



# COLLOQUIUM ON EUROPEAN RESEARCH IN RETAILING 2021

SOPHIA ANTIPOLIS, JULY 15<sup>th</sup> – 16<sup>th</sup>, 2021

## 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 from **Thursday 15<sup>th</sup> and 16<sup>th</sup> July 2021** at SKEMA Business School, France.

This year's special theme:

### **Building Resilience in Retail for the post COVID World - Marketing & Operations Perspectives**

We welcome submissions on topics related to retail operations and marketing such as:

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

### PAPER SUBMISSION

Authors may submit a paper in electronic form 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** (<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.



**Special Doctoral Paper Session:** A special track will only include **3-4** papers. The selected papers will be reviewed. Written and verbal critique will be provided with the aim of helping the doctoral students improve their skills in writing high-value papers.

### IMPORTANT DATES

Submission date of abstracts and full papers:	March 2 <sup>nd</sup> , 2021
Notification of acceptance for presentation:	April 1 <sup>st</sup> , 2021
Submission of revised abstracts and full papers:	April 15 <sup>th</sup> 2021
Acceptance of revised abstracts and full papers:	May 22 <sup>nd</sup> , 2021
Deadline for Book of Abstracts, registration and payment of fees:	June 25 <sup>th</sup> 2021

All details are on the [colloquium's web site](#).

### ORGANIZING COMMITTEE

Prof. Xavier Brusset, Prof. Christoph Teller, Prof. Marta Frasset, Prof. Herbert Kotzab

