

RETAILING CHALLENGES

IN THE 2020s

20th Conference

European Association
for Education and Research
in Commercial Distribution

2-4 July • Zaragoza, Spain

CONFERENCE PROGRAMME

RETAILING CHALLENGES

IN THE 2020s

Organized by



Facultad de
Economía y Empresa
Universidad Zaragoza



Departamento de
Dirección y Organización
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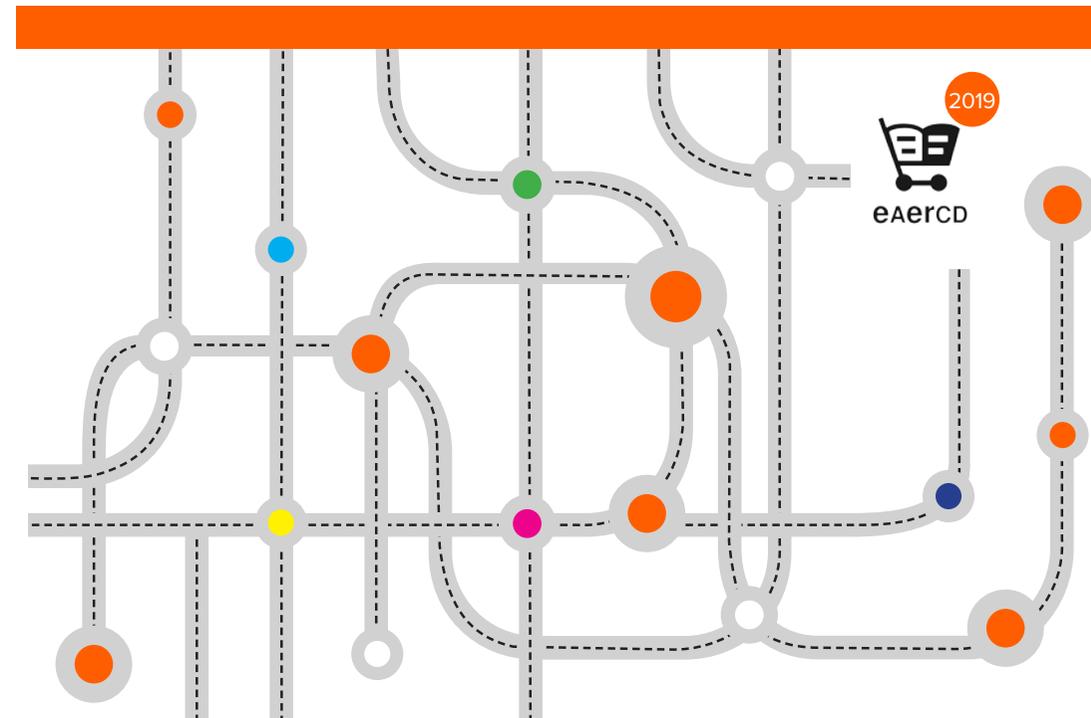


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Tuesday 2 July

- 16:00 - 16:15h Presentation of the Doctoral Colloquium
16:15 - 17:45h Presentations of PhD students in the Doctoral Colloquium
19:00h Opening Ceremony at Cámara de Comercio de Zaragoza

Wednesday 3 July

- 9:00 - 9:45h **Keynote Address: David Santafé, HMY Chief Design Manager.**
Salón de Actos (Assembly Hall). Facultad de Economía y Empresa, Campus Paraíso.

9:45 - 11:00h Parallel sessions I

Consumer behavior I - Session chair: María José Miquel, University of Valencia. Room 1

Managing online channel customer experience: The influence of relationship proneness as moderator

Jesús Cambra Fierro, University Pablo de Olavide; Lily(Xuehui) Gao, University of Zaragoza;
Iguácel Mélero, University of Zaragoza; Javier Sesé, University of Zaragoza.

Analyzing the channel choice. Direct and indirect e-tourism distribution

José Miguel Múgica, Public University of Navarra; Carmen Berné, University of Zaragoza.

Short and sweet: Effects of pop-up stores' ephemerality on store sales

Laura Henkel, Georg-August-Universität Göttingen; Waldemar Toporowski, Georg-August-Universität Göttingen.

Intergenerational differences in customer engagement behaviours: An analysis of social tourism websites

Rafael Bravo, Universidad de Zaragoza; Sara Catalán, Universidad de Zaragoza;
José-Miguel Pina, Universidad de Zaragoza.

Retail marketing I - Session chair: Bridget Behe, Michigan State University. Room 2

The relationship between retail price promotions and household food waste – busting the myth with actual food waste and deal share data?

Birger-Boutrup Jensen, Aarhus University; George Tsalis, Aarhus University;
Jessica Aschemann-Witzel, Aarhus University.

Seeing through the forest: the gaze path to purchase

Bridget Behe, Michigan State University; Patricia Huddleston, Michigan State University;
Jiaoping Chen, Michigan State University; Kevin Childs, Michigan State University; Jie Wang,
Michigan State University; Jiaoping Chen, Michigan State University.

The value creating role of town centres: An ecosystems approach to understanding and evaluating performance

Cathy Hart, Loughborough University; Chris J. Ford, Lancaster University; Steve Wright, Lancaster University.

Supplier identification on private label portfolio

Samanta Pérez Santamaría, Universidad de Salamanca; Mercedes Martos-Partal, Universidad de Salamanca.

11:00 - 11:30h **Coffee break**

11:30 - 12:45h Parallel sessions II

Consumer behavior II - Session chair: Raul Pérez-López, University of Zaragoza. Room 1

Understanding the showrooming process – the role of online search behaviour

Patricia Schneider, University of Wuppertal; Stephan Zielke, University of Wuppertal.

Drivers of consumer complaints through social media of offline vs online buyers

María-José Miquel, University of Valencia; Marta Frascuet, University of Valencia;
Alejandro Mollá, University of Valencia.

Effective consumer engagement with one social media platform: insights from O.K. Beauty

Reem Albuhaimeed, Bournemouth University; Elvira Bolat, Bournemouth University;
Jason Sit, University of Portsmouth; Juliet Memery, Bournemouth University.

Is stress important in shopping experience?

Laura Lucia-Palacios, University of Zaragoza; Raúl Pérez-López, University of Zaragoza;
Yolanda Polo-Redondo, University of Zaragoza.

Latest developments in retailing I - Session chair: Frank Hälsig, HTW Saar I
Saarland Business School, Room 1

Value co-creation and social media as distribution channels in tourism: the case of Heritage City of Cuenca

María Ángeles García, University of Castilla-La Mancha; María Pilar Martínez Ruiz, University of Castilla-La Mancha;
Ricardo Martínez Cañas, University of Castilla-La Mancha; Pablo Ruiz Palomino, University of Castilla-La Mancha.

The importance of understanding consumer privacy literacy for omnichannel retailers

Alex Deslée, University of Lille; Isabelle Collin-Lachaud, University of Lille; Mbaye Diallo, University of Lille.

What attention is paid to the elements in an online retailing store?

An Eye-Tracking study of the product area

Mónica Cortiñas, Universidad Pública de Navarra; Raquel Chocarro, Universidad Pública de Navarra;
Arantxa Villanueva, Universidad Pública de Navarra.

Sharing Economy and Sustainability: Why do consumers wear someone else's clothes? A study using structural equation modelling to identify influencing factors for consumers' sharing intention

Frank Hälsig, HTW Saar I Saarland Business School; Noreen Rach, Saarland University;
Nicole Schwarz, HTW Saar I Saarland Business School; Stefan Selle, HTW Saar I Saarland Business School;
Carolin Ackermann, HTW Saar I Saarland Business School; Katharina Hary, HTW Saar I Saarland Business School;
Dominik Schug, HTW Saar I Saarland Business School.

12:45 - 14:00h **Plenary Session: Retail practitioners.**

Salón de Actos (Assembly Hall). Facultad de Economía y Empresa, Campus Paraíso.
Session chaired by David Santafé, HMY Chief Design manager (www.hmy-group.com).
Speakers: Ramón Añaños, manager of Club Cámara (Oficial de Comercio e Industria de Zaragoza - www.camarazaragoza.com); Antonio Escartín, founding partner of Funidelia (www.funidelia.es); Héctor Mainar, founder of Futbolemotion (www.futbolemotion.com); and Carlos López, manager of T-Zir (Zaragoza Innovation in Retail Center - www.t-zir.com).

14:00 - 15:30h **Lunch**

15:30 - 16:45h Parallel sessions III

Consumer behavior III - Session chair: Alfredo Pérez-Rueda, University of Zaragoza. Room 1

Understanding the main motivators leading to the use of food delivery services

Alfredo Pérez-Rueda, University of Zaragoza; Daniel Belanche, University of Zaragoza.

Is music the food of shopping? an exploration of music in online retail environment

Ayane Fujiwara, Nottingham Trent University; Sheilagh Resnick, Nottingham Trent University;
Kim Cassidy, Edgehill University; Abraham Brown, Nottingham Trent University.

City centre as an age-friendly shopping environment: a comparative study on older and younger consumers' perceptions

Anna-Maija Kohijoki, Turku School of Economics at University of Turku;
Katri Koistinen, University of Helsinki; Minna Kaarakainen, University of Helsinki.

Marketing to children – better understand the customer journey of children in an omni-channel environment

Vanessa Schwertfeger, Hamburg School of Business Administration;
HSBA Schmidt-Ross, Hamburg School of Business Administration.

Retail management - Session chair: Ylenia Cabacece, University of Cassino and Southern Lazio. Room 2

Evaluating retailers' services on social media for customer engagement: An application of Kano model

Andrea Moretta Tartaglionea, University of Cassino and Southern Lazio; Ylenia Cavacece, University of Cassino and Southern Lazio; Giuseppe Russoc, University of Cassino and Southern Lazio.

The flexible retail brand aesthetically folding physical and social environments

Guenther Botschen, University of Innsbruck; Josef Bernhart, EURAC Research Bolzano; Ian Combe, Aston Business School; Andrea Hemetsberger, University of Innsbruck; Kurt Promberger, University of Innsbruck.

The customer meeting in the physical retail store. What is the role of the personnel in the future?

Kristina Bäckström, Lund university; Ulf Johansson, Lund university; Steve Burt, University of Stirling.

Perceptions on corporate sustainability in a global retail organization

Ulf Elg, Lund university; Jens Hultman, Lund university; Axel Welinder, Lund university.

16:45 - 17:15h **Coffee break**

17:15 - 18:30h Parallel sessions IV

Strategic retailing I - Session chair: Iguácel Melero, University of Zaragoza. Room 1

The impact of technology-infused barriers on the evaluation of the frontline service encounter

Tobias Roeding, University of Siegen; Gerhard Wagner, University of Siegen; Sascha Steinmann, University of Siegen; Theresia Mennekes, University of Siegen; Hanna Schramm-Klein, University of Siegen.

The influence of technology-infusion on customers' information disclosure behaviour within the frontline service encounter

Tobias Roeding, University of S; Hanna Schramm-Klein, University of Siegen.

The role of cilt and psychological distance in influencing consumer's behaviour: a service marketing context (conceptual paper)

Emmanuella Ejime, Bournemouth University; Julie Robson, Bournemouth University; Ilaria Dalla Pozza, Ipag Business School; Jason Sit, Portsmouth University.

Designing multi-channel technologies – the mediating role of risk perceptions

Alena Ortlinghaus, University of Wuppertal; Stephan Zielke, University of Wuppertal.

Retail evolution - Session chair: Jonathan Reynolds, University of Oxford. Room 2

Beyond retail: new ways of classifying spaces for shopping and consumption

Jonathan Reynolds, University of Oxford; Les Dolega, University of Liverpool; Alex Singleton, University of Liverpool.

“Green” practices as antecedents of perceived value, guest satisfaction and loyalty

Antonio Marín García, Universitat de València.

Innovation and sustainability in retailing: Effects on image, brand equity and customer satisfaction

Antonio Marín García, Universitat de València.

Commercialization of art by retailers: Will it enhance or dilute the valuation of art?

Pielah Kim, Marymount Manhattan College; Xiaoyan Deng, The Ohio State University.

20:00h **Social event/dinner in Aura restaurant at riverside**

Thursday 4 July

9:00 - 10:15h Parallel sessions V

Consumer behavior IV - Session chair: Marco Ieva, University of Parma. Room 1

Old dogs learning new tricks? The effect of age and generation on shopping behaviour

Heli Marjanen, Turku School of Economics at University of Turku;
Anna-Maija Kohijoki, Turku School of Economics at University of Turku; Kaisa Saastamoinen, Turku School of Economics at University of Turku; Janne Engblom, Turku School of Economics at University of Turku.

Investigating the customer journey and the impact of online and offline touchpoints on brand loyalty in the context of a UK retailer

Mojtaba Poorrezaei, Nottingham Trent University; Christopher Pich, Nottingham Trent University; Sheilagh Resnick, Nottingham Trent University.

Identifying the link between store characteristics and the in-store customer experience

Marco Ieva, University of Parma; Michael Flacandji, University School of Management, IAE Bordeaux; Cristina Ziliani, University of Parma.

Healthy store format: understanding the hedonic and utilitarian shopping value

Benedetta Grandi, University of Parma; Maria-Grazia Cardinali, University of Parma.

Strategic retailing II - Session chair: Monica Grosso, EM Lyon business school. Room 1

MUJI's internationalization process and transmission of brand identity

Yumiko Toda, Nihon University.

Perceived Benefits and Risks of Cross-Border Online Shopping in Advanced and Emerging Country Markets

Gerhard Wagner, University of Siegen; Anne Fota, University of Siegen; Hanna Schramm-Klein, University of Siegen.

Bouncing Back from Natural Disasters: a survey on retail entrepreneurs' resilience

Elisa Martinelli, University of Modena and Reggio Emilia; Francesca De Canio, University of Modena and Reggio Emilia; Giulia Tagliazucchi, University of Modena and Reggio Emilia.

Understanding The Shopper Journey For Improving Customer Experience: A Multi-Method Field Work In Grocery Retail

Monica Grosso, EM Lyon business school; Sandro Castaldo, SDA Bocconi University; Giulia Miniero, Franklin University Switzerland.

10:15 - 10:45h **Coffee break**

10:45 - 12:00 Parallel sessions VI

Latest developments in retailing II - Session chair: Anne Fota, University of Siegen. Room 1

A model of mobile grocery app adoption in the Italian retail context

Simone Aiolfi, University of Parma; Silvia BELLINI, University of Parma.

Is renting the new buying? a quantitative investigation of the determinants of the rental-commerce intention

Anne Fota, University of Siegen; Katja Wagner, University of Siegen; Hanna Schramm-Klein, University of Siegen.

Augmented Reality usage in context of e-commerce decision-making process

Michał Skubis, Uniwersytet Ekonomiczny Poznani.

Pop-up Stores in China: An Exploratory Study

Hong Yu, Ryerson University; Xinyue Dong, East China Normal University.

Retail marketing II - Session chair: Edmund O'Callaghan, Technological University Dublin. Room 2

Challenging 'Family': Family Representation by Retailers in Advertising

Cathriona Nash, Technological University of Dublin.

Native Advertising: Good News for Retailers, Bad News for Publishers?

Lukas Leister, Technische Hochschule Ingolstadt; Matthias Schulten, South Westphalia University of Applied Sciences; Alexander Decker, Technische Hochschule Ingolstadt.

The Battle for Commercial Hearts and Minds and the Internal Brand within a Charity shop network in Ireland

Edmund O'Callaghan, Technological University Dublin.

The influence of multi-channel pricing strategy on price fairness and customer confusion

Laura Bertrandie, University of Wuppertal; Stephan Zielke, University of Wuppertal.

12:00 - 13:00h **The European Association for Education and Research in Commercial Distribution (EAERCD) General Assembly.**

Salón de Actos (Assembly Hall), Facultad de Economía y Empresa, Campus Paraíso.

13:00 - 14:30h **Lunch**

14:30 - 15:45h Parallel sessions VI

Other topics - Session chair: George Maglaras, University of Stirling. Room 1

Examining the Role of Store Design and Employee Service in Retail Brand Building

John Murray, Massey University; Jonathan Elms, Massey University; Christoph Teller, University of Surrey, UK; Andrew Murphy, Massey University.

The effect of supplier-retailer power dynamics on customer experience: insights from the luxury watch sector

Ludwig Bauer, University of Stirling; George Maglaras, University of Stirling; Eric Calderwood, University of Stirling.

Commitment and flexibility as determinants of international marketing channel choice

Valeria Nyu, Nord University Business School; Frode Nilssen, Nord University Business School.

Performance Measures in Supply Chains: A Supplier Firm Perspective

Per Ivar Seljeseth, Nord University Business School.

21:00h **Gala dinner and awards ceremony (Palafox Hotel)**

OTHER SOCIAL EVENTS, ORGANIZED VISITS (Limited capacity):

HMY FACILITIES - On **May 4th** Bus departure from Paraninfo (main stairs) at 16:00
<https://www.hmy-group.com/company-information#>

LA ZARAGOZANA FACTORY - On **May 5th** (walking down the street) Start at 11:00
<https://ambar.com/>