



Photo: Mattias Pettersson

The 7th Nordic Retail and Wholesale Conference (NRWC) Umeå, Sweden on the 9th – 11th November 2021

Call for papers

The retail industry is in disruption and shopper behavior is evolving. Keeping up with the pace of modern technology such as big data, AI, AR, VR, and gamification is a challenge, as well as an opportunity, that the retail industry faces. New technologies are creating new ways to do business, making it important to find a balance between what worked in the past and what is needed in the future. For example, the sharing economy (sharing/renting instead of buying) is a growing trend that the industry needs to consider. Digitalization is believed to have potential to improve sustainability, or at least reduce the negative impact of retail on the environment. We are living in a time where we cannot ignore the changes that are happening and therefore firms, as well as individuals, have to keep up with the pace of modern technology in order to be prepared for the future that is already here.

Submission

We invite submissions in all areas of retailing and wholesaling. To facilitate discussion and presentation of very recent work, full papers are not required for participation but encouraged. To support submission of full papers, Handelsrådet and Hakon Swenson Stiftelsen sponsor awards for best full paper and best student paper. Furthermore, qualifying full papers will be considered for publication in a special issue in *The International Review of Retail, Distribution and Consumer Research*. For author guideline see:

www.tandfonline.com/action/authorSubmission?show=instructions&journalCode=rirr20

Please submit a **two-page abstract** (750-1000 words) on <https://www.trippus.net/NRWC2020-abstracts> no later **June 14th 2021**. All submissions must be in English and according to the template on the registration page. Abstracts will be arranged by tracks according to common interests. Delegates will be notified of the acceptance of their papers by June 24. More detailed information is available on the conference website: www.nrwa.se. Please refer any questions to NRWC2020@umu.se.

Suggested topics include, but are not limited to the following:

- Marketing and consumer behavior (co-creation, branding, in-store marketing)
- Sustainability in retail (CSR, sharing economy, circular business models)
- Digital interaction (AR, VR, AI, gamification, social media)
- Logistics (distribution channels, supply chain management, omni-channel)
- Retail firm strategy (localization strategies, pricing and bundling strategies)
- New retail concepts (SME/family firms, pop-up stores, store experience)
- Retail in society (urban and regional development, employment in retail)

Important dates and deadlines

- Deadline submission of extended abstracts: *June 14*
- Acceptance notification: *June 24*
- Deadline Doctorial Colloquium: *August 30*
- Submission of full paper, if applicable: *September 17*
- Deadline for registration: *September 17*
- Doctorial Colloquium: *November 9*
- NRWC conference: *November 9-11*



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