**Title of the Extended ABSTRACT**

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* *This template is for EXTENDED ABSTRACTS ONLY. For full paper submissions please refer to the formatting guidelines of the International Journal of Retail and Distribution Management on the CERR webpage (https://cerr.sciencesconf.org/resource/page/id/3);*
* *FOR THIS 1st SUBMISSION, PLEASE DO NOT INCLUDE YOUR PERSONAL DETAILS, AS THE FILE WILL BE SENT TO REVIEWERS;*
* *FORMAT: Font type: Times New Roman (TNR), font size: title 14 (all caps, bold, maximum of 12 words), heading 1st level 14 (bold), heading 2nd level 12 (italics), text 12 (not bold), page margin: 2.54 on all sides; single line spacing; text alignment: left; spacing of paragraphs/headings – before/after 6pt); headings should not be numbered;*
* *LENGTH: Between 1000 (minimum) and 2000 (maximum) words (excluding references and appendices); embed tables, figures, formulae in the text and NOT at the end of the document;*
* *STRUCTURE: Please make use of the mandatory structure as outlined below. It might be necessary to deviate from that depending on the nature of the submission, e.g. conceptual papers. Nevertheless, the starred sections are mandatory (\*).*

**Introduction**

Provide a practical context for the paper (practical relevance) and briefly characterise the research gap (theoretical relevance)

**Purpose\***

What are the reason(s) for writing the paper or the aims of the research? Briefly refer to the theoretical underpinning of this research.

**Conceptual framework**

Briefly present propositions, hypotheses and conceptual models here.

**Design/methodology/approach\***

Present the methodology as detailed as possible and provide justification for it.

**Findings\***

What was found in the course of the work? This will refer to analysis, discussion, or results.

**Original/value\***

Describe the main practical and theoretical contribution this research makes. What is new in the paper? State the value of the paper and to whom.

**Practical implications**

What outcomes and implications for practice, applications and consequences are identified? How will the research impact upon the business or enterprise? What changes to practice should be made as a result of this research? What is the commercial or economic impact?

**Social implications**

How will it influence (corporate) social responsibility or environmental issues? How could it inform public or industry policy? How might it affect quality of life? Not all papers will have social implications.

**Research limitations and outlook**

Include suggestions for future research and any identified limitations in the research process.

**References\***

References to other publications must be in Harvard style and carefully checked for completeness, accuracy and consistency. For more details please see https://cerr.sciencesconf.org/resource/page/id/3.

**Appendix**

**Keywords\***

Keyword 1, Keyword 2, ……… 5 keywords as a minimum.