



## PROGRAM CERR 2022

Hour	TRACK 1 (Auditorium 15)		TRACK 2 (Auditorium 7)		TRACK 3 (Auditorium 14)	
	Presenter's name	Paper title	Presenter's name	Paper title	Presenter's name	Paper title
<b>THURSDAY Sep 8, 2022</b>						
9h00 - 9h30	<b>Registration + Networking Coffee in front of the Auditorium 15</b>					
9h30 - 9h45	Jurica Pavičić / Xavier Brusset / Christoph Teller / Kristina Petljak (Auditorium 15) Opening of the 7th CERR					
9h45 - 10h30	Vitomir Vela, učilište EU projekti: EU Funding Opportunities					
<b>Snacks 2 go in front of the Auditorium 15</b>						
<b>Chair: Christoph Teller</b>		<b>Chair: Xavier Brusset</b>		<b>Chair: Ivana Štulec</b>		
10h40 - 11h20	<i>Tram Pham, Sascha Steinmann, Birger Jensen</i>	A systematic review of the impact of retailers' online product review systems	<i>Amira Berriche, Michel Calciu, Dominique Crié</i>	Compatible personality between voice assistant and voice user on feelings of love and loyalty	<i>Anne O. Peschel, Lina F. Jacobsen, Sascha Steinmann</i>	Come Closer Please! Consumer Perception of Diversity Communication in Retailing
11h20 - 12h00	<i>Yue Wang, Zheshuai Yang</i>	AI Reactance when people are under evaluation	<i>Theresia Mennekes, Tobias Roeding, Hanna Schramm-Klein</i>	Do customers evaluate competence of SME retailers and retail chains differently in context of online product presentations?	<i>Michaela Luger</i>	Corporate Social Responsibility from consumer perspective in a cross-market context: A meta-analysis
12h00 - 12h40	<i>Hayiel Hino</i>	Consumers going clean but the trends are still vague: what should be done to bridge the gap between perception and behavior?	<i>Francesca De Canio, Maria Fuentes-Blasco, Elisa Martinelli</i>	Segmenting the post-Covid online shopping switching intention	<i>Francesca Negri</i>	Retailers' Digital Brand Activism (DBA): Embracing Risk to Create Value
12h50 - 14h00	<b>Lunch @Restoran Tajer, address: Ulica kralja Zvonimira 117, <a href="https://restoran-tajer.hr/">https://restoran-tajer.hr/</a> (meeting place: in front of the FEB)</b>					
<b>Chair: Ivana Štulec</b>		<b>Chair: Amira Berriche</b>		<b>Chair: Dora Naletina</b>		
14h00 - 14h40	<i>Tobias Biermann, Carmen-Maria Albrecht</i>	Customer acceptance of humanoid service robots across different service roles	<i>Robert Zriva, Olaf Saßnick, Martin Uray, Christina Schlager, Matthias Horn, Reuf Kazilica, Tina Neureiter, Simon Kranzer, Viktoria Müllner</i>	Instore Retail Technologies - A Computer Science Perspective	<i>Sarah Pfoser, Andrea Massimiani, Augustin Coreth</i>	Market opportunities for circular e-commerce packaging: The case of Austria
14h40 - 15h20	<i>Sarah Amsl, Teresa Schwendner, Christoph Teller</i>	Customer avoidance and its impact on consumers shopping behaviour	<i>Gabriele Pizzi, Virginia Vannucci</i>	NFT For NFTs? Consumers' Willingness To Pay For Non-Fungible Tokens	<i>Fabien Eymas</i>	The Drivers of Small Independent Retailers' Competitive Behaviour
15h20 - 16h00	<i>Kathrin Sinemus, Stephan Zielke</i>	Gamified Promotions in Shopping Apps: Their Impact on Consumers' Purchase Intention	<i>Irma Agardi, Viktória Speier</i>	The Role of In-Store Self-Service Technology Acceptance in Consumer Loyalty towards Retailers		
16h00 - 16h45	<b>Coffee Break in front of the Auditorium 15</b>					
<b>Chair: Carmen-Maria Albrecht</b>		<b>Chair: Robert Zriva</b>		<b>Chair: Katija Vojvodić</b>		
16h45 - 17h25	<i>Kim Willems, Felitsa Rademakers</i>	How the pandemic containment measures affect frontline employees: A mixed-methods study in grocery retailing	<i>Beate Cesinger, Eva Lienbacher, Christine Vallaster, Thomas Niemand</i>	The interplay of digitalisation and organisational resilience in small-scale retail settings	<i>Denise Pape, Waldemar Toporowski</i>	Reviving the experiential store: The effect of scarcity and perceived novelty in driving word-of-mouth
17h25 - 18h05	<i>Benedetta Grandi, Maria Cardinali</i>	Healthy influencer: the role of personal characteristics, social relationships and communication content	<i>Stephanie van de Sanden, Malaika Brengman, Kim Willems, Laurens De Gauquier, Hoang-Long Cao, Bram Vanderborght</i>	An experimental study on customer responses towards humanoid robot product recommendations in-store	<i>Hanene Oueslati, Saloua Bennaghmouch-Maire, Martine Deparis, Marie-Catherine Paquier</i>	To communicate or not to communicate on CSR in franchise networks?
<b>19h00 Zagreb sightseeing (meeting place: under the tail of Ban Josip Jelačić at Ban Josip Jelačić Square)</b>						

**FRIDAY Sep 9, 2022**

8h30 - 9h00	<b>Registration + Networking Coffee in front of the Auditorium 15</b>		
	<b>Chair: Ivana Štulec</b>	<b>Chair: Xavier Brusset</b>	<b>Chair: Katija Vojvodić</b>
9h00 - 9h40	<i>Tobias Winkler, Fabian Schäfer, Ostermeier Manuel, Alexander Hübner</i> Picking for Expiration Dates in Grocery Retail and Implications on Food Waste	<i>Jan-Lukas Selter, Anne Fota, Katja Wagner, Hanna Schramm-Klein</i> Aspects driving Customers' Intention to use Smart Devices	<i>Viktoria Schulte, Robert Zhiva, Eva Lienbacher, Katja Wiedemann</i> Leadership in a digitalized stationary food retail environment
9h40 - 10h20	<i>Cordula Cerha, Fabian Nindl</i> Providing in-store experience for digital natives in brick-and-mortar book stores	<i>Teresa Schwendtner, Christoph Teller, Steve Wood, Markus Obermair, Sarah Amsl, Kathrin Mayr, Ernst Gittenberger</i> Exploring external effects of unmanned retail outlets in rural areas	<i>Roya Tat, Jafar Heydari, Tanja Mlinar</i> Supply chain coordination under customized cap-and-trade and consumers' environmental awareness
10h20 - 10h50	<b>Coffee Break in front of the Auditorium 15</b>		
	<b>Chair: Dora Naletina</b>	<b>Chair: Xavier Brusset</b>	<b>Chair: Christina Holweg</b>
10h50 - 11h30	<i>Sarah Amsl, Teresa Schwendtner, Christoph Teller</i> Retail patronage – a well-known but undefined construct	<i>Chong Guan, Wenting Liu, Jack Cheng, Brian Heng</i> Using A Personality-Profiling to Investigate Online Retail Targeting: Mining the Digital Ad Contents	<i>Angie Ramirez, Jairo Montoya, Anicia Jaegler</i> On The Impact Of River Satellites In Two-Echelon Urban Distribution Systems
11h30 - 12h10	<i>Vlad Mariano, Michaël Flacandji</i> The relationship between satisfaction and loyalty in Covid era: the mediating role of well-being		<i>Adhurim Imeri, Christian Fikar, Kristina Petljak, Katija Vojvodic, Gerald Reiner</i> Grocery retail chain induced collaboration towards reducing food waste
12h10 - 14h10	<b>Lunch @Restoran Tajer, address: Ulica kralja Zvonimira 117, <a href="https://restoran-tajer.hr/">https://restoran-tajer.hr/</a> (meeting place: in front of the FEB)</b>		
	<b>Chair: Kristina Petljak</b>	<b>Chair: Christoph Teller</b>	
14h10 - 14h50	<i>Tobias Röding, Julian Schmitz, Isabell Rass, Hanna Schramm-Klein</i> The Relevance of perceived Incongruity in Product Presentation in Customers' Response	<i>Ana Calvo Castro, Ana Franca Valdez, Marta Frasset</i> The role of artificial intelligence in omnichannel experience	
14h50 - 15-30	<i>Carmen-Maria Albrecht, Auke Hunneman, Veronika Quast</i> Touch and Assistance in Customer-Robot Interactions	<i>Dung Minh Nguyen, Yen Ting H. Chiu, Katharina Maria Hofer</i> Determinants of self-recovery after tech-based service failure	
15h30 - 16h10	<i>Kathrin Mayr, Christoph Teller</i> Towards a new age of human resources management in retail – Customer deviance, interpersonal emotion management and frontline employees' wellbeing	<i>Daphne Hagen</i> Consumers' motives, attitudes and behavioural intentions towards local online retail platforms	
16h10 - 16h40	<b>Coffee Break in front of the Auditorium 15</b>		
	<b>Chair: Kristina Petljak</b>		
16h40 - 17h20	<i>Francesco Massara, Gioele Zamparo, Michela Cesarina Mason</i> Improving retail service performance in tough times: a focus on the critical success factors in Italy		
17h20 - 18h00	<i>Christoph Teller, Christina Holweg</i> Costs and Benefits of Reusable Packaging Systems in Retail Stores		
19h30	<b>Gala dinner @ hotel Dubrovnik, address: Ljudevita Gaja 1, <a href="https://www.hotel-dubrovnik.hr/">https://www.hotel-dubrovnik.hr/</a> (meeting place: in front of the hotel Dubrovnik)</b>		

**Topics of the papers presented**

- Shopper/Consumer behaviour & marketing
- Retail and service agglomeration/network marketing
- Digitalisation in retailing
- Innovation and technology in the retail environment
- Multi-/Omni-channel marketing and operations
- Servicescape & Atmospherics
- Corporate Social Responsibility
- Retail strategy
- Retail Brand Management
- Leadership and retail management
- Price, product/service, distribution and communication
- International/global retailing
- Supply chain management/partnering
- Operations and in-store logistics management