Model of Convergency to Common Direction on luxury goods industry

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Abstract

Past studies tend to put the reform of science and technology and product development technologies in areas such as exploring luxury industry. However, ignore the internal resources and external dynamic environment in depth. The purpose of this study is to explore the dynamics of luxury industry capability and to maintain its market competitive advantage. In this study, CARTIER, GUCCI, CHANEL, POLO, PRADA five luxury firm to study the object; Application of field interviews and participant observation luxury industry situations and conduct induction context. Contribution of this study is to propose a "convergence- direction model" and the theoretical proposition of development for study. The findings provide the manager to have the good operation direction and to promote the market competition superiority.

Keyword : luxury industry, convergence-direction, dynamics strategy