



COLLOQUIUM ON EUROPEAN RESEARCH IN RETAILING  
Jönköping, Sweden, JUNE 26 – 27, 2025

## Conference Program

### Thursday, June 26

Time	Event	Topic	Presenter	Room
8:30 – 9:00	Registration & Coffee			School of Engineering, Entrance
9:00 – 9:30	Opening and Information	Welcome	Organizing Committee	E1029
9:30 – 10:00	Keynote Speech	<b>The Reshaping of Retail and the Transformation of Physical Assets</b> <i>In this presentation some experiences are shared on how retailing is evolving in response to digital innovation, shifting consumer behaviors, and sustainability demands. It also examines how physical retail spaces are being reimagined to serve new roles in this changing landscape.</i>	<b>Reza Shomali</b> Country Business Development & Transformation Manager, IKEA, Sweden	
10:00 – 10:30	Keynote Speech	<b>Impact is the New Publish?</b> <i>Long viewed as the ugly duckling of academic work, impact in marketing/retail research is</i>	<b>Christoph Teller</b>	

		<p><i>increasingly seen as a strategic and scholarly priority.</i></p> <p><i>As relevance (re-)gains traction in business studies, this talk invites reflection on how engaging beyond publications might shape the future of academic excellence.</i></p>	<p>Institute for Retailing, Sales &amp; Marketing</p> <p>Johannes Kepler University, Linz, Austria</p>	
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**10:30 – 11:00 Coffee and Mingle**

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PARALLEL SESSIONS 1					
Time	Track	Chair	Presentation	Author(s)	Room
11:00 – 12:30	Customer Centricity and Personalization 1	Robert Zniva	Co-creation with Consumers in Retail Design	Berkhout Constant, Quartier Katelijn	E1418
			Healthy Choices on the Shelf: A Comparative Analysis Between Italian and American Consumers	Graziano Susanna, Grandi Benedetta, Cardinali Maria Grazia, Cristini Guido	
			Hypermarkets as Service-Induced One-Stop Shops – Does Cognitive Fit Lead to	Zniva Robert, Cerha Cordula, Pankonin Paul	

			Convenience or Confusion?		
	<b>Digitalization and Supply Chains</b>	Neil Towers	A Service Eco-System Perspective of Grocery Category Management	Benson Michael	E1419
			Agile Merchandising: Effective Planning and Delivery for Resilient Supply Chains	Towers Neil, Bergvall-Forsberg Johanna	
			Does International Channel Integration Really Matter in Latin American Agrifood SMEs? Evidence from Dynamic Marketing Capabilities	García-Ortiz Paula, Calderón-García Haydeé, Fayos Teresa, Frasquet Marta	

**12:30 – 13:30 Lunch**

**Galleriet**

PARALLEL SESSIONS 2					
Time	Track	Chair	Presentation	Author(s)	Room
13:30 – 15:00	E-Commerce and Omnichannel 1	Herbert Kotzab	Mobile Shopping Apps in German Food Retailing	Mühlbach Corvinus, Galipoğlu Erdem, Yumurtacı Hüseyinoğlu Işık Özge, Kotzab Herbert	E1418
			Swipe Right for Local Shops: Rethinking Digital Platforms	Bouten Lisanne, Van Der Vecht Marcel, Wolfs Auke	
			Leveraging mental imagery to create an enhanced online shopping experience	Doucé Lieve, Willems Kim, Moens Sofie, Rademakers Felitsa	
	Innovation and Technology in Retail 1	Lucia Pizzichini	AI and Trust in Cosmetics Retail: Shaping Consumer Confidence in the Digital Age	Pizzichini Lucia, Gogiali Giulia, Nevi Giulia, Dezi Luca	E1419
			From 2D Online to 3D Immersive Virtual Retailing Space:	Chen Yu	

			Philosophical and Technological Perspectives		
			Investigating Cognitive Reactions in Retail Environments: A Pilot Study Using the Thinking Aloud Protocol	Mani Leonardo	

**15:00 – 15:30 Coffee and Mingle**

**Galleriet**

<b>PARALLEL SESSIONS 3</b>					
<b>Time</b>	<b>Track</b>	<b>Chair</b>	<b>Presentation</b>	<b>Author(s)</b>	<b>Room</b>
<b>15:30 – 17:00</b>	<b>Retail Workforce and Wellbeing 1</b>	Alexandra Soler Sanchis	How Internal Communication and Corporate Social Responsibility Enhance Workplace Happiness in the Spanish Retail Sector	Soler Sanchis Alexandra, Gil-Saura Irene, Berenguer-Contrí Gloria	E1418
			How Retail Innovation Fosters Salespeople's	Badenas-Boldó María, Berenguer-	

			Innovative Behaviour: Effects of Ambidexterity and Job Satisfaction	Contrí Gloria, Gil-Saura Irene	
			Does Connection Drive Commitment? Workplace Relationships in Retail Frontline Employee Brand-Based Equity	Robichaud Zachary, Jacobson Jenna, Gunn France	
	<b>Sustainability and Circularity 1</b>	Sascha Steinmann	Business Models for the Circular Economy in the Fashion Industry	Massimiani Andrea, Schauer Oliver	E1419
			Being Subtle: How Implicit Packaging Cues Affect Consumers' Sustainability and Quality Perceptions	Ruders Josephine, Peschel Anne O., Steinmann Sascha	
			Mapping Circular Economy in Retail: A Bibliometric Study	Agassim Rim, El Harouchi Laila	

**18:30 – 23:30 Dinner**

**Spira**

## Friday, June 27

### PARALLEL SESSIONS 4

Time	Track	Chair	Presentation	Author(s)	Room
09:00 – 10:30	<b>Customer Centricity and Personalization 2</b>	Negri Francesca	Privacy-Aware Personalization Practices in Retail: Exploring Best Practices	Stoopendahl Patrik, Bäckström Kristina, Flaig Alexander, Hagberg Johan	E1418
			The Versatile Touchpoint: User-Generated Content Reshaping the Customer Journey	Stoopendahl Patrik, Ånäs Miranda, De Leon Valeria, Johansson Ulf	
			Beyond Pet-Friendly: Elevating Service Hospitality for Paws and People	Negri Francesca	
	<b>Society, CSR and Ethics 1</b>	María D. De-Juan-Vigaray	Ethical Challenges in Marketing to Digital Age Children: From	María D. De-Juan-Vigaray	E1419



			Playgrounds to Platforms		
			Store Healthfulness: Assessing The Perceptions of the Shoppers in the Retailing Environment	Grandi Benedetta, Laudani Sofia, Cardinali Maria, Cristini Guido	
			Shopping as a Caregiver from Baby Boomers' Perspective: Implications for Fashion Designers and Retailers	Rahman Osmud, Robichaud Zachary, Yu Hong	

**10:30 – 11:00 Coffee and Mingle**

**Galleriet**

<b>PARALLEL SESSIONS 5</b>					
<b>Time</b>	<b>Track</b>	<b>Chair</b>	<b>Presentation</b>	<b>Author(s)</b>	<b>Room</b>
<b>11:00 – 12:30</b>	<b>Innovation and Technology in Retail 2</b>	Christoph Teller	When Robots Touch: Investigating Human-Robot Interactions in Retail Settings	Neureiter Tina, Albrecht Carmen-Maria, Zniva Robert, Hunneman Auke, Horn Matthäus	E1418

			Monetizing in Free-to-Play Games: A Retail Mix Perspective	Iuffmann Ghezzi Alessandro, Venturini Luca	
			Unattended, Autonomous Retail Stores and the Vitality of Rural Centres	Schwendtner Teresa, Teller Christoph, Mayr Kathrin, Wood Steve	
	<b>E-Commerce and Omnichannel 2</b>	Lombart Cindy	The More I Have the Impression Of 'Being There', The More I Appreciate Your Virtual Store	Lombart Cindy, Louis Didier, Charton-Vachet Florence	E1419
			Can Omnichannel Technologies Stimulate More Loyal Cross-Channel Behaviour?	Zielke Stephan, Komor Marcin, Ortlinghaus Alena	
			Anticipating Tomorrow's Food Service: What Innovation Levers for Which Customers?	Durif Fabien, Lombart Cindy, Louis Didier, Passemard Frédéric	

**12:30 – 13:30 Lunch**

**Galleriet**

<b>PARALLEL SESSIONS 6</b>					
<b>Time</b>	<b>Track</b>	<b>Chair</b>	<b>Presentation</b>	<b>Author(s)</b>	<b>Room</b>
<b>13:30 – 15:00</b>	<b>Retail Workforce and Wellbeing 2</b>	Christoph Teller	Retail Loyalty at Risk: Work Conditions That Matter	Weidinger Sophie, Mayr Kathrin, Teller Christoph	E1418
			Improving Employee Satisfaction and Loyalty Through Employee Engagement Interventions and Rewards: A Systematic Literature Review	Salvietti Giada, Bonini Alice, Ziliani Cristina, Ieva Marco, Panari Chiara	
			Challenges and Promotion of Employee Needs in Stationary Retail	Wiedemann Katja, Baier Vanessa, Zniva Robert, Lienbacher Eva	
		Ronan Jouan De Kervenoael	Dynamic Personal Privacy Norms in Service Retail:	Jouan De Kervenoael Ronan,	E1419

	<b>Customer Centricity and Personalization 3</b>		Learning from Digital Visibility and Bystanders' Reactance	Schwob Alexandre, Kirova Valentina	
			Technology- Enabled Personalization in Brick-And-Mortar Retail: Employee and Customer effects & Human- Enabled Personalization moderation	Kuijpers Louise- Marie, Doucé Lieve, Adams Carmen	
			Neither Winners nor Losers: The Impact of Colour of In-Store Communication	Graziano Susanna, Grandi Benedetta, Cardinali Maria Grazia, Cristini Guido	

**15:00 – 15:30 Coffee and Mingle**

**Galleriet**

PARALLEL SESSIONS 7					
Time	Track	Chair	Presentation	Author(s)	Room
15:30 – 17:30	Society, CSR and Ethics 2	Berndt Adele			E1418
			Data Privacy and Ethics in the Phygital Spaces of Pharmacies – the Case of the Elderly Consumer	Berndt Adele, Pizzichini Lucia	
			Barriers to the Adoption of Cultured Meat Investigating the Effects of Consumers' Ethnic-Cultural and Religious Characteristics	Hino Hayiel	
			The Impact of Unmanned Stores on Rural Communities	Rau Johanna, Dam Christian	
	Sustainability and Circularity 2	Timur Uman	Balancing Acts: Integrating Sustainability and Management Control Systems in Swedish Retail	Uman Timur, Ots Mart, Gil Miguel	E1419

			Trends and Future Research Directions in Management Control for Sustainable Retail	Gil Miguel, Uman Timur, Ots Mart	
			A Consumer Perspective on Sustainable Last Mile Delivery	Frasquet Marta, Miquel-Romero Maria-Jose, Molla-Descals Alejandro	
			Think Big, Start Small, Stay Agile, Scale Fast: Configuring Retail Stores in the Circular Journey	Mora Chaves Monica, Eriksson Ahre Ebba, Kembro Joakim	

**17:30 – 18:00 Closing Remarks and Best Paper**

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