

Handbook of Research on Global Fashion Management and Merchandising

Part of the Advances in Logistics, Operations, and Management Science Book Series

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Description:

Innovation and novel leadership strategies have aided the successful growth of the fashion industry around the globe. However, as the dynamics of the industry are constantly changing, a deficit can emerge in the overall comprehension of industry strategies and practices.

The Handbook of Research on Global Fashion Management and Merchandising explores the various facets of effective management procedures within the fashion industry. Features research on entrepreneurship, operations management, marketing, business modeling, and fashion technology.

Readers:

This publication is an extensive reference source for practitioners, academics, researchers, and students interested in the dynamics of the fashion industry.

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Topics Covered:

- Augmented Reality
- Blogging
- Creativity
- E-Commerce
- Entrepreneurship
- Luxury Market
- Organizational Leadership
- Sustainability

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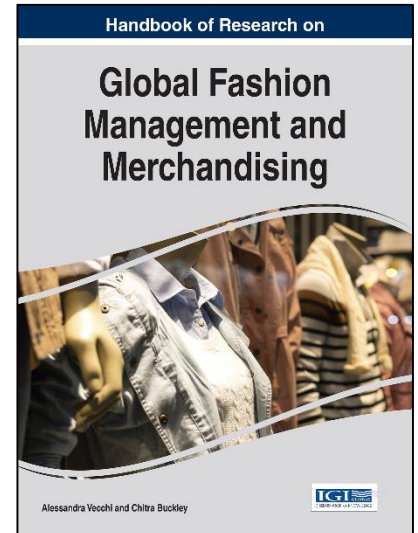
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Dr. Alessandra Vecchi is an Assistant Professor in the Department of Management at the University of Bologna in Italy where she holds a Marie Curie Fellowship. Additionally, she holds the position of Senior Research Fellow at London College of Fashion. Besides teaching several subjects, mostly in the field of International Business and Operations Management at a postgraduate level, she supervises MA and Ph.D. students in a wide array of Fashion Management-related subjects. She has a significant track record of high-profile publications and her research interests tend to be of a multidisciplinary nature and rather eclectic.