



### **Call for Papers:**

#### **Journal of Global Fashion Marketing - Special Issue “New Fashion Marketing & Management in a Post-Pandemic World”**

Extended abstract submission deadline: August 27, 2021

Full paper submission deadline: January 15, 2022

### **Guest Editors:**

Hye-Young Kim (University of Minnesota, Twin Cities)

Sanga Song (Indiana University East)

The Journal of Global Fashion Marketing (JGFM) is a flagship journal of GAMMA--the Global Alliance of Marketing and Management Associations. All articles in the JGFM are published in English. The JGFM is a ranked journal; all articles are double blind review. JGFM will publish a special issue of JGFM on ‘New Fashion Marketing & Management in a Post-Pandemic World’ with selected papers presented in **the ‘New Fashion Marketing & Management in a Post-Pandemic World’ track of ‘2021 Global Fashion Management at Seoul / 2021 KSMS International Conference’**.

While every sector has been affected by the COVID-19 pandemic in some way, the apparel and fashion sector has experienced extreme hardships, including drastic supply chain disruptions and sharp declines in sales and store traffic (Baum et al., 2020; Chakraborty & Biswas, 2020). The magnitude of the economic downturn has been unprecedented, and consumers have been less inclined to devote their discretionary spending to clothes (Thomann, 2020). As a result, major fashion retailers have faced tough challenges; some of these retailers, such as Brooks Brothers, Ascent Retail Group, and J. Crew, filed for bankruptcy in 2020, and experts expect to see more bankruptcies this year (Mehta, 2020; Unglesbee, 2020). Many fashion companies have struggled to survive, but little information is available regarding how fashion businesses can secure business continuity and thrive in the post-COVID-19 world.

In this special issue, we aim to expand the scope of the relevant multidisciplinary literature to understand what business practices and consumer behavior will look like post-pandemic and how fashion businesses can thrive by adapting their operations and business strategies to minimize threats and take full advantage of opportunities in the post-COVID-19 world. The following questions are worth exploring: How can researchers analyze consumer behaviors and industry practices to provide new insights that can enrich the field? How can marketing practitioners build upon their pandemic experience and plan their strategies for a post-pandemic future? We welcome submissions using all methodological approaches, including empirical, analytical, or conceptual. Papers may be based on, but are not limited to, the following:

### **Changes caused by the pandemic in:**

- Fashion consumer behavior
- Psychological and/or sociological perspectives of fashion marketing
- Digital and social media marketing
- Fashion branding and communication
- Emergent business models and innovations
- Ethics and socially responsible fashion business and consumer practices
- Luxury fashion marketing
- Consumer behavior and branding from a cross-cultural perspective
- Omnichannel strategies
- Global supply chain management
- Game changing technologies (e.g., AI, VR, AR, MR) in fashion and retail
- Health and well-being of employees in the fashion industry

### **Submission information**

#### **1. Extended Abstract Submission to '2021 GFMC at Seoul / 2021 KSMS International Conference':**

Authors should submit their extended abstracts (Not exceeding 5 pages (single spaced) or 20 pages for full papers in double space through the conference submission system which will be open very soon. Submission will be double-blind reviewed. Please do not include any author information in the submission file.

Manuscript Submission Guidelines: 2021 Global Fashion Management Conference at Seoul and Reference Style of GAMMA Journals and Proceedings: <https://2021gfmc.imweb.me/index>

#### **2. Full Paper Submission to JGFM:**

Submission through the submission system of the JGFM homepage

(<https://www.tandfonline.com/toc/rgfm20/current>)

### **For More Information:**

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**Journal of Global Fashion Marketing:** <https://www.tandfonline.com/toc/rgfm20/current>

**2021 Global Fashion Management Conference at Seoul / 2021 KSMS International Conference:**  
<https://2021gfmc.imweb.me/index>

## References

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- Unglesbee, B. (2020). *17 retailers that could go bankrupt as the COVID-19 era wears on*. Retail Dive. <https://www.retaildive.com/news/17-retailers-that-could-go-bankrupt-as-the-covid-19-era-wears-on/586264/>

