

# NRWC 2018

Nordic Retail and Wholesale Conference  
Reykjavík, Iceland

Track 1	Hekla I
Track 2	Hekla II
Track 3	Esja II
Track 4	Katla II

Thursday, November 8, 2018

08:30 am - 09:00 am	<b>Registration with coffee - Hotel Saga, Reykjavik</b>			
09:00 am - 09:40 am	Welcome address and some practical information - Katla II <i>Árni Sverrir Hafsteinsson, Icelandic Centre for Retail Studies</i> <i>Lena Litens, Hakon Swenson Stiftelsen</i> <i>Andreas Hedlund, Handelsrådet</i>			
09:40 am - 11:00 am	Keynotes <b>Keynote address: Maron Kristófersson - Last Mile Logistics and the Convenience Economy.</b> <b>Keynote address: Gylfi Magnússon - Retail on a Small Atlantic Island</b>			
11:00 am - 12:30 pm	<p style="text-align: center;"><b>Retail technology</b></p> <p style="text-align: center;">Chair: Jens Hultman</p> <p>Full paper: Jain, S., Sundström, M., Peterson, J., Mass Customized Fashion: Importance of Data Sharing in the Supply Chain</p> <p>Gidlöf, K., Holmberg, N., Wallin, A., Grocery shopping in the digital age: Visual attention and product choices in physical and online supermarkets.</p> <p>Johansson, U., The trade-off between personal service and self-service technology in retail stores</p> <p>Johansson, U., Olsson, A., Ritzén, S., Roses, M., New and old business in retailing - differences, strengths and weaknesses</p>	<p style="text-align: center;"><b>Retail work</b></p> <p style="text-align: center;">Chair: Kristina Johansson</p> <p>Full paper: Backman, M., Nilsson, H., Nilsson, P., Öner, Ö., Career trajectories in the retail and wholesale industry. Who quits, who advances and who becomes an entrepreneur?</p> <p>Johansson, K., The labour of onlince grocery retailing - picking in stores or in warehouses</p> <p>Gidehag, A., Labor market integration of immigrants within the Swedish retail sector - The effects of reduced labor costs</p> <p>Näppä, A., Styvén, M. E., Should I Stay or Should I Go? Connections between the Employer Brand and Employees' Intentions to Stay and Recommend</p>	<p style="text-align: center;"><b>Retail space</b></p> <p style="text-align: center;">Chair: Cecilia Fredriksson</p> <p>Full paper: Källström, L., Persson, S., Westegren, J., The place's role for city centre retailing</p> <p>Fredriksson, C., Shopping for Good: Cultural Perspectives on Alternative Retail Spaces</p> <p>Spitzkat, A., Fuentes, C., Here Today, Gone Tomorrow: Organizing temporary retailscapes and the promotion of liquid consumption</p> <p>Marjanen, H., Kohijoki, A. M., Saastamoinen, K., Degeneration of the inner-city retail areas - is the internet really to blame?</p>	<p style="text-align: center;"><b>Understanding Retail</b></p> <p style="text-align: center;">Chair: Malin Sundström</p> <p>Full paper: Lindersson, J., Wik, B., Karlén, T., Arenius, J., Bjerlestam, I., Santa Claus is coming to town: An examination of the impact of Christmas music in grocery stores</p> <p>Lindgren, C., Agree to Disagree: Estimating Online Review Effects on Consumer Demand using Agreement Measures</p> <p>Rajaguru, R., Matanda, M. J., Effect of Hedonic and Utilitarian Motivation on Customer Satisfaction: Moderating Role of Time Pressure</p> <p>Ahlbom, C. P., A field approach to examining differences between visiting a fashion retailer in real life or in virtual reality</p>

12:30 pm - 13:30 pm	<b>Lunch break</b>		
13:30 pm - 15:00 pm	<p style="text-align: center;"><b>Understanding the consumer</b></p> <p style="text-align: center;">Chair: Lars Esbjerg</p> <p><b>Full paper: Vakulenko, Y., Shams, P., Hellström, D., Hjort, K., Online retail experience and customer satisfaction: The mediating role of last mile delivery</b></p> <p style="text-align: center;">Esbjerg, L., Laursen, K. B., Is there a middle ground? A study of how retailers and other key stakeholders view farm animal welfare from indoor production</p> <p style="text-align: center;">Malmari, M., Interformat competition among grocery retailers in Finland</p> <p style="text-align: center;">Söderlund, M., Online Shopping and the e-tailer's sales assistant: Does it matter for the customer if the assistant is virtual or humann?</p>	<p style="text-align: center;"><b>Pricing</b></p> <p style="text-align: center;">Chair: Birger Boutroup Jensen</p> <p>Tsalis, G., Jensen, B. B., Aschemann-Witzel, J., The dual relationship between retail price promotions and household food waste: Part of the problem as well as the solution?</p> <p>Tsalis, G., Jensen, B. B., Aschemann-Witzel, J., Promoting food for the bin? A review of the literature on retail price promotions and consumer-level food waste</p> <p>Lindgren, C., Daunfeldt, S. O., Rudholm, N., Product pricing in markets with low search costs: Evidence from a price comparison website</p> <p>Persson, B., Xiao, S. H., Does Unconditional Love Come With a Price? How Pet Food Products Steal the Attention and Hearts of Consumers</p>	<p style="text-align: center;"><b>Retail development</b></p> <p style="text-align: center;">Chair: Ulf Johansson</p> <p><b>Full paper: Olsson A., Paredes, K. M. B., Roese, M. O., Johansson, U., Ritzén, S., Organizational climate for innovation and creativity- a study in Swedish retail organizations</b></p> <p style="text-align: center;">Johansson, U. Hultman, J., Grimani, I., Privitello, A., Developing new formats. Consequences for consumer image</p> <p style="text-align: center;">Bäckström, K., Johansson, U., Meeting the needs of a new customer: Organizing and designing the physical store environment</p> <p style="text-align: center;">Bäckström, K., The multidimensionality of retail stores: An exploration of technological in-store solutions and customer value</p>
15:00 pm - 15:30 pm	<b>Coffee break</b>		
15:30 pm - 17:00 pm	<p style="text-align: center;"><b>Retail place</b></p> <p style="text-align: center;">Chair: Niklas Rudholm</p> <p><b>Full paper: Öberg, M., Retail market places development and future</b></p> <p style="text-align: center;">Li, Y., Håkansson, J., Mihaescu, O., Rudholm, N., Agglomeration economies in urban retailing: Are there productivity spillovers when big-box retailers enter urban markets?</p> <p style="text-align: center;">Mihaescu, O., Rudholm N., Hovsepyan, D., External trade and attractiveness of the small city: The Swedish experience</p> <p style="text-align: center;">Mihaescu, O., Daunfeldt, S. O., Rudholm, N., Öner, Ö., Ikea and the place attractiveness</p>	<p style="text-align: center;"><b>Packaging and packages</b></p> <p style="text-align: center;">Chair: Torben Tambo</p> <p><b>Full paper: Lydekaityte, J., Tambo, T., Smart Packaging: Definitions, models and packaging as an intermediary between digital and physical retail product management</b></p> <p style="text-align: center;">Fuentes, C., Enarsson, P., Kristoffersson, L., Enabling package free shopping: Reconfiguring a practice and er-distributing agency</p> <p style="text-align: center;">Eriksson, E., Norrman, A., Contextual Adaptation of Packing and Shipping Operations in Grocery Retailers' Online Fulfilment Centres: A Multiple Case Study</p> <p style="text-align: center;">Samuelsson, S., Resilience through re-negotiation - a sociomaterial view on a milk package developing project</p>	<p style="text-align: center;"><b>The future store</b></p> <p style="text-align: center;">Chair: Stephan Zielke</p> <p><b>Full paper: Blomberg, A., Zielke, S., Dobbstein, T., The impact of risk perceptions on the attitude toward Multi-channel technologies</b></p> <p style="text-align: center;">Caboni, F., Hagberg, J., Augmented Reality Apps and the Digitalization of Retail Settings</p> <p style="text-align: center;">Söderlund, M., Does "showing initiative" in the store pay off? An examination of the link between employee proactivity and customer satisfaction</p> <p style="text-align: center;">Schneider, P., Zielke, S., Showrooming - a new perspective on a complex phenomenon</p>
19:00pm - 23:59pm	<b>Conference dinner - Súlnasalur, Hotel Saga</b>		

Friday, November 9, 2018

08:30 am - 08:50 am	<b>Registration with coffee</b>		
08:50 am - 10:10 am	<b>Keynote - Katla II</b> <b>Keynote address: Helgi Rúnar Óskarsson - Building a Global Consumer Brand from Iceland</b> <b>Keynote address: Arnar Már Búason - Analysis of Consumption of Label Rouge Salmon in France</b>		
10:10 am - 11:25 am	<p style="text-align: center;"><b>Logistics</b></p> <p style="text-align: center;">Chair: Claes-Robert Julander</p> <p style="text-align: center;"><b>Full paper: Haag, L., Sallnäs, U., Sandberg, E., Supply Chain Capabilities for facilitating the internationalisation of Retailers</b></p> <p>Hagberg, J., Hulthén, K., Lundin, P., A typology of last mile transport in retailing</p> <p style="text-align: center;">Sallnäs, U., Learning to be greener: A longitudinal perspectives of retailers' relationships with logistics providers</p> <p style="text-align: center;">Koroschetz, B., The role of market practices in (un) sustainable consumer choice decision</p>	<p style="text-align: center;"><b>Retail Economics</b></p> <p style="text-align: center;">Chair: Sven-Olof Daunfeldt</p> <p>Daunfeldt, S. O., Rudholm, Niklas, Effects on sales of employees' opportunities to influence in-store music: Evidence from a field experiment</p> <p>Hallström, K. T., Yngfalk, C., Standardizing 'green' retail? Environmental certification standards and the food supermarket organization</p> <p>Westerberg, H. S., Payroll taxes and wage inflation in the retail industry</p> <p>Holmberg, U., Hansson, L., Mobile phone practices as in-store shopping assistance</p>	<p style="text-align: center;"><b>In-store</b></p> <p style="text-align: center;">Chair: Tobias Otterbring</p> <p style="text-align: center;"><b>Full paper: Söderlund, M., The Membership Label</b></p> <p>Liljedal, K., Berg, H., Consumer responses to pictures of co-creating consumers in marketing communications</p> <p>Ahlbom, C. P., Singh, R., Söderlund, M., Product presentation formats in online retailing: Customer reactions to two-dimensional versus virtual three-dimensional depictions</p>
11:25 am - 11:40 am	<b>Coffee break</b>		
11:40 am - 13:10 pm	<p style="text-align: center;"><b>The retail store</b></p> <p style="text-align: center;">Chair: Heli Marjanen</p> <p style="text-align: center;"><b>Full paper: Hokkanen, H., Comparing C2C Business Models: Components and implications</b></p> <p style="text-align: center;"><b>Full paper: Oghazi, P., Karlsson, S., Hellström, D., Hjort, K., From Mars to Venus: Differences in how males and females leverage trust and reputation in driving online purchase intentions</b></p> <p>Hänninen, M., Mitronen, L., Kwan, S., Understanding How the Store Is Moving Closer to the Customer</p>	<p style="text-align: center;"><b>Retail impressions</b></p> <p style="text-align: center;">Chair: Magnus Söderlund</p> <p style="text-align: center;"><b>Full paper: Kolesova, S., Singh, R., One Vs. Many: Who will win? An empirical investigation of online product display</b></p> <p style="text-align: center;"><b>Full paper: Maier, M. F., Schüler, M., Liljedal, K., Motivations and barriers affecting consumers' willingness to co-create products in the physical store</b></p> <p>Julander, C. R., Rosengren, S., Söderlund, M., The leader takes it all. The effects of leadership on store performance in grocery retailing</p> <p style="text-align: center;">Singh, R., Rosengren, S., Consumer's Online Grocery Store Switching: An Empirical Investigation</p>	<p style="text-align: center;"><b>Retail management</b></p> <p style="text-align: center;">Chair: Johan Hagberg</p> <p style="text-align: center;"><b>Full paper: Stoopendahl, P., Sundström, M., Putting the customer back into the customer relations management paradigm</b></p> <p>Otterbring, T., Asenovic, J., Samuelsson, P., 30 Seconds of Fame: The Effect of First Impressions on Customer Affect, Attitudes, and Approach Behaviors</p> <p style="text-align: center;">Otterbring, T., Beauty is in the Eye of the Beer Holder, But Not Because of the Beer: A Beer Bar Field Study on the Closing Time Effect</p> <p style="text-align: center;">Otterbring, T., Starving and Striving for Status: Hunger Makes Men More Motivated to Choose Conspicuous Goods</p>
13:10 pm - 14:30 pm	<b>Lunch, Best Paper and announcement of NRWC 2020</b>		