

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

Tampere, Finland on the 8th – 10th November 2022



### Conference programme

[Link to all conference papers](#)

(password shared for participants via email)



### Tuesday 8th

11.00–4.30 pm	<b>Doctoral Colloquium at Lapland Hotels Tampere</b>	
5.00–9.00 pm	<b>Welcome reception at Tampere Hall, restaurant Majakka, 2nd floor</b>	
5.00–7.00 pm	Visit to Moomin Museum (Tampere Hall)	

### Wednesday 9th

8.30–9.00 am	Registration is open at Café Toivo, Tampere University, Main building (Päätalo), 2nd floor	
9.00–9.45 am	Academic keynote	<b>From reconfiguring for the future to cocreating the future: What can we learn from shaping strategies?</b> Professor Suvi Nenonen, Stockholm School of Economics (auditorium A1, Main building, 2nd floor)
9.45–10.15 am	Morning coffee and tea at Café Toivo	
10.15–11.00 am	Practitioner keynote	<b>Hate the service but love the offering: CX data is changing retail operations</b> , CEO Miika Mäkitalo, HappyOrNot (auditorium A1, Main building, 2nd floor)

<b>Wednesday 9th</b>	<b>Track</b>	<b>Room</b>	<b>Title of the presentation</b>	<b>Authors</b>	<b>Session Chair</b>
<b>PARALLEL SESSIONS 1 11.00–12.00 am</b>	<b>Retail firm strategy</b>	<b>A2a</b>	Penrosean growth or cherry picking: acquiring human capital in scaling retail firms	Anders Bornhäll	Hannu Saarijärvi
			Accelerating competence development in retail practice: Learning activities and initiatives to support informal learning at work	Pernilla Derwik and Daniel Hellström	
			Value proposition in last-mile delivery: A collaborative study on unattended home delivery	John Olsson, Daniel Hellström and Klas Hjort	
	<b>Customer experience in retail</b>	<b>A4</b>	Unboxing e-Consumer Packaging Experience	Daniel Hellström, Henrik Pålsson, Diogo Figueirinhas and Yulia Vakulenko	Saara Julkunen
			Tracing how consumers practice the digital customer-journey on the smartphone	Patrik Stoöpendahl	
			Are you afraid of shopping? Consumers making sense of their customer experiences during the COVID-19 pandemic	Jonna Koponen, Saara Julkunen and Elli Hartikka	
	<b>Retail in society</b>	<b>A3</b>	Retailing and cultural heritage as means for the future city	Malin Sundström, Anna Karin Olsson and Irene Bernhard	Elin Nilsson
			The relationship between retail stores and public safety in disadvantaged urban areas in Sweden	Cecilia Cassinger, Ola Thufvesson and Carin Rehnrona	
			What about Power? A Conceptual Model of Power in Retail and Service Settings	Elin Nilsson and Tobias Otterbring	
<b>12.00–1.00 pm</b>	<b>Lunch at Café Toivo</b>				

<b>PARALLEL SESSIONS 2</b> 1.00–2.00 pm	<b>Sustainability in retail</b>	<b>A2a</b>	Environmental consequences of the removal of take back agreements in the Swedish bread supply chain	Louise Bartek, Niina Sundin, Pedro Brancoli, Amanda Sjölund, Roberta Pietrangeli and Mattias Eriksson	Jenniina Sihvonen
			Siblings, Shopping, and Sustainability: Birth-Order Differences in Green Consumption	Tobias Otterbring, Christine Sundgot-Borgen, Solfrid Bratland-Sanda, and Lise Katrine Jepsen Trangsrud	
			Why to shop at a grocery store for Suboptimal food: Insights from Finland	Jenniina Sihvonen, Merete Pelkonen and Ari Huuhka	
	<b>Consumer behaviour</b>	<b>A4</b>	Living with digital infrastructures: Shaping the data disclosure practices of consumers	Christian Fuentes and Niklas Sörum	Elina Närvänen
			The Sociotechnical Imaginaries of Privacy in the Metaverse	Johanna Horppu and Elina Närvänen	
			Investigating the impact of 'buy now pay later' mentality on consumers' return behavior	Fateme Sohrabi, Alexander Mafael and Sara Rosengren	
	<b>New retail concepts</b>	<b>A3</b>	The rise (or fall) of robots in retail organizations?	Maja Fors, S. Wiley Wakeman and Magnus Soderlund	Johan Hagberg
			Customer journeys in the new retail landscape: A qualitative study of customer value and new retail store formats	Kristina Bäckström and Carys Egan-Wyer	
			Retail-as-a-Service: Business model formation and retail space transformation	Per Andersson, Johan Hagberg and Karina T. Liljedal	

<b>PARALLEL SESSIONS 3 2.05–3.05 pm</b>	<b>Retail transformation</b>	<b>A2a</b>	Grocery Retailing: Digital Transformation and Innovation	Mehrgan Malekpour, Mohammadbashir Sedighi and Antonella Angelini	Kristina Bäckström
			Marketisation of the vintage wave: Exploring the potential for retailers	Christian Dam	
			New technology and in-store service encounters: An analysis of work experiences and coping strategies among frontline employees	Kristina Bäckström	
	<b>Consumer behaviour</b>	<b>A4</b>	Ads in online grocery stores: A tool for increased sales and improved customer store experience?	Karina T. Liljedal and Hanna Berg	Sara Rosengren
			The impact of retailers' online product review system on customer behavior and retailers' performance - a systematic literature review	Tram Pham, Sascha Steinmann and Birger Boutrup Jensen	
			Decoding Consumer Dynamics in Public Health Crises	Huong Nguyen, Sara Rosengren, Fateme Sohrabi, and Erik Wetter	
			AI in Retail: What do we know?	Alona Natorina, Sara Rosengren and Per Andersson	
	<b>Omnichannel retailing</b>	<b>A3</b>	Customer Experiences in Omnichannel Retail Environments: A Thematic Literature Review	Alina Both and Sascha Steinmann	Magnus Söderlund
			Motivating physical store visits through the website design: The role of inspiration, touch and feel and geographical proximity	Andrea Schlößer and Stephan Zielke	
			'I do not know': An examination of reactions to virtual agents that fail to answer the user's questions'	Magnus Söderlund	
<b>3.05–3.30 pm</b>	<b>Afternoon coffee and tea at Café Toivo</b>				

<b>PARALLEL SESSIONS 4 3.30–4.30 pm</b>	<b>Sustainability in retail</b>	<b>A2a</b>	Towards a Better Understanding of Sustainability Gaps in Grocery Retail Organizations	Angelica Blom, Sara Rosengren and Jennie Perzon	<b>Nina Mesiranta</b>
			Making circular consumers: The F/ACT Movement and the agencing of reusing, repairing, renting, and redesigning, fashion consumers	Christian Fuentes and Emma Samsioe	
			How fashion consumption practices are shaped towards circularity: Profiling the followers of sustainable fashion influencers	Nina Mesiranta, Roosa Luukkonen, Ulla-Maija Sutinen, Ines Kaivonen, Malla Mattila and Elina Närvänen	
	<b>Customer experience in retail</b>	<b>A4</b>	“You made a good choice!” An examination of ingratiation effects in online grocery retailing	Magnus Söderlund, Sara Rosengren and Claes-Robert Julander	<b>Hannu Saarijärvi</b>
			The positive effects of service encounters in retail stores on the store satisfaction of elderly consumers	Hanna Berg, Karina T. Liljedal, Magnus Söderlund and Sven-Olov Daunfeldt	
			Sounds and Satisfaction: A Novel Conceptualization of the Soundscape in Sales and Service Settings	Martin Ljungdahl Eriksson, Tobias Otterbring, Emma Frid and Kjetil Falkenberg	
	<b>Retail transformation</b>	<b>A3</b>	Digital platforms in retailing: practices, problems and prospects	Johan Hagberg, Gianluca Chimenti and Ingrid Stigzelius	<b>Oana Mihaescu</b>
			Entrepreneurial Intention vs. Reality: A Study in German Wholesale	Alexander Neff, Patrick Weber, Daniel Werth and Tanja Würthner	
			Are pedestrian streets amenities or disamenities for urban Sweden?	Oana Mihaescu, Helena Nilsson, Mikaela Backman and Tina Wallin	
<b>6.30–12.00 pm</b>	<b>Conference Dinner at Tampella Restaurant</b>				

Thursday 10th	Track	Room	Title of the presentation	Authors	Session Chair
<b>PARALLEL SESSIONS 5 9.00–10.00 am</b>	<b>Data-driven retailing</b>	<b>A2a</b>	Digitalization as a means of quantifying in-store behavior	Amie Gustafsson and Poja Shams	Pia Hautamäki
			Data Collaboration in Wholesale: a Case Study in Cooling Lubricant	Sebastian Renken, Patrick Weber and Maximilian Werling	
			The value propositions of artificial intelligence in retailing	Mika Yrjölä, Pia Hautamäki and Roosa Ranta	
	<b>Retail transformation</b>	<b>A4</b>	Online pricing and market volatility in seven national markets: Evidence from a price comparison website	Kenneth Carling, Charlie Lindgren, and Niklas Rudholm	Elina Närvänen
			The Emergence of Carescapes in a Retail Setting - A Study of Care in the Swedish Fashion Retail Sector	Gabriella Wulff	
			Resisting growth: Why small-scale independent retailers are not expanding What can future retail learn from small, independent, inner-city stores?	Sofia Wiberg, Kristina Tamm Hallström, Jenny Lindblad, Ingrid Gustafsson Nordin and Karin Fernler	
	<b>Consumer behaviour</b>	<b>A3</b>	Narratives of live shopping in user-generated media	Ksenia Rundin and Jonas Colliander	Nina Mesiranta
			Elderly consumer responses to marketing communications from retailers	Hanna Berg and Karina T. Liljedal	
			A geospatial analysis of the impact of Swedish Covid guidelines on mobility and shopping behavior of citizens in Stockholm	Fateme Sohrabi, Erik Wetter, Sara Rosengren and Huong Nguyen	
<b>10.00–10.30 am</b>	<b>Morning coffee and tea at Café Toivo</b>				

<b>PARALLEL SESSIONS 6</b> <b>10.30–11.30 am</b>	<b>Retail in society</b>	<b>A2a</b>	Retail Data for Crisis Response: A Case Study and Outlook	Erik Wetter, Sara Rosengren, Fateme Sohrabi and Huong Nguyen	Wiley Wakeman
			Do reduced labor costs increase employment among minimum wage workers? Evidence from a Swedish payroll tax cut	Sven-Olov Daunfeldt, Anton Gidehag and Hans Seerar Westerberg	
			The Egalitarian Value of Counterfeit Goods: Purchasing Counterfeits to Address Inequality	Jingshi Joyce Liu, S. Wiley Wakeman and Michael I. Norton	
	<b>New retail concepts</b>	<b>A4</b>	Customer journey self-mapping: a qualitative method for evaluating new store formats	Carys Egan-Wyer and Kristina Bäckström	Mika Yrjölä
			Digital Platforms “Going Dark”: Shedding Light on Dark Stores and their Implementation on Food Delivery Apps	Johanna Rau	
			Workplace Learning in Retail: Salespeople's Changing Roles, Work and Skills in the Connected Service Encounter	Charlotte Arkenback-Sundström	
	<b>Sustainability in retail</b>	<b>A3</b>	Sustainability ambassadorship - the role of the store and store manager in development of in-store sustainability communication	Karin Alm and Jens Hultman	Tobias Otterbring
			Materializing green communications: how sustainability is socio-materially arranged in unmanned pop-up stores	Lars Hedegård	
			Social Validation, Reciprocation, and Sustainable Orientation: Cultivating “Clean” Codes of Conduct through Social Influence	Tobias Otterbring and Michał Folwarczny	
	<b>11.30–12.30 am</b>	<b>Lunch at Café Toivo</b>			

<b>PARALLEL SESSIONS 7 12.30–1.30 pm</b>	<b>Logistics, distribution and supply chain management in retailing</b>	<b>A2a</b>	Exploring Paradoxical Sustainability Tensions in the Last Mile Delivery of E-grocery Retail	Helleke Heikkinen	Lars Esbjerg
			Retailer buying as relationally-responsive coping	Lars Esbjerg	
	<b>Sustainability in retail</b>	<b>A4</b>	Food waste reduction at the bakery-retailer interface - Challenges and solutions	Nina Mesiranta, Ulla-Maija Sutinen, Malla Mattila, Louise Bartek, Amanda Sjölund, Clara Cicatiello and Elina Närvänen	Mattias Eriksson
			Surplus food donation – A retail contribution to increased sustainability	Niina Sundin, Louise Bartek, Christine Persson Osowski, Ingrid Strid and Mattias Eriksson	
			Mapping and assessment of behavioral interventions to promote sustainable consumption in Nordic online grocery stores	Nora Svarstad Ytreberg, Bob van Oort and Frode Alfnes	
	<b>Retail firm strategy</b>	<b>A3</b>	The complementarity of services in online retail	Carin Rehncrona	Malin Sundström
			Calculating the probability of collusion based on observed bidding patterns: Evidence from pharmaceutical retailing.	David Granlund and Niklas Rudholm	
			Unlocking chaotic lock-ins: Swedish retail chains' changed strategies and operations in the wake of the pandemic	Malin Sundström, Christine Lundberg and Vassilios Ziakas	



<b>PARALLEL SESSIONS 8</b> 1.35–2.35 pm	<b>Retail in society</b>	<b>A2a</b>	Inclusion through Closeness - Consumer Perception of Diversity Communication in Retailing	Anne O. Peschel, Lina F. Jacobsen and Sascha Steinmann	Heli Marjanen
			Creative destruction or just destruction? An empirical study of large firm closures and place attractiveness	Oana Mihaescu and Kristina Nyström	
			Exploring Retail Vacancies in City Centres - Findings from Turku	Heli Marjanen, Meri Malmari and Anna-Majja Kohijoki	
	<b>Customer experience in retail</b>	<b>A4</b>	Scripting accessibility in online grocery shopping - the case of elderly consumers	Lena Hansson, Ulrika Holmberg and Anna Post	Elina Närvänen
			Exploring visual firm-generated content in social networks: How it influences in the extension of the customer journey	Larissa Becker, José L. Franco, Blanca Hernandez-Ortega and Sara Lapresta-Romero	
			Exploring how the interactive nature and theory-of-mind of virtual service agent are boosting satisfaction	Eeva-Liisa Oikarinen	
	<b>Omnichannel retailing</b>	<b>A3</b>	Towards more sustainable e-commerce packaging: The impact of policies for involved actors	Sandra Brüel Grönberg	Mika Yrjölä
			Store Performance and the Impact of Online Returns	Christoph Baldauf, Nicole DeHoratius, Fredrik Eng-Larsson and Olov Isaksson	
			When service robots talk about humans: An examination of reactions to what they say about non-present persons	Magnus Söderlund	
<b>2.35–3.00 pm</b>	<b>Afternoon coffee and tea at Café Toivo, closing the conference</b>				

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