



Physical and Digital Market Places – where Marketing meets Operations

CALL FOR PAPERS

11th – 13th July 2018

Hosted by the Department of
Marketing & Retail Management
(Surrey Business School, University of Surrey).

MISSION: CERR brings together researchers from across Europe (and beyond) to share scientific and managerial insights on contemporary issues in retailing.

THEMES: We particularly (but not exclusively) welcome submissions on topics related to physical/digital stores, agglomerations and platforms in the context of B2B, B2C as well as C2C. Within this remit we look for contributions in the following research areas: Retail management, marketing, operations and logistics/SCM.

PAPER/ABSTRACT SUBMISSION: Deadline for submission is the 15th March 2018. All papers/abstracts will go through a peer review process.

SPECIAL ISSUE: Selected papers will be submitted to a special issue of the International Journal of Retail & Distribution Management (emeraldinsight.com/journal/ijrdm).



CERR BOARD: Prof. Xavier Brusset (SKEMA Business School, France), Prof. Herbert Kotzab (University of Bremen, Germany) and Prof. Christoph Teller (Colloquium Chair CERR 2018, University of Surrey, UK)

FEES: GBP 250 (GBP 180 for PhD students), registration deadline is the June 7th 2018.

More details regarding the colloquium format, programme, PhD and special sessions, venue, accommodation, registration, and submission process can be found on: cerr.sciencesconf.org