

NRWC 2012

Nordic Retail and Wholesale Conference

Agenda - 2012 NRWC - Lund, Sweden

Track 1	Nedre Palaestra
Track 2	Övre Palaestra
Track 3	Palaestra Room 105
Track 4	Universitetshuset Room 206

Wednesday, November 7, 2012

08:30 am - 10:00 am	Registration with coffee - Palaestra Entrance Hall			
10:00 am - 12:30 pm	<p>Welcome address and some practical information - Palaestra</p> <p>Keynote Address: Anders Dahlvig, The new growth strategy: How responsible retailers are profitable retailers</p> <p>Keynote Address: Claes-Robert Julander, Past, present and future challenges in retail and wholesale research</p>			
12:30 pm - 13:30 pm	Lunch break			
13:30 pm - 15:00 pm	<p>Consumer behavior and in-store issues (Full papers)</p> <p>Chair: Jens Nordfält</p> <p>Otterbring, T. et al., Vision (im)possible? The effects of in-store signage on customers' visual attention</p> <p>Bäckström, K., An exploration of leisure shopping in retail store environments: Illuminating meanings, contradiction and context</p> <p>Berg, H., et al., When the customer has left the store: An examination of the potential for satisfaction rub-off and purchase vs. no purchase implications</p>	<p>Sustainable retailing (Full papers)</p> <p>Chair: Lars Esbjerg</p> <p>Frostensson, M. et al., Control or accountability? An empirical investigation into the nature of sustainability control in retail</p> <p>Lindberg, A-K., Taking Social Relations into Business and Relations</p> <p>Chkanikova, O., Sustainable purchasing in food retail: inter-organisational management to green food supply chains</p>	<p>Sustainability and consumption (Full papers)</p> <p>Chair: Malin Sundström</p> <p>Hjelmgren, D. et al., Generation Y's and Swing's consumption of clothes - a cost/benefit analysis of sustainable behavior</p> <p>Tamm Hallström, K., Spirals of mistrust: The case of the Swedish eco-label KRAV</p> <p>Hjalmarson, H. et al., Feedback: The influence of ecological food products</p>	<p>Brands and branding in retail (Full papers)</p> <p>Chair: Ari Huuhka</p> <p>Lange, F. et al., Consumers' brand and category perceptions in different retail formats</p> <p>Blom, A., et al., Contextual effects on brand beliefs and brand evaluation</p> <p>Tambo, T. & Hansen, R., Fashion brand owner's responses to e-commerce proliferation</p>
15:00 pm - 15:30 pm	Coffee break			
15:30 pm - 17:00 pm	<p>Human resource management in retailing (Abstracts)</p> <p>Chair: Lars Walter</p> <p>Arman, R. et al., Restructuring expertise in the retail sector</p> <p>Walter, L. & Tullberg, M., Contingent retail: The use of contingent employment, part time employment in a grocery store</p> <p>Andersson, T. et al., HRM practices in Swedish retailing</p>	<p>Merchandising, pricing and promotion (Abstracts)</p> <p>Chair: Fredrik Lange</p> <p>Rosengren, S. & Bondesson, N., "I'm not cheap" - Exploring the impact of creative advertising on a discount retailers attractiveness as an employer</p> <p>Ots, M., Finding the sweet spot in cooperative promotions. A comparison of the relative effects of traditional advertising, in-store exposure, and price reduction</p>	<p>New technologies in retail (Abstracts)</p> <p>Chair: Hanna Hjalmarson</p> <p>Ström, R. & Vendel, M., Driving in-store conversion rate and sales by mobile marketing</p> <p>Sundström, M. & Balkow, J., Convenience and E-retail consumers in China and Sweden</p> <p>Ström, R. & Vendel, M., Driving traffic into stores by integration of traditional and mobile marketing</p>	<p>Brands and branding in retail (Abstracts)</p> <p>Chair: Ulf Johansson</p> <p>Bertilsson, J., Avoiding brand shame: Consumers' neutralization of embarrassing brand associations</p> <p>Huuhka, A. & Björk, P., Branding and retail institutional continuity and change</p> <p>Esbjerg, L., How should brand manufacturers respond to the growth of retailer brands? A</p>

	de Wit Sandström, I., Lifestyle made into retail work	Boutrup Jensen, B. et al., What distinguishes passive recipients from active decliners of sales flyers? Hernant, M., Promotions and Store Profits. An exploratory study of the effects of promotions on gross profit including in-store wastage	Höykinpuro, R. & Uusitalo, O., Moving from face-to-face to face-to-screen service encounters	case study Dac-Tam, K., Aligning internal and external brand perceptions and the impact on commitment and satisfaction: an empirical examination
17:00 pm - 17:15 pm	Short break			
17:15 pm - 18:30 pm	Retail formats (Abstracts) Chair: Stephan Zielke Öberg, M., Trends in retailing - "Big is beautiful" Zielke, S & Komor, M., Price Perception and Store Format Preference - A Comparison Between Markets and Product Groups Lagin, M. & Gebert-Persson, S., Small retailer marketing and pricing strategies	Perspectives on fashion retailing (Abstracts) Chair: Jon Bertilsson Ekström, K.M & Salomonson, N., Looking into the kaleidoscope - different views on reuse and recycling of clothes Fredriksson, C., Green fashion and value creating practices Petersson McIntyre, M., The fashion of passion: aesthetic labour in retailing	Sector change and productivity (Abstracts) Chair: Magnus Frostensson Maican, F. & Orth, M., A dynamic Analysis of Retail Productivity Hansen, F. & Rudholm, N., Entry of retail food stores - How does the environment enter the analysis? Sandgren, F., Towards another theory of structural change in the distributive trades: a Schönian approach	Retail and society (Abstracts) Chair: Susanne Hertz Brandt, D. et al., Entry in the Swedish wholesale trade sector: Does geography matter? Wetterlind Dörner, A., Real Estate and Retail Businesses - Partners in Shopping Centers? Daunfeldt, S-O. & Rudholm, N., What happens when IKEA comes to town?
19:30pm - 23:59pm	Conference dinner - Hypoteket			

Thursday, November 8, 2012

08:30 am - 09:00 am	Registration with coffee - Palaestra Entrance Hall			
09:00 am - 10:30 am	Innovation in retailing (Full papers) Chair: Mats Abrahamsson Bottolfson, T. & Hammervoll, T., The impact of supply chain integration on store performance Jafari, H. et al., Customization in Bicycle Retailing Andreasen, K. & Tambo, T., Virtual and game-inspired approaches to concept store planning	Sustainable retail practices (Full papers) Chair: Kristina Tamm Hallström Tjärnemo, H. & Södahl, L., Swedish Food Retailers Promoting Climate Smarter Food Choices - Trapped between Visions and Reality? Lindh, H., et al., Consumer perceptions of sustainable packaging: Limited by lack of knowledge? Nørgaard Hansen, K. & Esbjerg, L., Retailer market practices in relation to animal welfare: The case of 'loose sows'	Retail sector analysis (Full papers/Abstract) Chair: Johan Klaesson Öner, Ö., Retail Sector Productivity: An empirical analysis on Swedish retail sector using micro-data and market accessibility Klaesson, J. et al., Co-location of Retail and Wholesale Sectors in Sweden: An empirical analysis using geo-coded data Bergström, S. & Nordfält, J. Knowing future conditions Reflections over a study of strategic alert in the retail sector	Research on strategies in retailing (Full papers) Chair: Karin M Ekström Johansson, U. et al., Global retailing: challenges for international retailers. The case of IKEA Ekdahl, M. & Lagerström, K. Internal Internationalization - A Conceptual Framework Thunström L., et al., Strategic Self-Ignorance
10:30 am - 11:00 am	Coffee break			

<p>11:00 am - 12:30 pm</p>	<p>In-store experiences (Abstracts)</p> <p>Chair: Ulrika Holmberg</p> <p>Ringbo, J. & Nordfält, J., In-Store Location Effects: An Examination of Category Placements and Impact on Sales</p> <p>Wallström, Å. et al., Easy Come Easy Go - Impulse Buyers' Likelihood to Abandon a Purchase</p> <p>Hansson, L., Going shopping - Older consumers' experiences of accessibility in retail stores</p>	<p>Personnel-Customer encounters (Abstracts)</p> <p>Chair: Magnus Söderlund</p> <p>K-Andersson, P., et al., Acting as we were friends - the influence of contact employee self-disclosure on customer reciprocity</p> <p>Söderlund, M. & Moström, M., Store personnel-customer encounters in the grocery store: An examination of the impact on purchase behavior and customer satisfaction</p> <p>Sellerberg, A.M., The contradictory role of the shop assistant: superordination and subordination</p> <p>Leppänen, V., Action templates for routine difficulties with retail customers</p>	<p>Retail supply management (Abstracts)</p> <p>Chair: Jens Hultman</p> <p>Ericsson, D. & Sundström, M., Demand chain management and consumer insight - keys to success in retailing</p> <p>Sandberg, E. et al., Centralisation of logistics in retail purchasing groups - Effects and obstacles</p> <p>Ellström, D. & Rehme, J., Dissecting power indicators and relative power changes in distribution channels</p>	<p>New retail entries (Abstracts)</p> <p>Chair: Helén Andersson</p> <p>Håkansson, J. et al., Visualizing potential entry areas for Swedish retail firms</p> <p>Aklamanu, A., Understanding Retail internationalization Failure: An Institutional Framework for Future Investigation</p> <p>Aklamanu, A., Understanding Strategic Responses to Institutional Pressures in Retail Internationalisation</p>
<p>12:30 pm - 13:30 pm</p>	<p>Lunch break</p>			
<p>13:30 pm - 15:00 pm</p>	<p>Sector-specific retail research (Abstracts)</p> <p>Chair: Johan Hagberg</p> <p>Nordfält, J. et al., Face Time: Consumer reactions to anthropomorphism in store mannequins</p> <p>Normark, D. & Hagberg, J., Counter, encounter: materials, voids and trial of skill</p> <p>Hagberg, J. & Holmberg, U., Exploring student's assemblages involved in consumer logistics</p>	<p>Retail sector development (Abstracts)</p> <p>Chair: Jakob Rehme</p> <p>Berndt, A. & Anderson, H., The retailing business of pets in Sweden</p> <p>Sandberg, E. & Berglund, M., Logistics factors to consider when opening a new store</p> <p>Volke Christensen, K. & Esbjerg, L., The role of retailers in innovation in the food and drink industry: A research agenda</p>	<p>Consumer behavior (Abstracts)</p> <p>Chair: Cecilia Fredriksson</p> <p>Engblom, J. et al., Demographic and attitudinal shopping frequency models</p> <p>Hansson, N., Adding (moving) parts to an understanding of market attachment: a socio-material analysis of families' consumer logistics and mundane consumption experiences</p> <p>Lehner, M., Bringing the discourse to the store: the need for contextualization in retail efforts to promote sustainable food consumption</p>	<p>Marketing and managing sustainability (Abstracts)</p> <p>Chair: Annika Olsson</p> <p>Fuentes, C., Retailing Sustainability: Marketing to imagined consumers</p> <p>Radón, A., Sustainable consumption - an oxymoron? A consumer perspective</p> <p>Hultman, J. & Elg, U., Managing non-compliance in retail supplier relationships: an empirical investigation</p>
<p>15:00 pm - 15:30 pm</p>	<p>Coffee break and goodbye</p>			