



## *Physical and Digital Market Places – where Marketing meets Operations*

*11<sup>th</sup> – 13<sup>th</sup> July 2018, Surrey Business School,  
University of Surrey, UK*

**Themes:** CERR 2018 focuses on physical/digital stores, agglomerations and platforms in the context of B2B, B2C as well as C2C. Within this remit, contributions are welcome in the areas of retail management, marketing, operations and logistics/SCM.

**Paper/extended abstract submission:**  
March 15<sup>th</sup> 2018

**Registration:** June 7<sup>th</sup> 2018

**Fees:** GBP 250 (GBP 180 for PhD students)

**CERR Website:** [cerr.sciencesconf.org](http://cerr.sciencesconf.org)

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

### **CERR Board:**

Prof. Xavier Brusset (SKEMA Business School, France)

Prof. Herbert Kotzab (University of Bremen, Germany)

Prof. Christoph Teller (colloquium chair, University of Surrey, UK)

