douglas Bryson, Glyn Atwal, and Roberta Crespi revisit the much cited Vigneron and Johnson (2004) paper which developed a Brand Luxury Index (BLI) scale using data collected from students in Australia. They suggest that in theory, the BLI allows comparison of the perceptions of luxury brands between different nationalities. Their paper compares the perceptions of four different luxury brands in Finland and the UK and suggests that there were significant differences in the perception of luxury brands between the Finnish and British samples. They conclude that the BLI scale needs further revisions to increase its effectiveness.

Francisco Conejo and Lawrence Cunningham in their paper “On Luxury Brand Dimensionality” examine luxury taxonomies to help guide future scaling efforts. They suggest that while studies converge on a small number of central luxury dimensions, the latter are complemented by a plethora of divergent ancillary factors. The study indicates that the lack of consistency in dimensions and their confusing nature suggests further work is needed before luxury brands are properly understood. The authors see great research opportunities for improved luxury scales.

Managing Editor Lawrence Cunningham had the great pleasure of interviewing Franck Vigneron on his fundamental thoughts and views of luxury as well as reflective insights into his earlier work in luxury marketing. Franck is the recipient of the Best Business Book of 2015 award from the Paris Chamber of Commerce for his work on luxury.

Francisco Conejo has prepared an interesting review of a book entitled, “Luxury Brands in China and India” by Glyn Atwal and Douglas Bryson. The book addresses the growth of luxury consumption in the Chinese and Indian markets. The book offers a useful road map to senior managers developing marketing strategies in the Chinese and Indian markets.

The special issue editors would like to express their appreciation to so many people who made this special issue possible. Professor Pravat Choudhury, the founding editor of the journal, has always served as a resource for the editors. He is always willing to give “sage” advice, and work on the many issues necessary for publication. Nancy Reed has served as the assistant and associate editor of the journal participating in many editorial meetings and managing many aspects of the journal while overseeing a major marketing operation for a private firm. Professor Kamal Agarwal, the Vice Chair of MTMI, has provided invaluable assistance in the development and publishing of the journal.

The special issue editors would like to thank Dean Rohan Christie-David for the support of the Business School at the University of Colorado Denver.

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PHILOSOPHY AND EDITORIAL STANDARDS OF THE JOURNAL

The editors of the Journal of International Marketing Strategy (JIMS) have had, during the journal's development, frequent discussions about the concept of this journal. Both editors felt that many articles were rejected at top-level journals in spite of having substantial promise. In many cases, the authors of these articles could, with appropriate feedback, support and encouragement, publish their articles in the high-quality journals. The editors also felt that non-US authors, especially those from developing societies, faced considerable difficulty in finding high-quality publishing outlets. At the same time, the editors recognize the need to maintain academic quality through blind review processes.

The editors also felt that there were few if any international marketing forums where academics and business executives could exchange their perspectives regarding international marketing issues. The editors recognized the need to create an exchange for high-class scholarly research and yet allow room for the participation and contributions of international business executives.

While the editors have discussed many potential themes for future volumes, they have decided to focus on a special issue series on luxury marketing because the area of luxury has not been fully explored. Further, they have suggested some novel ways of addressing the topic. The editors felt that this special issue would provide a platform for contributions from luxury marketing academics from around the world in the form of invited and refereed articles, interviews and book reviews.

The journal has a well-defined editorial process for its regular and special issues. There are two types of articles published in the journal; invited and refereed. The managing editor extends invitations for invited articles to noted academic and business individuals in a field of international marketing. These articles are then subject to editorial review and independent review as needed.

Prospective authors may submit manuscripts for possible publication. These manuscripts are double-blind reviewed by academics selected by the managing editor or other editors as designated by the managing editor. The managing editor then returns reviewer comments to the authors and designates the manuscript as accepted, accepted with revisions, revise and resubmit or rejected. When authors return manuscripts after revisions, the responsible editor returns manuscripts to the original reviewers or reviewers who are best equipped to make final recommendations. The managing editor makes the final decision about acceptance.

Manuscripts submitted by members of the editorial board, editors or special issue editors are equally subject to a double-blind review process overseen by the founding and consulting editor. This editor follows the same protocol as described above to ensure a fair and equitable review process. This editor makes the final decision about acceptance.

All manuscripts are required to follow author guidelines. All work is required to be original with author warranty and transfer of copyright. The standard for frequency of publication is once per the calendar year although the editors strive for greater frequency.