



# The 8th Nordic Retail and Wholesale Conference (NRWC)

Tampere, Finland on the 9<sup>th</sup> – 10<sup>th</sup> November 2022

## Call for papers

The aim for this year's conference is *Retail Metamorphosis – How Retailing Reconfigures Itself for the Future*. The conference invites submissions that focus among other things on how retailing is undergoing a transformation in its basic logics including fundamental changes, for example, in consumer behavior, the role of platforms, and retail business models. The conference asks: What is the role of retailers in the future from the perspective of consumers and the society as a whole?

## Submissions

We invite submissions from all disciplines that focus on Retail Metamorphosis as well as 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 an award for best full paper. Furthermore, qualifying full papers will be considered for publication in a special issue in *The International Review of Retail, Distribution and Consumer Research*.

Please submit a two-page abstract (750–1000 words) on the NRWA website ([www.nrwa.se](http://www.nrwa.se)) no later than May 15, 2022.

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 15. More detailed information is available on the conference website: [www.nrwa.se](http://www.nrwa.se).

Please refer any questions to [NRWC2022@tuni.fi](mailto:NRWC2022@tuni.fi).

## Suggested topics include (but are not limited to) the following:

- Retail transformation
- Omnichannel retailing
- Logistics, distribution and supply chain management in retailing
- Retail firm strategy (e.g., localization strategies, pricing strategies)
- New retail concepts
- Data-driven retailing
- Sustainability in retail (e.g., secondhand or circular business models)
- Retail in society
- Customer experience in retail
- Branding
- Consumer behavior

## Important dates and deadlines

Deadline submission of extended abstracts:	<b>May 15</b>
Acceptance notification:	<b>June 15</b>
Deadline for Doctorial Colloquium:	<b>August 30</b>
Submission of full paper, if applicable:	<b>September 30</b>
Deadline for registration:	<b>September 30</b>
Doctorial Colloquium:	<b>November 8</b>
Conference:	<b>November 9–10</b>