

**Advancing Transformative Luxury Research:
Contributions to Marketing Theory About Luxury, Ethics, and Well-Being**
Special Issue Call for Papers - Journal of Macromarketing

Guest editors

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This special issue seeks to expand the research conducted to date on the relationship between luxury and ethical/responsible business practices for well-being through a comprehensive, critical, and multidisciplinary approach on marketing theory and business practices in the luxury sector. This special issue builds on recent literature on sustainable and Corporate Social Responsibility (CSR) luxury research to introduce the conceptualization of “Transformative Luxury Research” (TLR) as an emerging field in marketing that investigates the relationship between luxury, ethics, and well-being. TLR embodies prior work that focuses on generating positive changes in luxury marketing and business practices aimed at protecting the environment, building responsible communities that promote social justice among its members, and enhancing consumer well-being related to the production and the consumption of luxury. Although the luxury sector is one of the most traditional industries, it is very dynamic and changes rapidly under the influence of new ideas, technologies and generations. Despite the growing centrality of luxury service brands and products, few studies have been conducted to identify important antecedents and determinants of the sustainable and ethical dimensions of the luxury sector. Yet many scholars believe that luxury and sustainability are diametrically opposed to one another: Whereas sustainability supports sobriety and simplicity, luxury refers to the image of abundance and complexity. Nevertheless, recent work underlies the idea that luxury is not necessarily the opposite of sustainability and CSR. As a result, in this special issue we aim to advance the idea of TLR, which supports the relationship between luxury and ethical practices to improve well-being. This special issue will define Transformative Luxury Research (TLR) and advance its contribution to marketing, macromarketing theory and Transformative Consumer Research literature. Also, this special issue aims to discuss and exemplify how TLR can contribute to innovation in the luxury industry to achieve sustainability, social justice, and individual and collective well-being of luxury employees and customers.

In line with the focus of *Journal of Macromarketing*, we welcome papers with quantitative, qualitative, or other alternative methodologies. All disciplinary and theoretical (e.g., practice theory, sociology of luxury, anthropology of luxury, etc.) perspectives are welcome, as long as well-being as a construct and its relation to TLR and ethics remains the central focus of the papers submitted. Example topics for this special issue include, but not limited to the following themes:

- a) What does Transformative Luxury Research (TLR) mean? And what are its key determinants?
- b) How can we define the relationship between luxury, micromarketing, and well-being?
- c) How can sustainable luxury be defined through a cross cultural perspective?

- d) What are the macro and micro factors affecting the promotion of sustainable and ethical luxury practices for well-being?
- e) Do macro and micro factors and dynamics affecting the promotion of sustainable and ethical luxury practices vary across the different luxury sectors, cultures, companies, and businesses?
- f) What are the challenges and opportunities for luxury companies when adopting sustainable and ethical business practices?
- g) What role does consumer perception play in the decision for a luxury company to adopt an ethical approach to business practice?
- h) How might a sustainable and ethical business strategy be effectively communicated to existing and future customers of a luxury firm?
- i) To what extent would social pressure to adopt ethical luxury business practices outweigh existing tensions between materialism and sustainability?
- j) What might ethical and sustainable luxury look like in practice? What could we learn from existing approaches in the luxury industry?
- k) What changes may be required to existing supply chains and distribution channels to accommodate ethical and sustainable business practices in the luxury sector?
- l) How can Transformative Luxury Research (TLR) contribute to ethical and sustainable practices in the future for the luxury industry?
- m) How might perceptions of ethical luxury differ according to the offering of a firm and amongst consumer segments?

For further information, please contact Wided Batat, wided.batat@yahoo.fr and Danae Manika danae.manika@brunel.ac.uk. Manuscript format should adhere to the guidelines found on the journal's Web site: <https://journals.sagepub.com/home/jmk/>.