

AFFILIATIONS

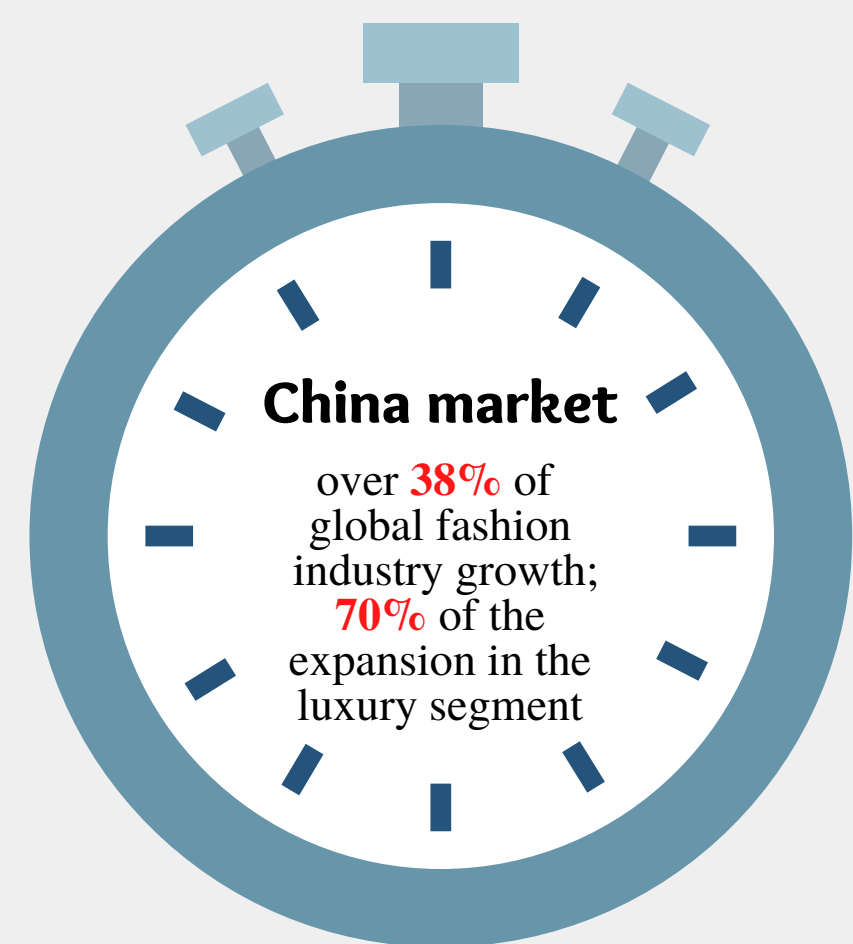
Liverpool John Moores University
Liverpool Business School
Faculty of Business and Law

EXAMINING THE GLOCALISED MARKETING STRATEGIES OF LUXURY FASHION RETAILERS IN CHINA

AUTHORS

Liu, H., Bai, H., Fillis, I. and Kostopoulos I.

✉ H.Liu@2021.ljmu.ac.uk



INTRODUCTION

International retailers require a proactive stance to sustain their long-run expansion, refine their business goals, and optimise their retailing portfolio in China market, especially at the post-entry stages.

IMPORTANCE !

Currently, literature on IMSs focused on a relatively static perspective

METHODS

a pragmatic methodology with a mixed-methods:



Quantitative questionnaire survey



Qualitative semi-structured interviews

RESEARCH AIMS

This study aims to develop a dynamic and continuous model of international marketing strategies from initial Chinese market entry to post-entry business development.



Examine the relative effectiveness of IMSs of IFRs entering into the Chinese market.

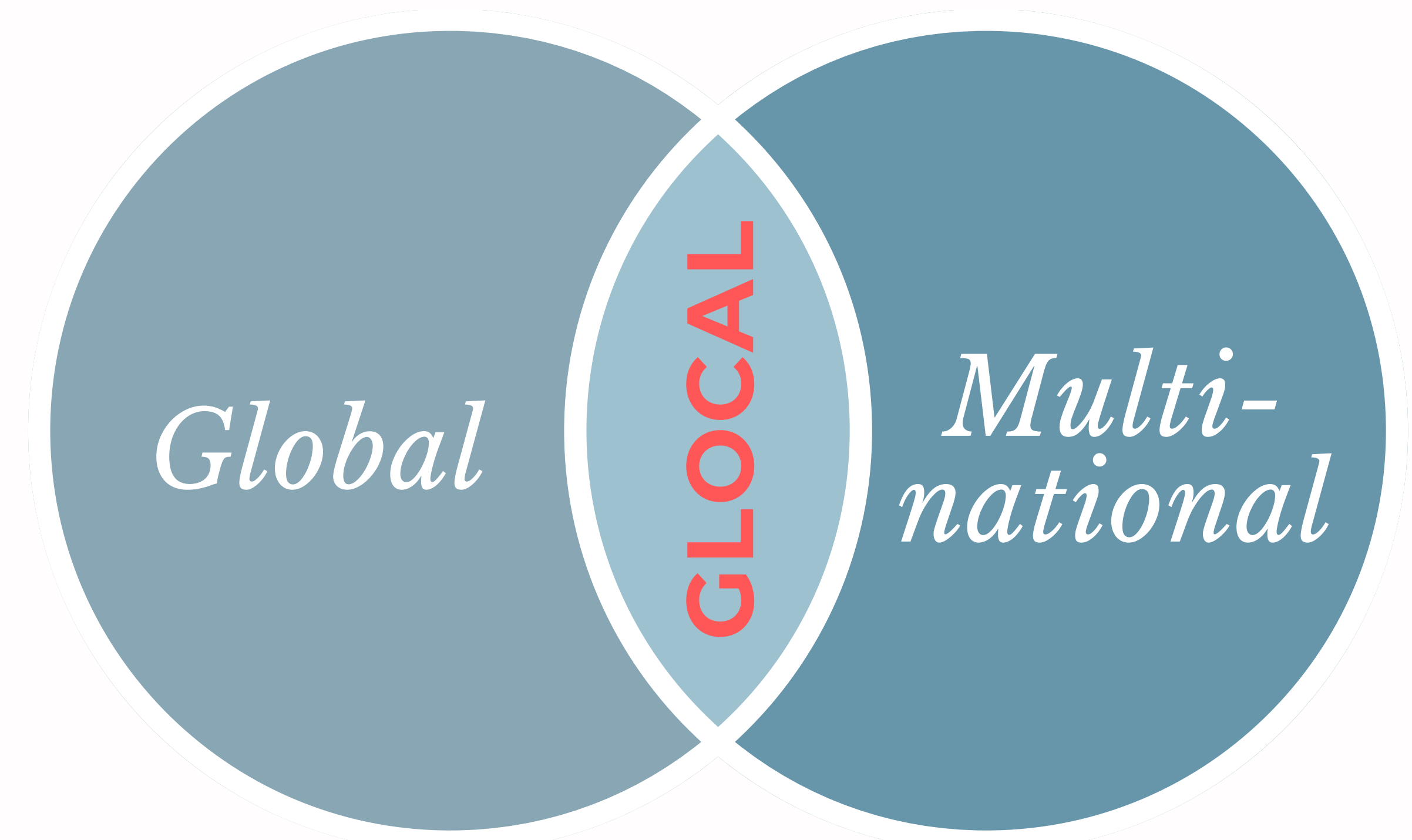


Discover the most effective IMSs for business development management after their initial into China/post-entry.



Evaluate how IFRs' marketing strategies in China integrated into their global marketing strategies through the dynamic glocalisation process.

INITIAL CONCEPTUAL FRAMEWORK



EXPECTED OUTCOMES



enriches international retailing and international marketing strategies literature



the knowledge of glocalised marketing strategies