Luxury Research Journal

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Scope of the Journal

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LRJ is a cross-disciplinary, peer-reviewed international journal that publishes high-quality conceptual and empirical articles (using quantitative or qualitative approaches), as well as cutting-edge case studies that are relevant to the luxury industry. It also presents viewpoints of influential experts within the industry. LRJ aims to establish itself as the leading journal on luxury research for academics and practitioners.

Topics covered include:

- Industry perspectives on luxury new venture creation/development
- Product, service and customer experience development for luxury brands
- Geographical/regional perspectives on the luxury sector or knowledge domain
- Alliances and acquisitions in growth-oriented luxury sub-sectors
- Family and luxury business development
- Innovation issues in the luxury sector and knowledge domain
- Consumer culture and behaviour towards luxury
- Legal issues in managing luxury brands
- Human resources management issues in luxury companies
- Corporate social responsibility and environmental issues in luxury businesses
- Communications, semiotics and social media in luxury brand management

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