



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

### Conference program

#### Tuesday, November 9, 2021

10:00-16:00 Doctoral colloquium, Location: P5 Väven

14:00-16:00 Researcher and practitioner workshop, (in Swedish) Location: P5 Väven

19:00-22:00 Welcome reception, Location: P5 Väven

#### Wednesday, November 10, 2021

08:30-09:00 – Registration with coffee, Location: Umeå University, Vardagsrummet

09:00-09:30– Welcome

Elin Nilsson, Chair NRWC 2021

Sofia Lundberg, Dean of Umeå School of business, economics and statistics

Lena Litens, Hakon Swenson Stiftelsen

Andreas Hedlund, Handelsrådet

09:30- 10:20 – Keynote Martin Rosvall, Professor at Department of Physics and entrepreneur  
“Limitations and opportunities with machine learning”

10:20-10:30 Research funders

Anna-Karin Florén, Forte

Maria Schutt, AFA

10:30- 10:45 Coffee

10:45-12:15 Parallel Sessions

*Service strategies and Sales staff (in Rum för lärande)*

Height halos highlighted: Examining the role of salesperson stature on shopper responses

**Tobias Otterbring and Alexandra Festil**

Employee violation of corona pandemic norms in the store and its impact on the customer

*Magnus Söderlund*

Service encounters in the digital age: Exploring the new and multiple role of frontline employees

*Kristina Bäckström and Ulf Johansson*

Employee acknowledgement and the recovering effect of employee-proactivity

*Jasenka Arsenovic, Tobias Otterbring and Darius Aurel-Frank*

*Digital interaction and social media (in HC206)*

The Role of Influencers in (Fashion) Retailing – Towards a New Typology

**Ksenia Rundin, Jonas Collinander and Sara Rosengren**

Understanding Social Media Shopping: Social media and the reconfiguration of the practice of shopping

*Anna Spitzkat*

Mobile shopping from home: Digitalization and the reconfiguration of domestic retailscapes

*Christian Fuentes, Jenny Balkow and Hanna Wittrock*

*Labor market and turnover (in HC208)*

Why breaking up shouldn't be so hard to do: The benefits in advocating for dismissed retail employees.

**Wiley Wakeman**

Life after retail?

*Mikaela Backman, Helena Nilsson and Özge Öner*

Labor Cost Reductions and Minimum Wage Jobs – Evidence from the Swedish Retail Industry

*Anton Gidehag, Sven-Olov Daunfeldt and Hans Seerar-Westerberg*

### *New retail concepts (in HC210)*

Re-examining the place of the physical store in the digital retail era  
*Elin Nilsson and **Malin Näsholm***

Multisensory fair experience: What brings pleasure, arousal and dominance for a fair visitor?  
*Jenniina Sihvonen and Linda Lisa Maria Turunen*

The Lobby: A longitudinal case study of a commercial real estate company's innovation of a physical retail concept  
*Per Andersson and Karina T. Liljedal*

12:15-13:15 Lunch

### 13:15-14:30 Parallel Sessions

#### *Consumer behavior during covid-19 (in Rum för lärande)*

Shopping strategies for times of crisis: The temporary reconfiguration of the practice of food shopping  
**Christian Fuentes, Emma Samsioe and Josefine Öström Backe**

Grocery shopping among elderly during Corona: Changing practices or temporary disruption?  
*Lena Hansson, Ulrika Holmberg and Anna Post*

Online shopping before and after the Covid-19 outbreak across generation cohorts: Insights from Sweden.  
*John Magnus Roos, Johan Hagberg, Lena Hansson and Jonas Flodén*

#### *Sustainable packaging and distribution (in HC206)*

E-consumers' purchase and returns behavior: What we know, don't know and should know about - the impact of returns policies on consumers' purchase and returns behavior

**Magnus Jansson, Sharon Cullinane and Michael Browne**

The role of e-commerce packaging in retail distribution: the effects of resource embeddedness  
*Sandra Brüel Grönberg and Kajsa Hulthén*

The Impact of Food Retailer's Online Communication about Sustainable Packaging on eWOM: The Moderating Role of the Social Media Platform

*Judith Derenthal and Waldemar Toporowski*

#### *Price comparison (in HC208)*

Is intertemporal price discrimination the cause of price dispersion in markets with low search costs?

**Charlie Lindgren, Sven-Olov Daunfeldt, Niklas Rudholm and Siril Yella**

Why do firms compete on price comparison websites? The impact on productivity, profits, and wages  
*Charlie Lindgren, Yujiao Li and Niklas Rudholm*

Discontinuities: Lowest Price and Highest Rating on a Price Comparison Website  
*Charlie Lindgren*

14:30-15:00 Coffee break

### 15:00- 16:30 Parallel Sessions

#### *Consumer behavior and purchase intentions (in Rum för lärande)*

(Im) Perfectly creative: The effect of logo design on consumer responses

**Alexandra Festila and Tobias Otterbring**

Consumer Perspective to Gamification: What Motivates Consumers?  
*Rosa Lehtinen, Hannu Saarijärvi and Elina Närvänen*

Just Tell Me What You Want...: The Relevance of Information Transparency on the Use and Handling of Customers' Data in Product Presentation

*Saascha Steinmann, Tobias Röding and Hanna Schramm-Klein*

Salient signaling by single men: Relationship status moderates the link between consumer gender and conspicuous consumption  
*Jacob Dalgaard Christensen, Tobias Otterbring and Carl-Johan Lagerkvist*

#### *Digital consumer engagement and satisfaction (in HC206)*

Virtual agents in the service encounter: Features and behaviors that boost customer satisfaction

**Magnus Söderlund, Eeva-Liisa Oikarinen and Teck Ming Tan**

(When) Is it worth investing in the personal service encounter?

*Ulf Johansson, Carys Egan-Wyer, Kristina Bäckström, Sofia Valentine and Åsa Parsmo*

Shopping App Features: Their impact on customer satisfaction and loyalty

*Kathrin Sinemus, Stephan Zielke and Thomas Döbelstein*

On Trust and Transparency in Retail's Collection of Consumer Data

*Stefan Larsson, Theodor Emanuelsson and Sara Thiringer*

#### *Retail firm strategy (in HC208)*

Business Model Opportunities Through Digitalization: An Explorative Study from Brick and Mortar Retailing

**Harri Hokkanen, Charlotte Walker and Aaron Donnell**

Investing in automation for online order fulfillment in omnichannel grocery retail – a contingency theory approach

*Ebba Eriksson, Joakim Kembro and Andreas Norrman*

Managing Shifting Competences in Retail Stores

*Sara Rosengren, Frida Pemer and Fredrik Lange*

The Role of Bonuses in Loyalty Programs – A systematic literature review

*Marcus Hagström, Sara Rosengren and Johan Hagberg*



### *Career in retail (in HC210)*

The path to retailing and wholesale - Career trajectories of employees

**Mikaela Backman, Helena Nilsson and Özge Öner**

Exploring informal learning in retail: A comparative study of professions

*Pernilla Derwik and Daniel Hellström*

Industry Attractiveness and Employment in Retail

*Anna Näppä and Maria Ek Styvén*

Beyond the first job – a longitudinal analysis of career development for young retail employees

*Anders Bornhäll, Sven-Olov Daunfeldt, Elina Fergin-Wennberg and Hans Seerar-Westerberg*

19:00-01:00 – Social Event – Conference Dinner

## **Thursday, November 11, 2021**

09:00- 10:30 Parallel Sessions

### *Consumer behavior and the retail environment (in Rum för lärande)*

Mixing Price Matching Guarantees and Service Strategies to Combat Showrooming: A Promising Recipe

**Patricia J. Schneider and Stephan Zielke**

A store for all ages? The responses of elderly consumers to retail environments

*Hanna Berg, Karina T. Liljedal and Sven-Olov Daunfeldt*

On Designing Sounds to Reduce Shoplifting in Retail Environments

*Emma Frid, Martin L. Eriksson, Tobias Otterbring, Kjetil Falkenberg, Håkan Lidbo and Sven-Olov Daunfeldt*

Evaluating pleasure, arousal and customer satisfaction from sound notifications

*Sebastian Holmqvist, Kjetil Falkenberg, Tobias Otterbring and Martin Ljungdahl Eriksson*

### *New technology and consumer data (in HC206)*

Designing Data-Driven Innovation for Retailing

**Hannes Göbel and Stefan Cronholm**

Mobile applications' value-in-use when grocery shopping. A focus on the customer journey

*Jenniina Sihvonen and Viia Hatara-Pulliainen*

Breaking the Barriers between Online and Offline Retail: The Effect of Experiential Value through In-store

Augmented Reality on Customers' Patronage Intentions

*Denise Pape, Waldemar Toporowski and Rainer Lademann*

Advergame playing behavior impact on attitudes and recognition

*Elin Nilsson and Luke Butcher*

### *Sustainable motivation and retail change (in HC208)*

Pedestrianization - Effects on retail and hospitality sector

**Helena Nilsson, Mikaela Backman, Oana Mihaescu and Tina Wallin**

Retailers as drivers of change? On the role of retailers in ongoing attempts to reorient markets for animal welfare

*Lars Esbjerg, Klaus Brønd Laursen and Maureen Schulze*

Addressing Calls for Sustainability: A Multiple Case Study of Nordic Retailers

*Charlotte Walker and Harri Hokkanen*

Carry-over effects of the use of antibiotics for meat products: Retailers selling such products are evaluated negatively

*Magnus Söderlund, Sara Rosengren and Claes-Robert Julander*

### *Retail location (in HC210)*

Location of Distribution Facilities in an Urban System – The Case of Sweden

**Lars Westin, Petri Helo and Javad Rouzafzoon**

The decline in small city center retailing: Increased competition from external shopping or long term negative trends?

*Sven-Olov Daunfeldt, Oana Mihaescu and Niklas Rudholm*

The impact of Business Improvement Districts on firm performance

*Sven-Olov Daunfeldt, Oana Mihaescu and Niklas Rudholm*

Are New Shopping Centers Drivers of Development in Large Metropolitan Suburbs? The Interplay of Agglomeration and Competition Forces

*Oana Mihaescu, Martin Korpi and Özge Öner*

10:30- 10:45 Coffee

10:45-11:15 Keynote speaker (in Vardagsrummet)

Annakarin Nyberg, Future Retail Lab and Simon Nordberg, Childrenshouse

### 11:15-12:30 Parallel Sessions

#### *Consumer behavior and food (in Rum för lärande)*

There is no place like home: Home satisfaction and customer satisfaction in online grocery retailing  
**Reema Singh and Magnus Söderlund**

Inducing virtuous food consumption behaviors by means of visual goal-priming  
**Harri Luomala, Jenniina Sihvonen, Kyösti Pennanen, Sari Järvinen and Johannes Peltola**

Hunger Effects on Decision Quality for Hedonic and Utilitarian Food Products  
**Tobias Otterbring and Kerstin Gidlöf**

#### *Sustainability in fashion and second-hand products (in HC206)*

Sales and Discounts: Addressing the backyard of the fashion and clothing industry  
**Gabriella Wulff**

Retailing and the re-qualification of goods: How second-hand products become valuable  
**Christian Fuentes and Lars Hedgård**

From Strategic Opportunity to Existential Imperative: Sustainability discourses in fashion retail  
**Carys Egan-Wyer**

#### *Green and collaborative logistics & Retail and omnichannel logistics (in HC208)*

##### **(OBS: Session runs 11:15-12:45)**

Taking on the challenge of learning in retailer-logistics-service provider collaboration – A dyadic perspective  
**Linnea Haag, Erik Sandberg and Uni Sallnäs**

Facilitating green delivery options for consumers through interaction – a retailer perspective  
**Uni Sallnäs, Fredrik Eng-Larsson, Maria Huge-Brodin and Maria Björklund**

Orchestration of logistics in circular economy practices - a case study at a Swedish fashion retailer  
**Erik Sandberg**

Logistics and Customer Behavior in Online and Omnichannel Retail: Implications and Opportunities  
**Christoph Baldauf**

Recovering from Multi-Channel Technology Failures - The Mediating Role of Risk Perceptions  
**Alena Ortlinghaus and Stephan Zielke**

### 12:30-13:15 lunch

### 13:15-14:30 Parallel Sessions

#### *Sustainability and groceries (in Rum för lärande)*

Digital Shopping Traces and Sustainable Shopping Decisions in a Grocery Setting  
**Maja Fors, Angelica Blom and Fredrik Lange**

Grocery retailers constructing the food waste issue on social media  
**Ulla-Maija Sutinen and Elina Närvänen**

Roles of retailers in preventing food waste  
**Elina Närvänen, Malla Mattila and Nina Mesirana**

#### *Wholesale (in HC208)*

Identifying the role of wholesale companies in the context of IoT - a Multiple Case Study in SME  
**Patrick Weber, Alexander Neff and Daniel Werth**

Identifying Business Capabilities in Wholesale – An Explorative Study  
**Patrick Weber, Alexander Neff and Heiner Lasi**

Attention Wholesale – Is Wholesale a neglected research object in Germany?  
**Alexander Neff, Franz Molnar, Daniel Werth and Patrick Weber**

### 14:30- 15:00 Coffee and mingle, end of the conference