Nordic Retail and Wholesale Conference

Center for Retailing, Stockholm School of Economics

November 4-6, 2026

Day	Session	Time	Room	Theme	#	Paper	Title	Author(s) (session chairs in bold)
Thursday		08.30-09.00	Atrium	**Registration**				
Thursday		09.00-10.30	Aula	**Opening & keynote speeches**				
Thursday		10.30-11.00	Atrium	**Fika**				
Thursday	Session 1	11.00-12.30	Ragnar	Store Design and Atmosphere	1	15	Why consumers believe that they will visit a brick-and-mortar store: An examination of wants	Magnus Söderlund
Thursday	Session 1	11.00-12.30	Ragnar	Store Design and Atmosphere	2	116	Ambient Lighting and Basket Construction in an Immersive Supermarket	Jason DiPalma, Silvia Sapio, Ramya Rao, Qian Janice Wang
Thursday	Session 1	11.00-12.30	Ragnar	Store Design and Atmosphere	3	74	From Place to Heart: How Brand Servicescape Design Drives Consumer Attachment in Experience-Driven Retail Formats	Jungkun Park, Jiawei Miao
Thursday	Session 1	11.00-12.30	Ragnar	Store Design and Atmosphere	4	90	The transformation of the physical store: A longitudinal study of consumers' and retailers' view on in-store experiences	**Kristina Bäckström**, Ulf Johansson
Thursday	Session 1	11.00-12.30	Torsten	AI and Virtual Agents	1	120	My Avatar Made Me Buy it: The Interaction of Avatar and User Gender in Shaping Consumer Behaviour	Inês Raeiro
Thursday	Session 1	11.00-12.30	Torsten	AI and Virtual Agents	2	107	Shifting from AI-Driven Transactional Marketing to AI-Driven Multi-Stakeholder Marketing: Exploring Possibilities and Challenges in Retailing	Mattia Tamiazzo, Tobias Otterbring
Thursday	Session 1	11.00-12.30	Torsten	AI and Virtual Agents	3	104	Communication of functional versus symbolic brand benefits: An examination of reactions to brand recommendations by AI-powered agents	Clara Roslund, Magnus Söderlund
Thursday	Session 1	11.00-12.30	Torsten	AI and Virtual Agents	4	102	The retail chatbot as a salesperson: An exploration of effects on the customer	Magnus Söderlund, **Meriem Moutawakil Andersson**
Thursday	Session 1	11.00-12.30	A336	City Centres under Pressure	1	65	This Is My Home's Backyard - Rethinking Hypermarket - A Case Study of a Medium-Sized Finnish City	Susie Kimura
Thursday	Session 1	11.00-12.30	A336	City Centres under Pressure	2	18	Perceived Place Vitality in Urban Retail Environments: An Empirical Analysis of Online Review Sentiment in Gothenburg	Ghita Regasse, Johan Hagberg
Thursday	Session 1	11.00-12.30	A336	City Centres under Pressure	3	49	Exploring Retail Success Beyond the Urban Context	Urban Lindgren, Roger Marjavaara, Elin Nilsson, Magnus Strömgren
Thursday	Session 1	11.00-12.30	A336	City Centres under Pressure	4	45	Rethinking City Centres as Consumerscapes: Causes and Consequences of Residents' Outshopping	Anna-Maija Kohijoki, Heli Marjanen
Thursday	Session 1	11.00-12.30	A336	City Centres under Pressure	5	81	Arguments at Play When Out of Town Retail Threatens the City Centre	**Ola Thufvesson**, Malin Zillinger
Thursday	Session 1	11.00-12.30	A320	Local and Sustainable Food	1	117	Communicating local food: how producers and retailers reconstruct localness	Elena Palani
Thursday	Session 1	11.00-12.30	A320	Local and Sustainable Food	2	63	Framing Sustainable Meat: Cross-Level Alignment and Tension in a Swedish Grocery Retail Chain	Karin Alm, Christian Koch
Thursday	Session 1	11.00-12.30	A320	Local and Sustainable Food	3	69	Exploring how legume-based products are categorised in retail store environments	Katariina Koskinen, Hannele Kauppinen-Räisänen, Chiara Lombardini, Jenniina Sihvonen
Thursday	Session 1	11.00-12.30	A320	Local and Sustainable Food	4	23	Short or long value chains? How local food producers strive to find a balance between idealism and pragmatism	**Lars Esbjerg**
Thursday		12.30-13.30	Atrium	**Lunch**				
Thursday	Session 2	13.30-15.00	Ragnar	Service Work and Experience	1	88	Toward an understanding of marketplace norms - Exploring payment conventions through the "eyes" of an AI retail service robot	Magnus Söderlund, Carin Valentin Rehncrona

Thursday	Session 2	13.30-15.00	Ragnar	Service Work and Experience	2	7	When the Restaurant Works Itself: Frontline Role Transformation in Phygital Hospitality	Amie Gustafsson, Poja Shams
Thursday	Session 2	13.30-15.00	Ragnar	Service Work and Experience	3	70	Employee Études: Employee-Adjusted In-Store Music and Its Effects on Employees and Customers	Tobias Otterbring, Emma Frid, Petri Laukka, Ronya Tamdjidi, Martin Ljungdahl Eriksson, Kjetil Falkenberg
Thursday	Session 2	13.30-15.00	Ragnar	Service Work and Experience	4	94	Staging Wilderness	**Peter Samuelsson**, Niklas Vallström, Per Skålén
Thursday	Session 2	13.30-15.00	Torsten	Retail Logistics and Returns	1	121	Returns as Strategic Design in Omnichannel Retailing: Policy, Operations and Return Prevention	Hamid Jafari, Lucia Pizzichini
Thursday	Session 2	13.30-15.00	Torsten	Retail Logistics and Returns	2	93	Exploring the readiness of returnable transport packaging systems for e-commerce retail	Vinay Thakur, Henrik Pålsson
Thursday	Session 2	13.30-15.00	Torsten	Retail Logistics and Returns	3	16	Conceptualising First-Mile Logistics Delivery Service: Towards a Dimensional Framework	Erik Sandberg, Björn Oskarsson, Uni Sallnäs
Thursday	Session 2	13.30-15.00	Torsten	Retail Logistics and Returns	4	56	Toward fossil-free last-mile delivery in retail: The market-shaping role of self-regulation policy at the marketing-operations interface	**John Olsson**, Daniel Hellström
Thursday	Session 2	13.30-15.00	A336	Privacy and Fairness in Data-Driven Retail	1	2	Personalization as a De-Personalizing Practice: Choreography of Data-Driven Marketing Routines	Niklas Sörum, Lars Hedegård
Thursday	Session 2	13.30-15.00	A336	Privacy and Fairness in Data-Driven Retail	2	26	AI, Retailing and Inclusivity: A Multilevel Analysis of Exclusionary Dynamics	Vivian Chidueme, Johan Hagberg, Ileyha Dagalp
Thursday	Session 2	13.30-15.00	A336	Privacy and Fairness in Data-Driven Retail	3	57	Privacy Beyond Data: Towards a Consumer-Centered Typology of Privacy Violations	Aleksandra Mikhailova, Lily Gao
Thursday	Session 2	13.30-15.00	A336	Privacy and Fairness in Data-Driven Retail	4	5	AI as a Social Actor: The Impact of Agentic AI on Gender Equity in Digital Platforms	Xiongkai Tan, Tang Qiong, **Lily Gao**
Thursday	Session 2	13.30-15.00	A320	Responsibility in Grocery Retail	1	97	The Transparency Paradox in Grocery Loyalty Programmes: Implications for Trust, Engagement and Value in Scandinavian Retail	Gry Agerup
Thursday	Session 2	13.30-15.00	A320	Responsibility in Grocery Retail	2	55	I do my best: Moral fatigue, responsibilisation and bounded agency in sustainable food consumption	Elin Nilsson, Anna-Carin Nordvall, Mirko Ancillotti, Emma Oljans
Thursday	Session 2	13.30-15.00	A320	Responsibility in Grocery Retail	3	6	From Market Actor to Community Anchor? Social Media Narratives of Ukrainian Grocery Retail During Wartime	Nataliya Galan, Malin Sundström
Thursday	Session 2	13.30-15.00	A320	Responsibility in Grocery Retail	4	95	Marketing unhealthy foods to children - irresponsible retailing or even against the law?	**Elina Närvänen**, Ulla-Maija Sutinen, Päivi Mäki, Eeva Rantala, Peppi Haario, Emma Koivurinta
Thursday	Session 2	13.30-15.00	A538	Consumer Motives and Responses	1	40	Consumer xenocentrism in the majority world: Eco-anxiety mediates the effect of green consumption values and the fear of missing out on consumer xenocentrism in Ecuador	Marcelo Cardenas, Tobias Otterbring, Bruno Schivinski
Thursday	Session 2	13.30-15.00	A538	Consumer Motives and Responses	2	50	The Activism Hangover: Asymmetric Persistence of Consumer Responses to Sociopolitical Stands	Sparsh Gahlawat
Thursday	Session 2	13.30-15.00	A538	Consumer Motives and Responses	3	112	Social sustainability initiatives and customer behavior	Neslihan Ozlu, Basak Kalkanci
Thursday	Session 2	13.30-15.00	A538	Consumer Motives and Responses	4	101	AI-enhanced commercial messages: An exploration of effects on receivers in a retail context	Magnus Söderlund, Maria Mårtensson
Thursday	Session 2	13.30-15.00	A538	Consumer Motives and Responses	5	110	Work-related insecurity, well-being and engagement in European trade and retail: The moderating role of individual, organization-level and national-level factors	**Philip Ström**, Jacobus Pienaar, Magnus Sverke
Thursday		15.00-15.30	Atrium	**Fika**				
Thursday	Session 3	15.30-17.00	Ragnar	Retail Performance	1	13	Do Algorithms Pay? Financial Performance of Retailers Using Algorithmic Pricing	Albert Carling, Kenneth Carling, Asif Huq, Charlie Lindgren, Ross May, Niklas Rudholm
Thursday	Session 3	15.30-17.00	Ragnar	Retail Performance	2	41	The Long-Term Effects of Online Channel Adoption in Grocery Retailing	Tanetpong Choungprayoon, Emelie Fröberg, Sara Rosengren
Thursday	Session 3	15.30-17.00	Ragnar	Retail Performance	3	51	Thinking Outside the Box - developing new performance metrics for the physical store	Omar Eshak, Steve Burt, Paul Freathy and Richard Palmer

Thursday	Session 3	15.30-17.00	Ragnar	Retail Performance	4	68	When and how does the competitive retail environment at a store location impact the store's performance?	**Lina Altenburg**, Els Breugelmans, Lien Lamey
Thursday	Session 3	15.30-17.00	Torsten	Circular Fashion and Textiles	1	22	Right Cascading in the Textile and Clothing Industry: Configuring Cascade Chains under Paradoxical Tensions	Mohammadreza Dehghannejad
Thursday	Session 3	15.30-17.00	Torsten	Circular Fashion and Textiles	2	86	The Role of Circular and Digital Marketing Strategies in Addressing Extended Producer Responsibility (EPR) Schemes for Textiles in the Retail Sector	Hanna Berg, Rana Mostaghel
Thursday	Session 3	15.30-17.00	Torsten	Circular Fashion and Textiles	3	122	Refashioning Retail: How Buyback Programs Reshape Customer Purchasing Behavior	Malin Wennberg, Christoph Baldauf
Thursday	Session 3	15.30-17.00	Torsten	Circular Fashion and Textiles	4	80	Circular retailing in practice: How fashion retailers translate the principles of the circular economy into modes of care	**Frida Eggert**, Christian Fuentes
Thursday	Session 3	15.30-17.00	A336	Customer Encounters in Stores	1	58	From Exposure to Effect: An Industry Study on Shopper Marketing and In-Store Activation in Transition	Martin Moström, Ulf Johansson
Thursday	Session 3	15.30-17.00	A336	Customer Encounters in Stores	2	28	Customer-facing Service Robots in the Supermarket: A Study Between a Human-like and Pet-like Robot	Niklas Eriksson, Lana Beikverdi, Christa Tigerstedt, Dennis Biström, Bandana Thapa, Minerva Rinta-Jouppi
Thursday	Session 3	15.30-17.00	A336	Customer Encounters in Stores	3	31	Are retailers welcoming everybody? The in-store experience of (un)welcome by non-dominant ethnicity groups	Hossain Shahriar, Sofia Ulver, Ulf Johansson, Sofie Brixo, Sara Lundqvist
Thursday	Session 3	15.30-17.00	A336	Customer Encounters in Stores	4	79	When Service Stings	Peter Samuelsson, **Jasenko Arsenovic**
Thursday	Session 3	15.30-17.00	A320	Skills and Expertise in Retail	1	60	Revitalizing Retail Attractiveness Through University-Industry Trainee Collaboration	Marko Mäki, Kim Qvick
Thursday	Session 3	15.30-17.00	A320	Skills and Expertise in Retail	2	66	From Craft to Computation: The Reconfiguration of Expertise and Power in the Retail Sector, 1934-2025	Marianne Høyen
Thursday	Session 3	15.30-17.00	A320	Skills and Expertise in Retail	3	33	Signals, Decks, and Positive Frustration: The Trend Work Behind Retail Market Futures	Patrik Stoopendahl
Thursday	Session 3	15.30-17.00	A320	Skills and Expertise in Retail	4	111	From Goods Selling to Value Creation: Exploring Informal Learning Mechanisms and Retail Attractiveness through Student Competitions	Yulia Vakulenko, Annika Löfgren, **Daniel Hellström**, Helen Rönnholm, Klas Hjört
Thursday		17.00-19.00	Center for Retailing	**PhD mingle**				
Thursday		19.00-22.00	Atrium	**Conference dinner**				
Friday		08.30-09.00	Atrium	**Registration**				
Friday	Session 4	09.00-10.30	Ragnar	Consumer Decision-Making	1	42	To hide it or not? Consumers' reactions towards shrinkflation in food products	Jenniina Sihvonen, Aaro Lassila
Friday	Session 4	09.00-10.30	Ragnar	Consumer Decision-Making	2	53	Top Reviewers, Happy Consumers: Unpacking the Influence of Reviewer Reputation on Consumer Purchasing Intention	Doan Thao Tram Pham, Sascha Steinmann, Birger Boutrup Jensen
Friday	Session 4	09.00-10.30	Ragnar	Consumer Decision-Making	3	75	Following the Crowd: Neighbour-Based Social Proof in Online Grocery Shopping	Emma Fransson, Austeja Ruplyte, Jasenko Arsenovic, Lars Witell
Friday	Session 4	09.00-10.30	Ragnar	Consumer Decision-Making	4	118	Too Many Ways to Get It Delivered: Choice Overload in Omnichannel Last-Mile Delivery	Fredrik Eng Larsson, Olov Isaksson, **Melika Khandan**, Robert Rooderkerk
Friday	Session 4	09.00-10.30	Torsten	Governing the Sustainability Transition	1	59	Designing Rationing for Sustainable Consumption: Moral Markets and Collective Constraint	Gabriella Wulff, Karin Aasa, Niklas Sörum
Friday	Session 4	09.00-10.30	Torsten	Governing the Sustainability Transition	2	96	Mobilising Actors for Change in Retailing	Sandra Brüel Grönberg, Anna Dubois, Kajsa Hulthén, Ann-Charlott Pedersen
Friday	Session 4	09.00-10.30	Torsten	Governing the Sustainability Transition	3	3	Digital Product Passports: From a Consumer Perspective	Carys Egan-Wyer, Ulf Johansson
Friday	Session 4	09.00-10.30	Torsten	Governing the Sustainability Transition	4	47	Consumer-oriented marketing strategies for sustainability: A systematic literature review and future research on transformative marketing	Galina Biedenbach, Miguel Gil, Anna Blombäck, **Mart Ots**, Timur Uman

Friday	Session 4	09.00-10.30	A336	Local Policy Effects on Retail	1	21	Place-based Collaboration: A Review and Formulation of a Research Agenda	Niklas Elert, Anders Bornhäll, Oana Mihaescu
Friday	Session 4	09.00-10.30	A336	Local Policy Effects on Retail	2	77	Do Business Improvement Districts lead to improved firm performance in socially vulnerable neighbourhoods?	Anders Bornhäll, Niklas Elert, Oana Mihaescu
Friday	Session 4	09.00-10.30	A336	Local Policy Effects on Retail	3	20	The Business Effects of Low-Emission Zones: The Non-Case of Stockholm	Niklas Elert, Anders Bornhäll, Niklas Rudholm
Friday	Session 4	09.00-10.30	A336	Local Policy Effects on Retail	4	19	Large Green Industrial Plant Openings and Incumbent Retailer Performance: A Matrix Completion Approach	Albert Carling, Oana Mihaescu, Kristina Nyström, Niklas Rudholm
Friday	Session 4	09.00-10.30	A336	Local Policy Effects on Retail	5	N/A	Survival or growth? An evaluation of an operational support for food retailers in remote Swedish rural areas	Anders Bornhäll, Olga Lark, **Oana Mihaescu**
Friday	Session 4	09.00-10.30	A320	Retail Work and Wellbeing	1	34	Legitimating Misalignment: Store Managers and the Sustainability Gap in Grocery Retail	Axel Welinder, Jens Hultman
Friday	Session 4	09.00-10.30	A320	Retail Work and Wellbeing	2	25	Retail and Wholesale Workers' Attitudes Toward New Digital Technologies in Commerce	Stefan Carlén, Helena Falkenberg
Friday	Session 4	09.00-10.30	A320	Retail Work and Wellbeing	3	105	Managing work environment paradoxes in secondhand retail	Lars Hedegård, Sara Harper, Kanchana Dissanayake, Mika Yrjölä
Friday	Session 4	09.00-10.30	A320	Retail Work and Wellbeing	4	124	Exploring Research Opportunities at the Intersection of Happiness and Retail	**Fredrik Lange**
Friday		10.30-11.00	Atrium	**Fika**				
Friday	Session 5	11.00-12.30	Ragnar	The Psychology of Sustainable Consumption	1	54	The Status Shortcut to Sustainability: Status Importance Predicts Food-Waste Consumer Engagement Through Conspicuous Virtue Signaling	Juan Cardenas, Tobias Otterbring, Bruno Schivinski
Friday	Session 5	11.00-12.30	Ragnar	The Psychology of Sustainable Consumption	2	83	Closing the Loop: Consumer Adoption and Return Behavior in Circular Packaging Systems	Christoph Baldauf, Aylin Cakanlar, Maja Fors, Gergana Nenkov
Friday	Session 5	11.00-12.30	Ragnar	The Psychology of Sustainable Consumption	3	32	Live Out of a (Used) Suitcase: Residential Mobility and Second-Hand Consumption	Aylin Cakanlar, G. Ceren Aksu, Gergana Nenkov
Friday	Session 5	11.00-12.30	Ragnar	The Psychology of Sustainable Consumption	4	71	Responsible Wastefulness: When Wasting Food Boosts Parental Self-concept	**Kristina Nadricka**, Kobe Millet, Aylin Aydinli
Friday	Session 5	11.00-12.30	Torsten	Extending Product Lives	1	114	From Campus to Checkout: How Higher Education Shapes Consumers Intentions to Buy Remanufactured Products	Valeriia Lastovetskaia, Jasenko Arsenovic
Friday	Session 5	11.00-12.30	Torsten	Extending Product Lives	2	67	From Fit to Frequency: Consumer Usage of Personalised Clothing and Its Sustainability Implications	Gabriella Wulff
Friday	Session 5	11.00-12.30	Torsten	Extending Product Lives	3	36	How DIY Engagement Shapes Consumer Capability and Preferences for Retail Offerings	Jeandri Robertson, Anna Näppä
Friday	Session 5	11.00-12.30	Torsten	Extending Product Lives	4	109	Retailer Identity and Consumer Evaluation in Circular Retail: An Eye-Tracking Study of Refurbished Smartphones	**Valeriia Lastovetskaia**, Hugo Guyader, Brenda Nansubuga, Camilla Strömbäck
Friday	Session 5	11.00-12.30	A336	Regulation and Taxation	1	37	Resale price maintenance -antitrust review of vertical agreements	Lars Henriksson
Friday	Session 5	11.00-12.30	A336	Regulation and Taxation	2	92	When the Retailer Crosses a Border: The Regulations of the Northern Baltic Sea Duty-Free Market, 1960-1993	Louice Bådholm
Friday	Session 5	11.00-12.30	A336	Regulation and Taxation	3	39	Long-term employment effects of payroll tax reforms: Evidence from Swedish service industries	Niklas Elert, Hans Seerar Westerberg, Niklas Rudholm
Friday	Session 5	11.00-12.30	A336	Regulation and Taxation	4	11	Pass-through of the Swedish VAT reduction for food: To what extent did consumers benefit?	**Charlie Lindgren**, Niklas Rudholm
Friday	Session 5	11.00-12.30	A320	Digital Customer Journeys	1	87	Examining Consumer Behavior Related to International Low-Cost Platforms	Elin Nilsson, Hanna Berg, Hanna Hjalmarson
Friday	Session 5	11.00-12.30	A320	Digital Customer Journeys	2	106	How Customer Journey Triggers Shape Touchpoint Use in Generation Z	Samadhi Kammanthi, Stephan Zielke

Friday	Session 5	11.00-12.30	A320	Digital Customer Journeys	3	103	Frictionmore and Seammore Payment Experience: Mapping the Concept of Friction in Retail Payment Research	Carin Valentin Rehncrona
Friday	Session 5	11.00-12.30	A320	Digital Customer Journeys	4	82	From Upsell to Fit: Product Reallocation Paths in Retail Subscription Retention	Yulia Vakulenko, **Stefan Karlsson**, Diogo Figueirinhas
Friday		12.30-13.30	Atrium	**Lunch**				
Friday	Session 6	13.30-15.00	Ragnar	Retail Strategy and Management	1	29	Shelf Competition and Private Label Shielding in grocery retailing	Ulf Johansson, Jens Hultman, Greta Bjerzell, Frida Lesniak
Friday	Session 6	13.30-15.00	Ragnar	Retail Strategy and Management	2	61	Product Reformulations: How Implementation Tactics Impact Performance	Stepan Gogolev, Anne ter Braak, Bram Foubert, Kathleen Cleeren
Friday	Session 6	13.30-15.00	Ragnar	Retail Strategy and Management	3	8	Artificial Intelligence in Retail Purchasing Processes: An Exploratory Study	Katarina Arbin, Sara Rosengren, Meriem Moutawakil Andersson, Per Andersson, Christopher Rosenqvist
Friday	Session 6	13.30-15.00	Ragnar	Retail Strategy and Management	4	10	Data Analytics in the Finance Function of Retail Organizations	Wai Fong Chua, Lukas Goretzki, **Sara Rosengren**, Emma Willems
Friday	Session 6	13.30-15.00	Torsten	Circular Business Models	1	62	Understanding Consumer Attitudes Towards Sustainability in Online Retail: What Customers Expect and What They Pay More For	Shakiba Khodabandeh
Friday	Session 6	13.30-15.00	Torsten	Circular Business Models	2	85	Recycling markets: digital platforms in the re-using and re-pairing of markets and their overflows	Ingrid Stigzelius, Johan Hagberg
Friday	Session 6	13.30-15.00	Torsten	Circular Business Models	3	17	Which capabilities will matter most? A Delphi study of future logistics capabilities for retail circular business models	Erik Sandberg, Rudrajeet Pal
Friday	Session 6	13.30-15.00	Torsten	Circular Business Models	4	78	Managing complexity in online secondhand fashion retail: A dynamic capability perspective	**Kanchana Dissanayake**, Rudrajeet Pal, Erik Sandberg
Friday	Session 6	13.30-15.00	A336	Crime and Local Retail	1	43	The reciprocal relationship between crime and unemployment: Implications for the retail sector in Sweden	Rebecka Thunman, Niklas Elert, Hans Seerar Westerberg
Friday	Session 6	13.30-15.00	A336	Crime and Local Retail	2	24	Crime, Business Activity and Other Local Economic Conditions: A Literature Review	Niklas Elert, Hans Seerar Westerberg, Rebecka Thunman
Friday	Session 6	13.30-15.00	A336	Crime and Local Retail	3	12	Crime and retail firms in disadvantaged urban areas: A dynamic and bidirectional relationship	Hans Seerar Westerberg
Friday	Session 6	13.30-15.00	A336	Crime and Local Retail	4	76	Are Business Improvement Districts an effective tool for reducing crime and increasing safety in disadvantaged Swedish neighbourhoods?	Anders Bornhäll, **Niklas Elert**, Oana Mihaescu
Friday	Session 6	13.30-15.00	A320	Food Waste and Food Supply	1	46	Marketing and managing food and surplus in Swedish supermarkets - how, when and why	Rosa Hellman
Friday	Session 6	13.30-15.00	A320	Food Waste and Food Supply	2	73	Supply Chain Governance of National Food Emergency Stockpiles in Retail: A Multi-actor Perspective	Andreas Norrman
Friday	Session 6	13.30-15.00	A320	Food Waste and Food Supply	3	115	Food Waste Management Transformation in Grocery Stores in the Light of the updated Waste Framework Directive	Lena Hansson, Elisabeth Karlsson, Jonas Floden
Friday	Session 6	13.30-15.00	A320	Food Waste and Food Supply	4	64	Food Waste Prevention: Supply Chain Governance Misalignment in the Supplier-Retailer Interface	Jennifer Mignonne Laubscher, **Andreas Norrman**
Friday		15.00-15.30	Atrium	**Closing remarks**				