



Zagreb, September 8-9 2022

CALL FOR PAPERS

The purpose of the colloquium is to bring together scientific researchers on retail issues in Europe so as to share results and insights both managerial and scientific.

To be held on **Thursday 8th and 9th September 2022** at University of Zagreb, Croatia.

This year's special theme:

The New Age Of Retailing: Rethink, Reconnect, Revive

Since the turn of the century retail is facing ever-growing challenges – the ongoing technology development, the increase in consumers' price sensitivity reinforced by the 2008 recession, the ongoing evolution in consumer behaviour potentiated by the pandemic. What have recent events taught us about retail? Retail is transforming into a new digital industry. Online retailing has gained enviable momentum, and brick-and-mortar stores have taken on a new role while still the dominant first point of contact between retailers and consumers. Customers seek convenience, experience as well as reciprocity in the form of loyalty reimbursement, quick response, sustainability, social responsibility...

This new reality calls for the rebirth of retailing. It is time to rethink established strategies and retail operations, to reconnect with consumers, employees, society and other stakeholders in order to revive the existing business model and market position.

THEMES

We particularly (but not exclusively) welcome submissions on topics related to physical/digital stores, agglomerations and platforms in the contexts of B2B, B2C as well as C2C. Within this remit we look for contributions in the following research areas across retail sectors:

- Retail operations
- Retail digitalization
- In-store logistics
- Retail supply chain management
- Omni-channel operations
- Supplier Relationship Management
- Retail buying
- Technology in the retail environment
- Retail innovations
- Retail location
- Distribution management
- Human resource management in retail
- Store format development
- Phygital retailing
- Weather influence on retail
- Green distribution
- Social responsibility in retail
- Shopper marketing
- Customer experience
- International retailing
- Retail branding
- Retail pricing
- In-store/online promotions
- Last mile logistics
- Retail service management
- Retail agglomeration marketing
- Retail information systems management
- Social media retailing

PAPER SUBMISSION

Authors may submit a paper in electronic form on the [CERR website](#) in pdf in one of two ways:

- An extended abstract no longer than 1 500 words,
- A full paper (<6000 words, included in proceedings only with authors' authorization).

Selected full papers presented at the CERR will be considered for publication in a **special issue** of the **International Journal of Retail & Distribution Management**



Colloquium on European Research in Retailing 2022



Research dedicated to understanding consumers' behaviour and designing the operations, logistics, and channels to reach them

<http://www.emeraldinsight.com/journal/ijrdm>). Abstracts and papers should follow the [author guidelines](#) on Emerald's website. To submit, please register on the colloquium's website and upload the submission. Non-scientific papers will be proposed to Poslovna izvrsnost – Business Excellence.

IMPORTANT DATES

Deadline for submission of abstracts or full papers	April 15th, 2022
Notification of acceptance for presentation	May 14th, 2022
Submission of revised abstracts or full papers	July 15th, 2022
Acceptance of revised abstracts and full papers	July 30th, 2022
Deadline for Book of Abstracts, registration and payment of fees	August 25th 2022

Organizing committee

Prof. K. Peltjak Prof. X. Brusset Prof. C. Teller Prof. M. Frasset Prof. H. Kotzab



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