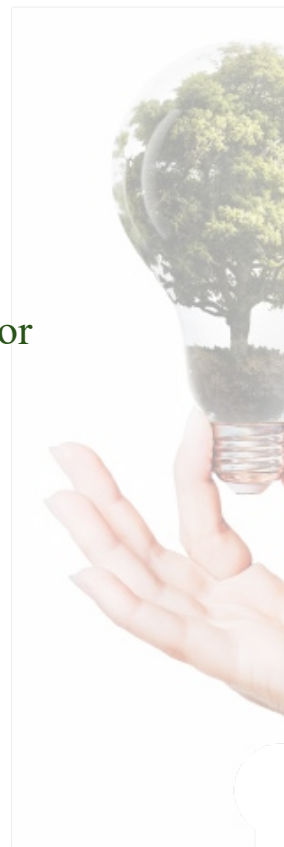


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Preface

ICQIS2025 was the sixth edition of the International Conference on Quality, Innovation and Sustainability, proudly coordinated by the International Scientific, Advisory and Organizing Committees. This year, the conference took place in the charming city of Urbino, Italy — a UNESCO World Heritage Site renowned for its cultural legacy and academic tradition.

Originally launched in northern Portugal, the ICQIS conference series has continued to expand, establishing itself as a vibrant platform for international exchange. In 2025, the event once again offered an opportunity for scholars, researchers, professionals, and practitioners to present cutting-edge contributions and engage in rich discussions on quality, innovation, and sustainability across the domains of engineering, business, and societal transformation.

The 2025 edition brought together one hundred and forty-four authors from fourteen countries, reflecting the global relevance and growing impact of the conference. The diversity of topics discussed — ranging from digital transformation and circular economy to lean management, sustainable tourism, Industry 5.0, human-centric innovation, and inclusive leadership — highlights the interdisciplinary nature of the event and the shared commitment to building more sustainable and resilient systems.

A key highlight of ICQIS2025 was the participation of three outstanding keynote speakers. Professor Rodrigo Lozano, affiliated with TU Dresden, Vienna University of Economics and Business, and the Central University of Technology in South Africa, delivered an insightful presentation on tools, initiatives, and approaches for sustainability in organizations, emphasizing the integration of sustainable practices into organizational strategies.

Professor Maria Francesca Renzi, Full Professor at Roma Tre University and President of the Italian Association of Commodity Science (AISME), offered a forward-looking lecture on the digital transformation and its social impacts in the agri-food sector. Her talk explored emerging trends and the evolving intersection between technological innovation, sustainability, and societal well-being.

Lastly, Professor Jiju Antony, Vice President of Research at the International Academy for Quality, discussed the application of Lean Six Sigma in higher education, addressing challenges, benefits, tools, techniques, and providing examples of successful projects.

The Organizing Committee is deeply grateful to all participants, authors, and reviewers for their invaluable contributions. Every paper presented offered a chance to explore innovative research questions, modelling approaches, case studies, and critical perspectives. We also sincerely thank the members of the International Scientific Committee and Advisory Committee for their dedication and efforts, which helped ensure the quality and relevance of the conference content.

ICQIS2025 was a forum not only for presenting results, but also for nurturing collaboration, strengthening academic and professional networks, and envisioning new paths for sustainable innovation.

We look forward to welcoming all of you again at ICQIS2026.

Chair of ICQIS 2025

Prof. Federica Murmura

Urbino (Italy), June 2025

Nurturing Creativity in Luxury Niche Perfumery: How Art and Culture Foster Innovation

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Abstract

According to the latest Cognitive Market Research data, the luxury niche perfumery industry will reach globally USD 4,084.41 million by 2029 with an annual growth rate of 11.29% from 2023 to 2030. In this sector, creative entrepreneurship plays a pivotal role in shaping innovation and market differentiation by combining high quality, craftsmanship and uniqueness. Unlike mass-market perfumery, luxury niche firms concentrate only on crafting limited quantities of specific fragrances and emphasize the finest quality raw materials, aesthetics, specific sales channels, and sensory experiences, creating a fertile ground especially for young entrepreneurs to pursue new market opportunities by developing new business models. This paper explores how young entrepreneurs leverage on their creativity to establish and grow businesses in the luxury niche perfumery industry. The research employs a qualitative approach and draws from a case study of the emblematic experience of a young Italian entrepreneur and his small firm. Findings reveal that creative entrepreneurship in luxury niche perfumery can thrive on a business model that (1) intersects art, culture and innovation to market differentiation and (2) makes extensive use of the opportunities offered by new technologies to engage with the customers. The entrepreneur has built a strong, firm identity around narrative concepts inspired by local heritage, historical expression and folk tales. All the fragrances are developed with an internationally renowned ‘nose’, leaving full creative freedom to interpret the story in olfactory terms. They are experimental olfactory compositions that tell of moments and places linked to stories. Design and packaging are designed to create a visual link between the product and the artistic, historical and cultural heritage it narrates. Leveraging digital tools, e-commerce and content creators, the firm is able to reach global audiences and grow rapidly. This study contributes to the discussion on creative entrepreneurship by demonstrating how art and culture can inspire innovative and successful business models in a niche market.

KEYWORDS: Creative Entrepreneurship, Niche Perfumery, Young Entrepreneurs, Innovation, Business Model