

Exchange Week for foreign visiting professors
8 - 12 April 2024
Iscte, Lisbon

Professor Serena ROVAI
University EXCELIA Business School
Country France

Brief CV

Director and Associate Professor with 20 years International Experience in Global Higher Education with focus on Luxury Brand Management - Sustainability & Chinese Market. International Speaker and Author currently serving at EXCELIA Business School - AACSB, AMBA and EQUIS accredited and top 10 French FT ranked - as Director of LuxuryLab Centre and MBA in Luxury Brand Management. Visiting Professor at Stanford University in Luxury Brand Made in Italy and Sustainability and Board Member of Luxury Specialisation at diverse international universities. Founder of "The New Luxury Alliance" an academic alliance focusing on research and trainings in the New Luxury - Sustainability, Digitalisation and Fast-Growing Economies.. Previous University Strategic Board Member and Head of International Affairs Division and International Campuses - New York and Beijing. Teaching and researching on Luxury Brand Management and International Management. Founder and Director of the Europe-Asia Centre for Management and Innovation at Grenoble Ecole de Management - top 20 Business School in Europe - with a specific focus on new offsite Campus and programs openings - Guangzhou, Beijing, Chongqing DBA programs amongst others- affairs with Asia. Founder of the Fashion and Luxury Management School specializations - graduate and undergraduate programs in Fashion, Design and Luxury Management programs in Grenoble and London, Paris.

On-going research topic

Sustainability/ Marketing/ Luxury Management

Relevant publications

Pasquinelli, C., Rovai, S., & Bellini, N. (2023). Linking place brands and regional innovation: sustainable business strategies leveraging heritage. *Regional Studies*, 1-17.

Ozuem, W., Ranfagni, S., Willis, M., Rovai, S., & Howell, K. (2021). Exploring customers' responses to online service failure and recovery strategies during Covid-19 pandemic: An actor–network theory perspective. *Psychology & Marketing*, 38(9), 1440-1459.

Rovai, S., & De Carlo, M. (Eds.). (2023). *Made in Italy and the Luxury Market: Heritage, Sustainability and Innovation*. Routledge

Topic of lecture for the students

Sustainable Luxury

Outline of lecture for the students

There are increasingly responsible brands in the luxury sector that have started to integrate sustainability to their brand value and identity and that are evidencing that a conscious luxury approach does not necessarily mean to sacrifice ethics for aesthetic. Nowadays, the new Luxury paradigm has shifted from being about the product to being about the experience. The New Luxury, that saw its birthplace in Italy, initially within the Made-in-Italy and the fashion sector nowadays is experiencing a different identity embodying the concept of inventive design, manufactured in a zero-waste environment, experienced in an energy-efficient innovative retailing environment. Luxury has been transformed from a “Gold Iconic Product”

into a “Responsible Brand Experience” appreciated for its luxury products characteristics of exclusivity, rarity, high-quality but also for its responsible commitment to improve the people’s life, the planet environment and the way profit is made and invested. Luxury brands from the diverse business sectors have realised the increasing importance of the new Luxury role and created often philanthropic brand narratives that can highlight the brand value and market differentiation and in so doing safeguarding the customer loyalty. Even though some Made-in-Italy brands consider the sustainable orientation a new challenge, it is nowadays considered as a must-do to ensure a competitive positioning in the new global luxury scenario. Those Italian Made-In-Italy brands from the luxury sector that have already understood the value of sustainability for the brand and the luxury industry, have been able to innovate and reposition themselves in the global game. However, it is not a choice that requires a completely different perspective; creating single sustainable initiatives does not require the same commitment and effort as becoming a sustainable innovator.