



# CALL FOR PAPERS

**ICFM 2020**  
**Oct 22-23, 2020**  
**Bali, Indonesia**

The International Research Conference is a federated organization dedicated to bringing together a significant number of diverse scholarly events for presentation within the conference program. Events will run over a span of time during the conference depending on the number and length of the presentations.

ICFM 2020 : International Conference on Fashion Management is the premier interdisciplinary forum for the presentation of new advances and research results in the fields of Fashion Management. The conference will bring together leading academic scientists, researchers and scholars in the domain of interest from around the world. Topics of interest for submission include, but are not limited to:

Fashion management  
Luxury brand analyses and marketing strategies  
Strategic branding and innovation management  
Product creativity and innovation  
Contemporary debates in fashion  
Contemporary fashion communication and criticism  
Fashion advertising, promotion and public relations  
Digital marketing  
Communication, time management, and leadership  
Luxury brand consumption and culture  
Fashion markets - marketing orientation, strategy and firm performance  
Body management and fashion  
Fashion and luxury

Corporate identity & corporate reputation  
Customer experience and brand relationship  
Consumer culture and fashion  
Fashion and art world  
Brand advertising, theory and practice  
Digital and design technologies  
Fashion digital strategy and practice  
Fashion marketing trends in social media  
Sustainability in fashion management  
Global and cross-cultural fashion marketing  
Technology innovation management  
Issues and challenges of marketing  
Digital marketing in the fashion industry