

The Luxury Management Competence Team

Portrait



Building Competence. Crossing Borders.

International Management Institute

Your competent partner for international business

The International Management Institute is part of the Department of International Business at the ZHAW School of Management and Law. We focus on the effects of globalization and the challenges of international business activities.

INTERNATIONAL COMPETENCE

Our partners benefit from a wealth of intercultural competence and international business know-how, resulting from the extensive academic and industry experience of our faculty members and our close ties to international universities, corporations, organizations, and professional associations.

The Institute is structured as follows:

- Center for Asia Business
- Center for Business in the Americas
- Center for EMEA Business

Additionally, we maintain competences in:

- Corporate Responsibility
- Luxury Management
- Business with India
- MEM-Industry
- Cleantech

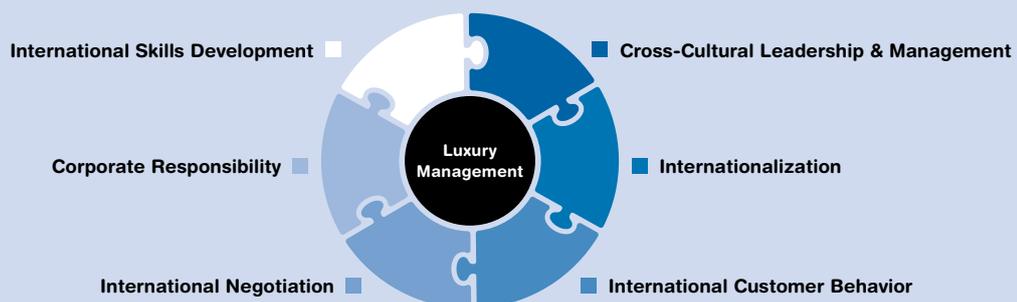
ZHAW SCHOOL OF MANAGEMENT AND LAW

The ZHAW School of Management and Law (SML) is one of Switzerland's leading business schools. Its disciplinary orientation is reflected by the following focus areas, each of which is a separate department: International Business; General Management; Banking, Finance & Insurance; Public Sector; and Business Law. It is institutionally accredited by the Association to Advance Collegiate Schools of Business (AACSB).

ZURICH UNIVERSITY OF APPLIED SCIENCES

The Zurich University of Applied Sciences (ZHAW) is one of the leading universities of applied sciences in Switzerland. It consists of eight Schools: Management and Law; Applied Linguistics; Applied Psychology; Architecture, Design and Civil Engineering; Engineering; Health Professions; Life Sciences and Facility Management; and Social Work. The broad range of competences enables us to offer you interdisciplinary solutions to complex problems.

COMPETENCE PROFILE OF THE INTERNATIONAL MANAGEMENT INSTITUTE



Luxury Management Competence Team

Understanding the multi-faceted world of luxury

Luxury has fascinated humanity for millennia and will continue to do so in the foreseeable future. In recent decades, luxury has evolved into a global business, resulting in a need to focus on current trends and challenges in the global luxury market.

PRACTICAL SOLUTIONS FOR A DYNAMIC BUSINESS WHICH HAS ITS OWN RULES

While the term “luxury” may mean different things to different people, luxury products and services have always been renowned for their superior quality, design, and artistry. In fact, the luxury segment is one of the fastest-growing industries in the world. The longing for goods and services beyond mere necessity is as old as humanity itself. More recently, the market for the expensive and beautiful things in life has seen an expansion like never before. While the management and marketing of luxury brands has always had its own rules, the playing field is changing: Digitization, global trade, shifts in economic power, ecological issues, and social problems – all have an effect on consumer buying behavior, requiring the managers of luxury companies to take decisive action.

The luxury industry is a significant economic factor in Europe, and especially in Switzerland, where applied research in the management and marketing of luxury products and services benefits from a wealth of knowledge when it comes to the manufacture of exclusive products and the delivery of high-end services.

COMPETENCY PROFILE

As members of the Luxury Management Competence Team, we dedicate our combined experience to finding innovative, yet feasible solutions to challenges that are specific to the luxury industry. We conduct tailor-made research and offer consulting services and corporate education programs to our partners, which include leading luxury companies as well as up-and-coming niche players. Knowledge transfer is important to us, especially in our teaching and training activities (degree programs and continuing education programs at all levels).

AN ACTIVE NETWORK

Our network consists of academic experts and experienced practitioners from all over the globe. They represent various luxury industries and are affiliated to well-known companies and next-generation start-ups, as well as highly ranked universities. The insights on current trends gained from networking is passed on to our students and business partners.

Our Competence – Your Benefit

We keep track of the dynamics of the luxury market

Focusing on current trends and challenges in the global business of luxury, we support both well-established and newly emerging companies in developing and implementing successful strategies and marketing concepts.

CONTINUING EDUCATION

Whether you are already working with luxury or premium goods or services, planning to pursue a career in luxury, or have clients in this field, we can help you develop and expand your expertise in luxury management and marketing. In one of our continuing education programs or seminars, you can immerse yourself in the mechanics of successful luxury management while earning a recognized academic qualification.

“FUTURE OF LUXURY” CONFERENCE SERIES

“Future of Luxury” is a series of conferences offered by the ZHAW School of Management and Law (ZHAW SML). It deals with the most relevant and current aspects of contemporary luxury management in a condensed, research-based, but always practically oriented manner. The conferences are tailored to the needs of managers of small, medium-sized, and larger luxury companies in the top segment of their industries in Switzerland and abroad. Professionals and academics – all luxury specialists with a proven track record in their field – address various aspects of a given topic and share their knowledge and experience with conference participants. In addition to enabling the transfer of knowledge, the conferences are an excellent opportunity to network with experts and luxury professionals across industries.

CUSTOMIZED TRAINING AND DEVELOPMENT

In close collaboration with our customers, we design and deliver practically oriented training courses and workshops to address their specific needs and challenges. We make use of proven methods and learning tools and adapt them to the requirements and set-up of a customer's organization (e.g., executive training on luxury service excellence).

APPLIED RESEARCH AND CONSULTING

Based on a sound foundation of research knowledge and methodologies, we offer luxury companies competent, hands-on support. Your company will benefit from customized consulting services and global access to specific expert knowledge through our worldwide network of research partnerships and partner institutions.

OUR RESEARCH FOCUSES ON THE FOLLOWING TOPICS:

- The Specifics of Management and Marketing in the Luxury Segment
- Successful Communication of Exceptional Value and Authenticity
- Luxury 4.0: Digital Transformation of Luxury Business Models
- Economies of Small: Strategies & Success Factors of Independent Niche Brands in the Luxury Segment
- High Tech versus High Touch: Luxury Service Excellence and the Management of Personal Interaction as a Key Differentiation Factor of Luxury Offerings
- Cultural Adaptation of Luxury Brands & Services
- Mindful Luxury: Analysis of the Value Chain, Identification of Potentials and Value Drivers & Crafting of Communication Strategies on Sustainable Luxury

Contact us

The challenges of luxury management are complex

We combine academic rigor, a solid network of cooperation partners, and deep knowledge of the international luxury business.



**HEAD
LUXURY MANAGEMENT
COMPETENCE TEAM**
Dr. Fabio Duma
Senior Lecturer
Phone +41 58 934 76 31
fabio.duma@zhaw.ch



**DEPUTY HEAD
LUXURY MANAGEMENT
COMPETENCE TEAM**
Maya Gadgil
Senior Project Manager, Lecturer
Phone +41 79 934 46 03
maya.gadgil@zhaw.ch

ADDRESS

ZHAW School of Management and Law
International Management Institute
Luxury Management Competence Team
Stadthausstrasse 14
P.O. Box
8401 Winterthur
>>> www.zhaw.ch/imi

Visit us online

Find updates on our latest activities
and offers:

>>> www.zhaw.ch/imi/clm

“Having the Luxury Management Competence Team as a partner is like instantly adding the brightest talents to your team, giving you access to cutting-edge strategies, data and innovation.”

Mark Schwarz, Founder, VAULT

Zurich University
of Applied Sciences

School of Management and Law

St.-Georgen-Platz 2
P.O. Box
8401 Winterthur
Switzerland

www.zhaw.ch/sml



swissuniversities