



Call for papers NRWC 2024: Imagining Retail

The theme of this year’s conference is Retail Imagination. The concept of imagined futures reminds us that imagination is powerful. What we can imagine, can be made reality while things beyond imagination are outside the realms of possibility. Retail is imagination, in many ways, for many actors. Consumers are encouraged to imagine futures with new possessions, new trends, and new modes of consumption. Managers, marketers, logisticians, and store employees imaginatively innovate new channels, warehouse solutions, platforms, store formats, products, service solutions, and technologies to fulfil consumer desires.

We welcome papers that explore the role of imagination and imagined futures (or pasts) in contemporary retailing. Subjects might include, but are not limited to:

- Retail digitalization
- Retailing and sustainability
- Retail marketing and branding
- Consumer behaviour
- Consumer culture and retailing
- Retail employment and retention
- Retail work environment
- Retail strategy and management
- Retail transformation
- Retail format development
- E-commerce, omnichannel and multichannel
- Retail logistics and supply chain management
- Retail economics
- Retail geography
- Retail in society

» SUBMISSIONS

We invite submissions from all disciplines that focus on retail imagination as well as other areas of retailing and wholesale. To facilitate discussion and presentation of very recent work, full papers are not required for participation but encouraged. To support submission of full papers, Handelsrådet and Hakon Swenson Stiftelsen sponsor an award for best full paper. Furthermore, qualifying full papers will be considered for publication in a special issue in The International Review of Retail, Distribution and Consumer Research.

Please submit a two-page abstract (750-1000 words) on the NRWA website (www.nrwa.se) no later than May 13 2024. Submissions must be in English. Abstracts will be arranged by tracks according to common interests. Delegates will be notified of the acceptance of their papers by June 14. More information is available on the conference website: www.nrwa.se. Please refer any question to NRWC2024@ism.lu.se

» IMPORTANT DATES

Deadline submission of extended abstracts	May 13
Acceptance notification	June 14
Deadline for doctoral colloquium	September 1
Deadline submission of full paper, if applicable	October 1
Deadline for registration	October 1
Doctoral colloquium	November 5
Conference	November 6-7

