

PREFACE

Professors Pravat Choudhury and Lawrence Cunningham in creating the Journal of International Marketing Strategy (JIMS) envisioned a journal which would expand the boundaries of research in international marketing. With the conclusion of a special issue on Entrepreneurship approximately a year ago, the two Editors-In-Chief set out to develop new and exciting avenues for the journal.

Luxury marketing was an important area which had tremendous potential for the journal. Preliminary research on this topic indicated that there was an opportunity for a special issue on this topic. To respond to this need, Professor Cunningham sought to develop a team of special issue editors who would help him explore this issue in more depth. The choices were easy. Lester Johnson was one of Larry's colleagues at Bond University in Australia and had published in many top flight marketing journals. He was held in high esteem in the marketing community in Australia, New Zealand, and the United States. Lester and Franck Vigneron wrote an article on the theoretical foundations of luxury marketing which won the AMS outstanding paper of the decade award in 2007. Francisco Conejo was an emerging research scholar at the University of Colorado Denver with interest in luxury marketing.

Professors Cunningham, Johnson, and Dr. Conejo developed a call for articles in the area of luxury marketing. The call attracted the attention of many noted research scholars in the area. The effort resulted in the submission of a broad array of interesting academic papers, as well as important and significant interviews and book review possibilities.

The first paper is an invited paper by world renowned luxury and brand expert, Professor Jean-Noël Kapferer and Professor Anne Michaut. This paper reports on the analysis of how luxury buyers define luxury. The paper is based on a survey of over 3200 luxury buyers from a wide variety and diverse set of countries. The analysis provides substantial insights into the central attributes used to define luxury worldwide and also suggest five definitions of luxury using distinctive weights in various countries.

The second paper is a refereed piece by Nastasja Botha and Professor Mignon Reyenke which addresses the issue of the millennial consumer. The paper uses quantitative analysis in the form of structural equation modeling to examine the validity and reliability of the conceptual model and constructs to test a variety of hypotheses. The findings of the research reveal that many of the constructs are positively related to the luxury purchase intentions of South African millennials with materialism being one of the most significant predictors.

Professor Alistair Williams has written an interesting refereed article about craft beer in which the concepts of quality and authenticity are combined with selling experiences to relate to the lifestyle constructs of consumers. The paper examines the consumption of craft beer to interpret the motivations of the luxury craft beer consumer as well as examine the ways in which craft beers can better be conceptualized according to experiential symbolic dimensions.

Professor Luciana de Araujo Gil, Emily Chung, and Professor Lester Johnson explore the issue of old vs. new luxury from the perspective of young Brazilian consumers in a refereed article. They examined a sample of 671 respondents between 12 and 24 years of age to determine whether older individuals have preferences for older luxury and younger individuals have preferences for newer luxury. The paper results in the identification of some important differences in luxury perceptions of individuals within two different age cohorts and on the part of female consumers.

Dr. Francisco Conejo and Professor Lawrence Cunningham suggest that luxury branding displays fundamental incongruities because the literature is still rather broad and generic. Their refereed paper

addresses four central issues including the need for luxury research to more precisely define luxury levels, luxury dimensions, examines luxury services independent of luxury goods and addresses luxury consumer behavior in more detail. The objective of the paper is to raise awareness and stimulate discussion of these four central issues among academic researchers and practitioners.

One of the special items in this issue is Professor Lawrence Cunningham's interview with Professor Jean-Noël Kapferer. The interview which took place in Paris in October and November of 2016 covered a wide range of topics including Professor Kapferer's views of how luxury differs in France and Germany, his take on luxury in America, his views on rapidly evolving luxury perceptions in China and emerging markets, and his perspectives on possible directions for luxury research. The interview is very extensive and offers many different perspectives that are likely to affect intellectual discourse in luxury marketing research for the foreseeable future.

The issue concludes with a review of Professor Kapferer's most recent book, Kapferer on Luxury: How luxury brands can grow yet remain rare which offers further insight into his thinking on luxury. The central premise of Kapferer's book is that increased sales might actually end up eroding luxury brands. Kapferer suggests that when exclusive brands start selling too much, they become common. Hence, they cease to be special and appealing. Luxury firms are therefore in a catch-22. Dr. Conejo's review considers Kapferer's view of the basic contradiction in luxury marketing extremely helpful.

The special issue editors would like to express their appreciation to so many of the people who made this special edition possible. Pravat Choudhury is in a true sense of the term the founding editor of the journal and a great consulting editor. He is always there to solve high-level problems and work through an issue which requires a "special" touch with people. Nancy Reed, who had a highly successful university career before becoming a major marketing executive, continues to serve as a wonderful and patient editor who always offered great advice on solving difficult writing and editorial issues. She also has exerted a strong and stable presence in the middle of numerous deadlines. MTMI in the person of Dr. Kamal Agarwal has offered us continuing assistance with every problem and has performed admirably as our publisher.

The special issue editors would also 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 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 the very 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 while creating supportive processes for authors.

The editors also felt that there were few if any international marketing forums where academics and international 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 one or two issues on luxury marketing because the issue of 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, refereed articles, interviews and book reviews.

The journal has a well-defined development 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 at the discretion of the managing editor. These invited articles are subject to editorial review and independent review as needed. Prospective authors may submit manuscripts for possible publication. These manuscripts are double-blind reviewed by reviewers 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 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 instructions. All publications are required to be original work and require author warranty and transfer of copyright forms. The standard for frequency of publication is once per the calendar year although the editors strive for greater frequency.