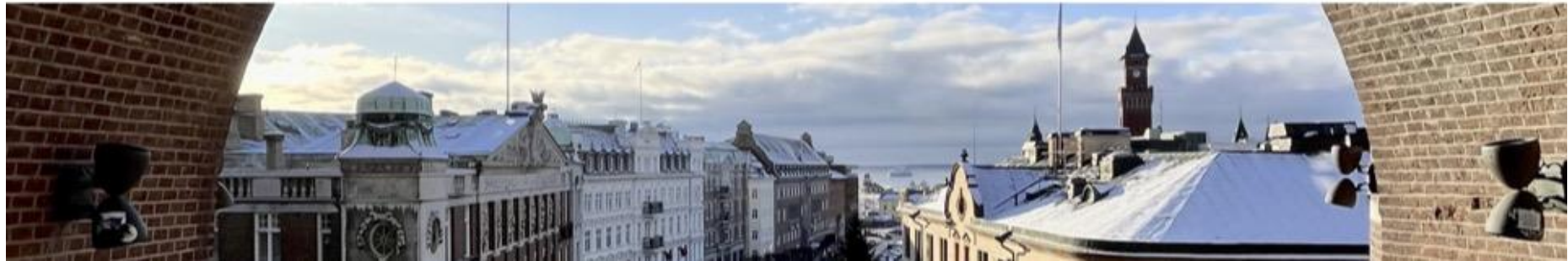




LUND UNIVERSITY



HAKON SWENSON
STIFTELSEN



Conference programme

Both the doctoral colloquium and the main conference take place at Campus Helsingborg, [Universitetsplatsen 2, 252 25 Helsingborg](#).
Session rooms are located close to the main entrance, on the second floor.

In general, 20 minutes in total are allocated for each abstract, 15 minutes for presentation and 5 minutes for discussion.

Session chairs are responsible for managing time and moderating questions after presentations.

If possible, please bring your presentation on a USB stick and load it onto the computer in the session room before the session begins.

Student volunteers will be available in all session rooms to support technological issues.

TUESDAY 5TH NOVEMBER

09.00 - 16.00	Doctoral colloquium Pre-registration required	C7 C-side & Lounge (7th floor, C-building, Campus Helsingborg)
17.00 - 19.00	Welcome reception & registration Bubbles & canapés Welcome from Lena Bjerne, 1st deputy chairperson of the city council	Rådhuset (City Hall) Drottninggatan 2, 252 21 Helsingborg

WEDNESDAY 6TH NOVEMBER

08.30 - 09.00	Coffee & registration		U2 (2nd floor, Campus Helsingborg)
09.00 - 09.15	Welcome & information	Organising committee, representatives from The Swedish Retail & Wholesale Council and The Hakon Swenson Foundation	U202 (2nd floor, Campus Helsingborg)
09.15 - 10.45	Keynote presentations	AI in retailing: what we know, and what we don't Introducing AI in retailing and consumer experience, including AI typologies, use, and consumers' cognitive and behavioral responses. What are the ethical issues and research opportunities?	Eleonora Pantano, Associate Professor in Retail and Marketing Technology at the University of Bristol
		What is the future of retail? The future will not just happen. It needs to be created. What is IKEA doing to accelerate innovation and to explore new ways of reaching more people and delivering a better everyday life?	Tony Sandelius, Xplore manager at Ingka Group
10.45 - 11.00	Coffee		U2

PARALLEL SESSIONS 1

	Track	Chair	Presentations	Authors	Room
11.00 - 12.00	Destination Retail	Ulf Johansson	New store formats and the complex task of evaluating them.	Ulf Johansson, Jens Hultman, Kristina Bäckström, Carys Egan-Wyer, Sofia Ulver	E210
			District branding: A potential cure for the retail apocalypse?	Emma Bladh, Kajsa Carlsson, Lisa Källström, Niklas Vallström	
			BLURRED TERRITORIES Retailscapes between culture and commerce	Cecilia Fredriksson, Ida Sandström de Wit, Ola Thufvesson, Philip Warkander	
	Retaining retail talent	Jacobus Pienaar	How do payroll tax cuts affect incumbent workers?	Niklas Elert, Niklas Rudholm, Hans Seerar Westerberg	E230
			How do job demands and job resources relate to individual well-being, turnover and performance in retail?	Jacobus Pienaar, Helena Falkenberg, Philip Ström, Magnus Sverke	
			Main and interaction effects of job demands and job resources on work-related attitudes and behaviour in the Swedish retail sector	Magnus Sverke, Linnea Ersson, Maria Lindeman Pihl, Helena Falkenberg, Jacobus Pienaar, Philip Ström	

	Metaverse: Retail reimagined	Jason DiPalma	The Impact of Visual Fidelity on Memory Performance in Metaverse Retailing	Anne O. Peschel, Darius-Aurel Frank, Daniel Blumenkranz, Sascha Steinmann	E218
			Technical solutions for facilitating consumer visualization of products in stores	Hanna Berg, Elin Nilsson, Karina T. Liljedal	
			Retailing in the Metaverse – A systematic literature review and research agenda	Jason DiPalma, Sascha Steinmann	
	Reimagining relationships with food	Lotte Horikx	The Art of Reconnection: How art allows individuals to experience, understand and re-imagine their relationship to food	Lotte Horikx	E224
			Retail Alternatives: informal food access and remote island communities	Eric Calderwood, Keri Davies, Paul Freathy, David Marshall	
			Disturbed consumers – exploring the attitude-behavior gap for domestic food products	Axel Welinder, Jens Hultman	

12.00 - 13.00	LUNCH	U2
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PARALLEL SESSIONS 2					
	Track	Chair	Presentations	Authors	Room
13.00 - 14.30	Close Encounters	Charlotte Arkenback	Internal marketing in changing times - Supporting personnel meeting customers in physical retail stores	Ulf Johansson, Kristina Bäckström	E210
			Ignored in the store: An examination of the effects of store employee (in)attention on customer satisfaction	Magnus Söderlund	
			Dynamics of violence in the retail service encounter – emotional labour and frontline work in high crime areas	Cecilia Cassinger , Ola Thufvesson	
			Rethinking Organizational Learning in the Age of AI: Preparing Salespeople for Postdigital Service Encounters	Charlotte Arkenback	
			Measuring and Evaluating Informal Learning in the Retail Sector	Pernilla Derwik	
	Digital dining	Eric Ragan	Digital Transformation in German Out-of-Home Catering: The Role of Wholesale	Alexander Neff, Daniel Werth, Daniel Burkhardt	E230
			Conceptualizing Transparency: Divergent Stakeholder Perspectives in Last Mile Delivery	Eric Ragan	

			Direct-to-consumer or conventional retailing? Dilemmas and challenges designing marketing channels for local food products	Lars Esbjerg, Klaus Brønd-Laursen	
			Quantifying Packaging Capacity Utilization: Measuring Fill-rate in Carton Boxes for Ambient Food Products	Noor Faizawati Badarudin, Daniel Hellström, Henrik Pålsson	
	Sustainable supply	Martti Wilhelms	15 Minutes City Centre is the basis of vitality. The City Center Vitality Survey shows the change in the retail premises.	Martti Wilhelms	E218
			Incorporating circular business models in retail supply chain practices - Implications for logistics	Erik Sandberg, Arne Elfvendahl	
			Collaboration for more sustainable urban retail transport: what makes for success and failure?	Johan Hagberg, Kajsa Hulthén	
			Lifting the circularity bar in the retail logistics network: a multimethod qualitative research	Chattraporn Chatthong, Joakim Kembro, Ebba Eriksson Ahre	
	Circular futures, digital shifts	Karin Alm	Hoarding, accumulating or saving for later: investigating dormant garments that fail to circulate through second-hand retailing	Réka Tölg, Olga Cieslak	E224
			Imagining sustainable food futures - The role of collaborative strategies for sustainability in retailer food ecosystems	Karin Alm, Christian Koch	
			Transformation at the retail frontline: Implications of digitalization and sustainability for Store Manager and Employee Roles	Charlotte Walker, Frida Pemer, Sara Rosengren	
			Digitally enabling circular consumption: On the appropriation and appreciation of renting, reselling, and repairing platforms	Christian Fuentes, Emma Samsioe	

PARALLEL SESSIONS 3					
	Track	Chair	Presentations	Authors	Room
14.30 - 15.30	Transparency and transformation	Monica Mora	See Right Through Me – Refining Transparent Content in Product-Related Corporate Social Responsibility Communication on Social Media	Judith Derenthal, Waldemar Toporowski	E210
			Building the Bricks for the Circular Era: a literature review and research agenda	Monica Mora, Joakim Kembro, Ebba Eriksson	
			Strategic management of climate transformation in leading retailers: Design and	Miguel Gil, Mart Ots, Timur Uman	

			implementation of management control systems		
Navigating change	Hans Seerar Westerberg		Surviving the pandemic	Anders Bornhäll, Niklas Elert, Hans Seerar Westerberg	E230
			Brandlessness: a rising trend among digital nomad consumers and retail designers of Non-Fungible Tokens	Inci Toral, Selcen Ozturkcan	
			Issues in management of sustainability data for construction materials retailers: Assurance of data for Environmental Product Declarations	Torben Tambo, Rasmus Jægergaard	
Food choices	Jonas Nordström		Evoke disturbing mental imagines to reinforce nudging and bridge consumer alienation in food purchase	Anna-Carin Nordvall, Elin Nilsson	E218
			Rising prices and food consumption	Jonas Nordström	
			Food-related lifestyle (FRL) as a differentiator between online grocery shoppers	Niklas Eriksson, Minna Stenius	
Crime and community	Cecilia Cassinger		Assessing the impact of crime interventions on urban retail environments	Hans Seerar Westerberg, Niklas Elert, Oana Mihaescu	E224
			Safe retailing in vulnerable places - towards a collaborative approach	Cecilia Cassinger, Ola Thufvesson, Carin Rehncrona	
			The exit of large grocery stores and market dynamics in the Swedish context	Oana Mihaescu	

15.30 - 16.00	Coffee	U2
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PARALLEL SESSIONS 4					
	Track	Chair	Presentations	Authors	Room
16.00 - 17.00	Retail robots	Francesca Serravalle	How can I help you? Assessing the Impact of Anthropomorphism in Human-Chatbots Interactions	Francesca Serravalle, Alice Falchi	E210
			Beyond the Novelty Effect: Assessing the Impact of Physical Embodiment on Social Robots	Amie Gustafsson, Peter Samuelsson, Nanouk Verhulst, Poja Shams	
			Attributions of theory of mind on the floor of the store: Human employees versus service robots, service performance and customer satisfaction	Magnus Söderlund	
	Returns and revenue	Yulia Vakulenko	Investigating Supply Chain functions and shared value of a Food Hub in Sweden	Marije Renkema, Per Hilletoft, Lea Fobbe	E230

			From Returns to Revenue: Quantifying the Profitability of E-commerce Returners	Yulia Vakulenko, Stefan Karlsson, Diogo Figueirinhas	
			Low degree of Agreeableness as a predictor of grocery hoarding in Sweden	John Magnus Roos, Jonas Flodén, Johan Woxenius	
The power of packaging	Josephine Lerche Ruders		The Consequence of Mixing: How a Combination of Implicit Packaging Cues Affects Consumers' Quality and Sustainability Perceptions in Retail	Josephine Lerche Ruders	E218
			The Impact of Packaging on Sustainable Supply Chain Operations: A Case Study and Experiment Approach	Alexandra Kjellman, Daniel Hellström	
			The role of business relationships for the development of sustainable packaging solutions in Swedish retail distribution	Sandra Brüel Grönberg, Kajsa Hulthén	
Workshop: Is generative AI the final solution to in-store music, or overengineering that scares customers?		Kjetil Falkenberg	This interactive workshop explores the influence of sound environments on retail customer experience. Through hands-on activities, participants will examine how music shapes atmosphere and consumer behaviour in retail settings, whilst also considering the implications of AI-generated content in this context. The session combines insights from existing research with live data collection, where participants will actively contribute to the workshop using their mobile phones or computers to generate and evaluate musical content. No prior music creation experience is required. The workshop structure includes an introduction, interactive data collection and analysis, group discussion, and a brief evaluation session.		C-side (C703)

18.30	Conference dinner Pre-registration required	Culise, Kungsgatan 22, 25221Helsingborg
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THURSDAY 7TH NOVEMBER

PARALLEL SESSIONS 5					
	Track	Chair	Presentations	Authors	Room
09.00 - 10.30	Markets and atmospheres	Hossain Shahriar	Making sense of the retail environment in times of empty commercial centres	Suzi Kimura, Ari Huuhka	E210
			Atmospheres in Extended Retail Spaces	Sofia Ulver, Hossain Shahriar	

			Unmanned Stores in rural areas: the interplay between economic and social logics	Johanna Rau, Christian Dam		
			Looking for spirituality in the marketplace: shaping spiritual marketplaces and making sense of consumer spirituality.	Hanna Borglund, Sara Hjelm Lidholm, Niklas Sörum, Philip Warkander, Hanna Wittrock		
	Physical meets digital	Micol Mieli	Digitalization and retail innovations: experiences from small shops in Helsinki	Tuija Toivola, Marko Mäki		E230
			Imagining new consumption spaces between physical and digital environments	Micol Mieli		
			Digital service encounters in physical stores – can live video shopping and video content increase sales and satisfaction?	Karina Liljedal, Hanna Berg, Ksenia Mischa Rundin		
			Adapting Retail Environments: Exploring the Continuum from Human-Centric to Digital Episodic Retail Settings	Malin Sundström, Christine Lundberg		
	Green miles	Henrik Pålsson	Sustainable shift for grocery delivery by Generation Z consumers	Kathleen Cauwelier, Heleen Buldeo Rai, Koen Mommens		E218
			Unravelling the temporal aspects of last-mile deliveries: Implications of consumer behaviour on environmental sustainability	Uni Sallnäs, Sara Rogerson, Vendela Santén		
			A multiple case study of environmentally sustainable omni-channels: delivery options in urban, suburban and rural areas	Henrik Pålsson		
			Routes to Green: Evaluating Pathways to Climate-Neutral Rural E-commerce Logistics	Yulia Vakulenko, Poja Shams, Diogo Figueirinhas, Nina Löfberg		
	Repair and responsibility	Malin Wennberg	When Do Nudges Backfire? The Role of Goal Congruence and Reactance	Maja Fors, Aylin Cakanlar, Sara Rosengren, Siegfried Dewitte		E224
			Consumer entanglement: A case study of circular consumption practices in fashion retail	Malin Wennberg, Christoph Baldauf		
			Anxious Altruism: Virtue Signaling Mediates the Impact of Attachment Style on Consumers' Green Purchase Behavior and Prosocial Responses	Muhammad Junaid Shahid Hasni, Faruk Anil Konuk, Tobias Otterbring		
			Constructing a sense of calling: Product repair as a means to undermine markets and confirm ideologies.	Wiley Wakeman, Aylin Cakanlar, Jingshi (Joyce) Liu		

10.30 - 10.45	Coffee	U2
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PARALLEL SESSIONS 6					
	Track	Chair	Presentations	Authors	Room
10.45 - 12.15	Brands reimagined	Jens Hultman	Reimagining retail brand morality: A spirituality perspective	Yunyi Wei, Kokho (Jason) Sit, Yuksel Ekinci	E210
			Beyond Billy: Exploring the Power of Consumer Imagination in the IKEA Digital Museum	Soniya Billore, Selcen Ozturkan	
			On equal terms? Marketing private label products next to leading national brand products – exploring the phenomena of shielding.	Jens Hultman, Ulf Johansson	
			Challenges in Gamified Retail Promotions: Managing Customer Dropouts	Kathrin Sinemus, Stephan Zielke, Thomas Dobbstein	
	Insights and intrusions	Tobias Otterbring	Beyond Topic Modeling: Exploring the Frontiers of Generative Pretrained Transformers in Customer Review Analysis	Thomas Russer, Stefanie Metzger	E230
			Towards a Comprehensive Classification of Consumer Privacy Violations	Aleksandra Mikhailova, Magnus Söderlund	
			React(ance) to the beat: Musical congruence motivates psychological reactance and decreases consumer loyalty	Tobias Otterbring, Wiley Wakeman	
			Towards privacy-aware personalization practices in retail	Alexander Flaig, Patrik Stoopendahl, Johan Hagberg, Christian Fuentes	
	Sustainable clicks	Frida Eggert	Digitalizing the practice of second-hand shopping: Fast and slow shopping on Sellpy	Frida Eggert, Christian Fuentes, Isabelle Rahm	E218
			Exploring Sustainability Aspects in Online Retail Branding: Effects on Willingness to Pay a Price Premium	Shakiba Khodabandeh	
			From Imagined Futures to Concrete Actions – Ethics and Accessibility in E-Commerce	Lena Hansson, Ulrika Holmberg	
			The Hidden Persuaders: Exploring Pushy Patterns and Their Impact on Sustainable Consumption	Carys Egan-Wyer, Anna Rátkai	
	Emissions, packaging and payments	Daniel Hellström	Minimizing travel distance and CO2 emissions when reconfiguring retail store networks	Kenneth Carling, Vijay Paidi, Niklas Rudholm	E224
			Trends and Future Research Directions in Control for Sustainable Retail	Miguel Gil, Mart Ots, Timur Uman	

			The Impact of “Buy Now, Pay Later” on Customer Shopping Behavior in Online Retail	Christoph Baldauf, Jonas Colliander, Alexander Mafael	
			Beyond the Package: Exploring Consumer Experience in Contemporary E-Commerce Packaging	Alexandra Kjellman, Yulia Vakulenko, Daniel Hellström	

12.15 - 13.15	Lunch				U2
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PARALLEL SESSIONS 7					
	Track	Chair	Presentations	Authors	Room
13.15 - 14.45	Fashion forward	Devrim Umut Aslan	Personalisation of products and services: Mapping Swedish fashion retailers’ market practices	Gabriella Wulff	E210
			Revaluations in store: Nudie jeans and the enabling of circular clothing consumption	Devrim Umut Aslan, Christian Fuentes	
			Ultra Fast-Fashion as a window into dystopian futures of the retail supply chain: The case of Shein ‘warehouse games’ in China	Stefan Brehm, Helena Magnusson	
			From game changers to conservative adults? The effect of age and generation on fashion shopping orientation.	Heli Marjanen, Anna-Maija Kohijoki	
	Workplace wellbeing	Ebba Eriksson Ahre	Profiles of insecurity and their associations with work–life interference, health and well-being among blue-collar employees in retail	Philip Ström, Jacobus Pienaar, Helena Falkenberg, Magnus Sverke	E230
			Humanizing the automated retail warehouse: a research agenda for improving the psychosocial work environment	Ebba Eriksson Ahre, Joakim Kembro	
			How is it to work part-time compared to full-time? A study about women and men in the trade sector in Sweden	Helena Falkenberg, Jacobus Pienaar, Constanze Leineweber, Philip Ström, Magnus Sverke	
			A Mixed-methods Study of Warehouse Work in Online Retailing: Findings on Work Environment	Kristina Johansson, Klara Rydström, Tiziana Sardiello, Jennie Jackson, Svend Erik Mathiassen	
			Imagine understanding cultural influences in retail: Suggesting reflexivity as a tool to improve skills utilizations	Anette Steinholtz	

	Digital traces	Patrik Stoopendahl	Algorithmic pricing and collusion on a price comparison website	Charlie Lindgren, Ross May, Kenneth Carling, Niklas Rudholm	E218
			Digital traces representing online consumer practices: A methodological guidance for exploratory retailing research	Patrik Stoopendahl	
			Advertising through Google or Instagram? The Impact of Visual Attractiveness, Information Usefulness, and Inspiration on Purchase Intention	Samadhi Kammanthi, Stephan Zielke	
			E-commerce managers at work: Exploring the role of a new market actor	Christian Fuentes, Patrik Stoopendahl, Gabriella Wulff, Kristina Bäckström	

14.45 - 15.00	Coffee and closing	U2
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The organising committee would like to thank Helsingborg Municipality, The Foundation for the Promotion of Economic Research at Lund University, The Crafoord foundation, the Faculty of Social Sciences, REAL - Center for Retail and Logistics, and Campus Helsingborg for financial support.

[Conference abstracts are available for participants via this link](#) or using the QR code.

Password: **2024nrwc!**

