

Nordic Retail and Wholesale Conference (NRWC) 2026

10th Anniversary – November 5-6, 2026

Center for Retailing, Stockholm School of Economics

Call for Papers

The retail and wholesale industries are undergoing a profound transformation driven by artificial intelligence (AI), sustainability, the imperative to shift established business models toward circular principles, geopolitical uncertainty, ongoing regulatory changes, and persistent supply-chain disruptions. These forces are reshaping how value is created, governed, and experienced by firms, consumers, and society. Retail is at the center of these transformations, and often the first point of contact where consumers are confronted with the everyday implications of these changes.

The Nordic Retail and Wholesale Conference (NRWC) invites research that advances theoretical and empirical understanding of these transformations. We welcome contributions from all disciplines and methodological paradigms that are relevant to the field of retail and wholesale.

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

1. Artificial Intelligence and Data-Driven Retail

AI-enabled personalization, pricing, automation, retail media, data governance, and workforce implications.

2. Sustainability and Circular Economy

Circular business models, consumer participation, sustainable logistics, product returns, and decarbonization.

3. Supply Chains and Geopolitical Risk

Resilience, sourcing reconfiguration, disruptions, trade fragmentation, and cost pass-through.

4. Regulation, the Retail Economy, and Market Governance

Sustainability disclosure, green claims, retail in the broader economic context, consumer protection, competition policy, and responsible AI.

5. Omnichannel, Platforms, and Retail Strategy

Omnichannel design, platformization, channel relationships, and format innovation.

6. Consumers, Society, and Well-being

Consumer behavior, trust, fairness, inclusion, de-consumption, and societal outcomes.

7. Retail Work Environments, Services, and Frontlines

Retail services, store and work environment, frontline service employees, and their interactions with consumers.

Submission Format

Submissions should be made as extended abstracts (750–1000 words, approximately two pages), prepared in English. Full papers are encouraged but not required for conference participation. Please submit your abstract on the Nordic Retail and Wholesale Association's website (www.nrwa.se) no later than **April 30, 2026**. Abstracts will be arranged by tracks according to common interests. Please select “Regular Conference Submission” when submitting your abstract. Participants will be notified of the acceptance of their papers by June 15, 2026.

Doctoral Colloquium

NRWC 2026 will host a Doctoral Colloquium dedicated to early-stage research projects. The doctoral colloquium takes place on November 4, 2026. We invite doctoral researchers at all levels of their PhD studies to discuss their work. Submissions to the doctoral colloquium should be made as extended abstracts (500–750 words, approximately two pages), prepared in English. The submission should describe your PhD project and, if applicable, briefly highlight the different papers. Please select “Doctoral Colloquium Submission” when submitting your abstract.

Publication Opportunities

Selected full papers may be considered for post-conference publication opportunities and conference awards. To support the submission of full papers, Handelsrådet and Hakon Swenson Stiftelsen sponsor an award for the best full paper.

Furthermore, qualifying full papers will be considered for publication in a special issue of [*The International Review of Retail, Distribution and Consumer Research*](#).

Important dates

Deadline submission of abstracts	April 30, 2026
Acceptance notification	June 15, 2026
Deadline registration (conference)	September 18, 2026
Deadline registration (doctoral colloquium)	September 18, 2026
Deadline submission of full paper (if applicable)	October 2, 2026
Doctoral colloquium	November 4, 2026
Conference	November 5-6, 2026

More information is available on the conference website: www.nrwa.se

Please refer any questions to NRWC2026@hhs.se