



Transforming Retail Channels in the Digital Era: Marketing and Operations Perspectives

CALL FOR PAPERS

24th – 26th June 2020

Hosted by the University of Valencia, Spain.

MISSION: CERR brings together researchers from across Europe (and beyond) to share scientific and managerial insights on contemporary issues in retailing.

THEMES: We particularly (but not exclusively) welcome submissions on topics related to the challenges of digitalization for marketing and operations of distribution channels in the contexts of B2B, B2C as well as C2C. Within this remit we look for contributions in the following research areas: Retail management, marketing, operations and logistics/SCM.

PAPER/ABSTRACT SUBMISSION:

Deadline for submission is the 2nd March 2020. All papers/abstracts will go through a peer review process.

SPECIAL ISSUE: Selected papers will be submitted to a special issue of the International Journal of Retail & Distribution Management (emeraldinsight.com/journal/ijrdm).

CERR BOARD: Prof. Xavier Brusset (SKEMA Business School), Prof. Marta Frasquet (Chair CERR 2020), Prof. Herbert Kotzab (University of Bremen) and Prof. Christoph Teller (Johannes Kepler University Linz)

FEES: €320 (€370 after May 11th) - students
€200 registration deadline is June 8th 2020.

More details regarding the colloquium format, programme, PhD and special sessions, venue, accommodation, registration, and submission process can be found on the CERR 2020 website: congresos.adeituv.es/CERR2020