



SCHOOL OF BUSINESS AND SOCIAL SCIENCES
AARHUS UNIVERSITY

NRWC 2016 Programme

Tuesday 8 November

10.00 - 17.15	DOCTORAL COLLOQUIUM (Department of Management, Bartholins Allé 10, Room 1325-242)
19.00	WELCOME RECEPTION (Studenternes Hus, Preben Hornung Stuen, Frederik Nielsens Vej 2)

Wednesday 9 November

08.30 - 09.30	REGISTRATION AND COFFEE (Aarhus University Conference Centre, Frederik Nielsens Vej 4)			
09.30 - 09.45	WELCOME TO NRWC 2016 <i>Lars Esbjerg and Birger Boutrup Jensen, Aarhus University</i> <i>Lena Litens, Hakon Swenson Stiftelsen</i> <i>Andreas Hedlund, Handelsrådet</i> (Room 2)			
09.45 - 10.30	KEYNOTE: Digitalisation of a retailer <i>Kenneth Nielsen - Dansk Supermarked Group</i> (Room 2)			
10.30 - 11.00	COFFEE BREAK			
	Track 1, Room 2.2	Track 2, Room 2.3	Track 3, Vandrehallen	Track 4, Room 2
11.00 - 12.30	Economic geography of retailing <i>Chair: Özge Öner</i> Retail cluster formation: Using longitudinal geo-coded data for metropolitan retail markets	Retail logistics <i>Chair: Johan Håkansson</i> Taxing truck distance in Sweden and the effects on CO2 emissions induced by transports in retailing	International retailing <i>Chair: Ulf Elg</i> "Logalization" in international retailing <i>Pielah Kim, Jung Eun Lee, Leslie Stoel</i>	Retail innovation I <i>Chair: Annika Olsson</i> Retail systems innovation: Who makes it and who takes it?* <i>Annika Olsson, Ulf Johansson</i>

	<p><i>Özge Öner, Johan P. Larssona, Pardis Nabavi</i></p> <p>Effects of IKEA entry: Assessing the magnitude of regional economic impact <i>Helena Nilsson</i></p> <p>Big-box retail entry in urban and rural areas: Are there productivity spill-overs to incumbent retailers? <i>Niklas Rudholm, Johan Håkansson, Yujiao Li, Oana Mihaescu</i></p>	<p><i>Kenneth Carling, Johan Håkansson, Xiangli Meng, Niklas Rudholm</i></p> <p>A systematic review of retail supply chain responsiveness <i>Erik Sandberg, Hamid Jafari</i></p> <p>Customer value in parcel lockers <i>Yulia Vakulenko, Klas Hjort, Daniel Hellström</i></p>	<p>CSR communication in different contexts: An exploratory study of IKEA's work to communicate CSR across sales markets <i>Jens Hultman, Ulf Elg, Wojciech Piotrowicz, Axel Welinder</i></p> <p>Competing logics in corporate social responsibility: Retailer and supplier relationships on emerging markets* <i>Ulf Elg, Annette Cerne</i></p>	<p>Shadowed intermediation: How two-sided platforms reshape intermediation to support direct exchanges between local food producers and consumer communities <i>Florent Saucède, David Vidal</i></p> <p>Mobile shopping: empowerment and anxiety <i>Annette Svingstedt, Kristina Bäckström, Christian Fuentes</i></p> <p>Online alongside offline: Customer acquisition or cannibalisation? <i>Mikael Hernant, Sara Rosengren</i></p>
12.30 – 13.30	LUNCH (Stakladen)			
13.30 – 15.00	<p>Retail destination <i>Chair: Cecilia Fredriksson</i></p> <p>Re-heritage destination <i>Lisa Wiklund, Niklas Sörum</i></p> <p>Retail planning and green mapping practice* <i>Devrim Umut Aslan, Cecilia Fredriksson</i></p> <p>Increased town center cooperation: The effects of a retail giant establishment o stakeholders' efforts to meet competition <i>Johan Håkansson, Madelen Lagin, Johanna Wennström</i></p> <p>Understanding actors, agencies and system dynamics in large-scale retail property development <i>Ari Huuhka</i></p>	<p>Online pricing and returning behaviour <i>Chair: Birger Boutrup Jensen</i></p> <p>Uncovering consumers' online returning behaviour* <i>Hannu Saarijärvi, Ulla-Maija Sutinen, Lloyd C. Harris</i></p> <p>Price dispersion on the internet: Evidence from a price comparison website <i>Charlie Lindgren, Sven-Olov Daunfeldt</i></p> <p>Insights in the usage of online price search strategies <i>Stephan Zielke, Thomas Dobbstein</i></p>	<p>Retail digitalization <i>Chair: Johan Hagberg</i></p> <p>Digitalizing IKEA: From a strategy-as-practice perspective <i>Johan Hagberg, Niklas Egels-Zandén, Anna Jonsson</i></p> <p>Digitalisation diffusion in grocery retailing: a tropicalization case* <i>Karim Marini Thome, Johan Hagberg, Hans Kjellberg</i></p> <p>Simulating the retail environment with a virtual supermarket: A case from Richfields <i>Jos van den Puttelaar, Muriel C.D. Verain</i></p> <p>The effect of beacons revealed* <i>Anne Moes, Harry van Vliet</i></p>	<p>Retail innovation II <i>Chair: Annika Olsson</i></p> <p>Omni-channel innovation in grocery retailing: The drivers of mobile shopping* <i>Hamid Jafari, Mart Ots</i></p> <p>Design thinking for innovation in retailing: An exploratory study* <i>Karla Marie Batingan Paredes, Annika Olsson, Malin Olander Roese</i></p> <p>Exploring store format development and its influence on store image: The case of IKEA's development of an inner-city store format* <i>Jens Hultman, Ulf Johansson, Aylin Wispeler, Leonie Wolf</i></p>
15.00 – 15.30	COFFEE BREAK			

15.30 – 17.00	<p>Retail management <i>Chair: Carin Nordström</i></p> <p>The hybrid nascent retail entrepreneurs: Motives and intentions <i>Carin Nordström</i></p> <p>Economic effects of automatic replenishment: An empirical study into the effects on shrinkage in perishable categories from implementing automatic replenishment <i>Mikael Hernant</i></p> <p>Applicability of a revealed preference approach in predicting patronage toward a proposed shopping centre <i>Heli Marjanen, Meri Malmari, Janne Engblom, Anna-Maija Kohijoki</i></p> <p>Challenges for multichannel city commerce <i>Devrim Umut Aslan</i></p>	<p>Consumer behaviour I <i>Chair: Tobias Otterbring</i></p> <p>When beauty is bad: Counter-intuitive effects of attractive faces on people's food choice <i>Tobias Otterbring</i></p> <p>Danish consumers' attitudes towards supermarket nudging <i>Abdulfatah Adam, Jørgen D Jensen, Lotte Holm, Gitte Hansen, Iben Sommer</i></p> <p>Collecting consumer food intake data through the FoodProfiler app: A case from Richfields <i>Muriel C.D. Verain, Jos van den Puttelaar</i></p>	<p>Smartphones <i>Chair: Ulrika Holmberg</i></p> <p>Paying with smartphones: Consumers' usage of mobile devices at the point of purchase <i>Carin Rehncrona, Christian Fuentes, Anette Svingstedt</i></p> <p>(C)APP-ability: How smartphones shape shopping practices and shopping experiences in grocery stores <i>Ulrika Holmberg, Benjamin Hartmann</i></p> <p>Fashion apps as market devices – personal shoppers and self-service styling tools <i>Lena Hansson</i></p> <p>How smart-phones transform in-store shopping: Shopping practices, devices and the re-configuration of retailscapes <i>Christian Fuentes, Kristina Bäckström, Anette Svingstedt</i></p>	<p>Pricing issues <i>Chair: Stephan Zielke</i></p> <p>Our priceless youth: What do they know about alcohol prices? <i>Birger Boutrup Jensen, Alice Grønhøj, Birgitte Gadensgaard, Diana Godt</i></p> <p>Second-degree price discrimination using coupons: A retailer's perspective <i>Madelen Lagin, Sven-Olov Daunfeldt, Niklas Rudholm</i></p> <p>Extended effects of pink prices: Examining consumer reactions to “the sexist surcharge” <i>Fredrik Lange, Sara Rosengren, Micael Dahlen</i></p> <p>On the origins and challenges of price digitization: A century of price coding and price display in grocery stores <i>Johan Hagberg, Franck Cochoy, Hans Kjellberg</i></p>
18.30 – 19.30	<p>GUIDED TOUR (ARoS Aarhus Art Museum, Aros Allé 2, Aarhus C)</p>			
19.30 – 22.00	<p>CONFERENCE DINNER (ARoS Food Hall, Aros Allé 2, Aarhus C)</p>			

*Full paper

Thursday 10 November

08.30 – 09.00	REGISTRATION AND COFFEE			
	Track 1, Room 2.2	Track 2, Room 2.3	Track 3, Vandrehallen	Track 4, Room 2
09.00 – 10.45	<p>Retail, work and employment <i>Chair: Vedran Omanovic</i></p> <p>Do retail firms provide job opportunities for unemployed immigrants? <i>Sven-Olav Daunfeldt, Hans Seerar Westerberg</i></p> <p>Contribution of Playfulness to Wellbeing at Work in Retail Sector* <i>Sari Alatalo, Eeva-Liisa Oikarinen,, Teck Ming Tan, Arto Reiman, Eija-Liisa Heikka, Pia Hurmelinna-Laukkanen, Matti Muhos, Taina Vuorela</i></p> <p>The effect of IKEA entry on labour productivity: A synthetic control approach <i>Yujiao Li, Niklas Rudholm, Kenneth Carling</i></p> <p>Establishment of young and foreign-born in retailing* <i>Vedran Omanovic, Ola Bergström</i></p>	<p>Last mile commerce <i>Chair: Catia Cialani</i></p> <p>An overview in last-mile e-commerce delivery <i>Catia Cialani</i></p> <p>Customer preferences for last mile delivery in e-commerce in Sweden <i>Xiaoyun Zhao</i></p> <p>Physical service distance in last mile distribution: Affecting online consumption practices? <i>Klas Hjort, Anette Svingstedt, Daniel Hellström</i></p> <p>Business models in last mile logistics <i>Carl Olsmats</i></p> <p>To what extent are CO2 emissions from intra-urban last mile shopping trips by cars affected by drivers' travel behaviour and store location? <i>Johan Håkansson, Tao Jia</i></p>	<p>Omni-channel retailing <i>Chair: Devrim Umut Aslan</i></p> <p>Christmas shopping between city-center, out-of-town mall and internet <i>Devrim Umut Aslan</i></p> <p>On or off – when and why? Consumers' channel choices and characteristics across product categories <i>Maria Ek Styvén, Åsa Wallström</i></p> <p>Will the small local retailer survive? Consumers' omnichannel buying behaviour from the retailer's perspective <i>Åsa Wallström, Carola Strandberg, Maria Ek Styvén, Esmail Salehi-Sangari</i></p> <p>Understanding e-commerce strategies anew: What happens when everyone turns hybrid?*</p> <p><i>Magnus Frostenson, Nina Hasche, Sven Helin, Frans Prenkert</i></p>	<p>Retail atmospherics I <i>Chair: Magnus Söderlund</i></p> <p>Birdsong in Aisle 5? An empirical study on department-specific sounds in supermarkets <i>Carl-Philip Ahlbom, Jens Nordfält, Anne L. Roggeveen, Dhruv Grewal</i></p> <p>Doors or no doors: Consumers' behaviour and experiences when purchasing chilled foods in supermarkets* <i>Ulla Lindberg, Nicklas Salomonson, Karin Wendin, Malin Sundström</i></p> <p>Humour in the store and its effect on customer satisfaction* <i>Magnus Söderlund, Eeva-Liisa Oikarinen, Eija-Liisa Heikka</i></p> <p>Young consumers in a retail environment: A review of the literature* <i>Hanna Hjalmarson</i></p>
10.45 – 11.15	COFFEE BREAK			
11.15 – 12.15	KEYNOTE: Structural-spatial change and our sense of (Retail) place <i>Professor Leigh Sparks, University of Stirling</i> (Room 2)			
12.15 – 12.30	NRWC 2018 (Room 2)			
12.30 – 13.30	LUNCH (Stakladen)			

13.30 – 15.00	<p>Ethics and sustainability in retailing <i>Chair: Lars Esbjerg</i></p> <p>Should retailers 'care for' or 'take care of' consumers and animal welfare? <i>Lars Esbjerg</i></p> <p>Retailers' role for sustainability: Evidence from Denmark <i>Marcia Dutra de Barcellos, Ana Paula Ferreira Alves Federal, Natália Rohenkol do Canto, William Vale, Juliana Junges, Klaus G. Grunert</i></p> <p>Food waste avoidance in Danish food retail <i>Viktorija Kulikovskaja, Jessica Aschemann-Witzel, Tino Bech-Larsen</i></p>	<p>Retail payment systems <i>Chair: Adele Berndt</i></p> <p>Retailers' choice and usage of payment systems <i>Carin Rehncrona</i></p> <p>The formation of the online retail payment market in Sweden: Why invoice is the new black <i>Carin Rehncrona</i></p> <p>Retail relationships in online payment systems <i>Anita Radón, Malin Sundström, Stavroula Wallström</i></p> <p>Perceptions of self-scanning in grocery stores <i>Adele Berndt, M. Hoffmann, C. Rath sack</i></p>	<p>Consumer behaviour II <i>Chair: Hanna Wittrock</i></p> <p>Employee contact and its impact on consumer spending and affect <i>Tobias Otterbring, Per Kristensson</i></p> <p>Consumer-to-consumer e-commerce: Outcomes and implications* <i>Mika Yrjölä, Hannu Saarijärvi, Timo Rintamäki</i></p> <p>"Ha, ha, ha! I see all my purchases as an investment ... in my well-being": Shopping and social relations on Facebook* <i>Hanna Wittrock</i></p> <p>An exploration of consumers' experiences in physical stores: Comparing consumers' and retailers' perceptions in past and present time* <i>Kristina Bäckström, Ulf Johansson</i></p>	<p>Retail atmospherics II <i>Chair: Kerstin Gidlöf</i></p> <p>Emotions and unintended communication effects: An examination of a store window and its impact on consumers' beliefs about reality <i>Magnus Söderlund, Claes-Robert Julander</i></p> <p>Looking is buying: How visual attention and choice is affected by consumer preferences and visual salience <i>Kerstin Gidlöf, Andrey Anikin, Martin Lingonblad, Kenneth Holmqvist, Annika Wallin</i></p> <p>Safety and Security in Servicescapes * <i>Ritva Höykinpuro, Siiri Pöyhönen</i></p>
15.00	END OF CONFERENCE			

*Full paper