STOCKHOLM SCHOOL OF ECONOMICS

NORDIC RETAIL AND WHOLESALE CONFERENCE · 10TH ANNIVERSARY

NRWC 2026

4-6 November 2026 · Stockholm School of Economics, Center for Retailing

Welcome to the 10th Nordic Retail & Wholesale Conference! Below is a program overview for the three days.

WEDNESDAY 4 November - *Doctoral Colloquium & Welcome Reception - Saltmätargatan 13-17 / Stadshuset*

08:30–09:00	**Registration** PhD Students Only
09:00–10:30	**Session 1 - PhD Research Pitches**
10:30–11:00	**Coffee Break**
11:00–12:30	**Session 2 - PhD Research Pitches**
12:30–14:00	**Lunch**
14:00–15:00	**Session 3 - Research Career Panel**
15:00–16:00	**Meet the Editor of the Journal of Retailing** *Professor Els Breugelmans, KU Leuven, Belgium*
16:30–18:30	**Social Activity & Snacks**
19:00–21:00	**Welcome Reception - Stockholm City Hall (Stadshuset)** ALL GUESTS *Drinks and a dinner buffet. A guide will be telling you about the City Hall. Attendance is binding.* **The reception is generously hosted by the City of Stockholm.**

THURSDAY 5 November - *Main Conference - Day 1 - Sveavägen 65*

08:30–09:00	**Registration** ALL GUESTS
09:00–10:30	**Opening Keynote Speeches** *Professor Els Breugelmans, KU Leuven, Belgium & Jakob Josefsson, CEO Lidl Sweden*
10:30–11:00	**Coffee Break**
11:00–12:30	**Session 1**
12:30–13:30	**Lunch**
13:30–15:00	**Session 2**
15:00–15:30	**Coffee Break**
15:30–17:00	**Session 3**
17:00–19:00	**PhD Mingle** PhD Students Only *Center for Retailing, Saltmätargatan 13-17*
19:00–22:00	**Conference Dinner** ALL GUESTS *SSE Atrium - Reception, dinner, and the Best Paper Award. Afterparty from 22:00 - 01:00.*

FRIDAY 6 November - *Main Conference - Day 2 - Sveavägen 65*

08:30–09:00	**Registration** ALL GUESTS
09:00–10:30	**Session 4**
10:30–11:00	**Coffee Break**
11:00–12:30	**Session 5**
12:30–13:30	**Lunch**
13:30–15:00	**Session 6**
15:00–15:30	**Closing Remarks** ALL GUESTS

Questions? Get in touch at **NRWC2026@hhs.se** · *Christoph Baldauf & Alexander Mafael, Conference Chairs.*