

Programme Overview CERR 2020 (updated 26/08)

Hosted by University of Valencia

Sponsored by Generalitat Valenciana and Facultat d'Economia Universitat de València

Tuesday 1 September (at Fundación Universidad-Empresa de la Universitat de València - ADEIT)		
8:30-9:00. Registration at the conference venue		
9:00-10:00. Plenary session. Welcome from the Organising Committee and Keynote address (Ms. Isabel Moscardó, El Corte Inglés).		
10:00-10:30. Coffee break		
10:30-12:00. Parallel sessions (I)		
Parallel sessions (I)_A: Multi-/Omni-Channel Marketing and Operations	Parallel sessions (I)_B: International/Global Retailing	Parallel sessions (I)_C: Shopper/Consumer Behaviour and Marketing
12:00-13:30. Parallel sessions (II)		
Parallel sessions (II)_A: Digitalisation in Retailing	Parallel sessions (II)_B: Shopper/Consumer Behaviour and Marketing	Parallel sessions (II)_C: Retail Strategy and Management
13:30-14:30. Networking lunch		
14:30-16:00. Parallel sessions (III)		
Parallel sessions (III)_A: Shopper/Consumer Behaviour and Marketing	Parallel sessions (III)_B: Supply Chain Management	
16:00-16:30. Coffee break		
16:30-18:30. Parallel sessions (IV)		
Parallel sessions (IV)_A: Multi-/Omni-Channel Marketing and Operations	Parallel sessions (IV)_B: Digitalisation in Retailing	
Wednesday 2 September (at Fundación Universidad-Empresa de la Universitat de València - ADEIT)		
9:30-11:00. Parallel sessions (V)		
Parallel sessions (V)_A: Multi-/Omni-Channel Marketing and Operations	Parallel sessions (V)_B: Supply Chain Management / Methodologies	
11:00-11:30. Coffee break		
11:30-13:00. Parallel sessions (VI)		
Parallel sessions (VI)_A: Digitalisation in Retailing	Parallel sessions (VI)_B: Retail Strategy and Management	
13:00-14:30. Networking lunch		
14:30-16:00. Parallel sessions (VII)		
Parallel sessions (VII)_A: Shopper/Consumer Behaviour and Marketing	Parallel sessions (VII)_B: Digitalisation in Retailing	
16:00-16:45. Plenary session. Conclusions, prizes & CERR meeting		

Detailed Programme CERR 2020 (updated 26/08)

(This programme may be subject to small changes. Please keep checking the website for updates)

Tuesday 1 September

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9:00-10:00. Welcome from the Organising Committee and Keynote address (Ms. Isabel Moscardó, El Corte Inglés)

10:00-10:30. Coffee break

10:30-12:00. Parallel sessions (I)

Parallel sessions (I)_A: Multi-/Omni-Channel Marketing and Operations	
Chair: Cristina Ziliani (University of Parma)	
Adoption of omni-channel retailing amongst consumers: the case of the German brand and coin collectors segment	Bastian Mrutzek, Lennart Koch, Herbert Kotzab, Daniela Leitschuh, Michael Varelmann, Işık Özge Yumurtacı Hüseyinoğlu (University of Bremen)
Omni-channel intensity and shopping value as key drivers to customer satisfaction and loyalty	Haydee Calderón, Teresa Fayos, Mitxel Cotarelo (Universitat de València)
Individualising home delivery of groceries in a sustainable way – Developing a methodological approach	Sandra Luttermann, Markus Trapp, Michael Freitag, Herbert Kotzab (University of Bremen)
Analysing competitive showrooming behaviours	Marta Frasquet Deltoro, Maria-José Miquel-Romero (Universitat de València)
Parallel sessions (I)_B: International/Global Retailing	
Chair: Christoph Teller (Johannes Kepler University Linz)	
'Testing the water' – Aldi Süd and Costco's Chinese (prior-online) market entry	Sina Hardaker (Julius-Maximilians-University Würzburg), Ling Zhang (University of Central Arkansas)
Archetypes of driver configurations leading to foreign market exit – An investigation into European grocery retailing	David Schmid, Finn de Thomas Wagner, Dirk Morschett (University of Fribourg)
A cross-national comparison of consumers' cross-border online-shopping Intention	Anne Fota, Gerhard Wagner, Hanna Schramm-Klein (University of Siegen)
Logistics service quality from French consumers perspective: some insights on conceptualizing and measuring in e-retailing	Hoang Phuong Linh Nguyen, Odile Chanut (Jean Monnet University, University of Lyon, France)
Parallel sessions (I)_C: Shopper/Consumer Behaviour and Marketing	
Chair: Carmen Maria Albrecht (University of Applied Sciences Muenster, Germany)	
Brand choice phases in a virtual supermarket: an eye-tracking based analysis	Carmen Torrecilla Moreno (Universitat Politècnica de València), Enrique Bigné Alcañiz (Universitat de València), Jaime Guixeres Provinciale (Universitat Politècnica de València), Mariano Alcañiz Raya (Universitat Politècnica de València)
"They can't fool me!" Impoverished consumer's shopping behaviour for grocery products	Christina Holweg (Vienna University of Economics and Business), Verena Gruber (HEC Montreal)
Pricing and consumer decision making for premium private labels in grocery retailing	Sascha Steinmann (University of Siegen), Katharina Maria Fonferek (Free University of Berlin), Hanna Schramm-Klein (University of Siegen), Gerhard Wagner (University of Siegen)
Choice overload and consumers reactions: Results from a cognitive and unconscious perspective	Benedetta Grandi, Maria Grazia Cardinali (University of Parma)

12:00-13:30. Parallel sessions (II)

Parallel sessions (II)_A: Digitalisation in Retailing	
Chair: María Fuentes (Pablo Olavide University, Sevilla, Spain)	
Providing digitally-transferred conditional access-permission: benefit vs. safety-concern in unattended home delivery service	Tobias Röding, Sascha Steinmann, Anne Fota, Hanna Schramm-Klein (University of Siegen)
Why do consumers use interactive technologies in stores? A uses and gratifications approach	Hafida Boudkouss, Souad Djelassi (University of Lille)
Product affinity segmentation of multichannel grocery shoppers applying community detection	Koen Vanhoof (Hasselt University), Marta Frasquet (Universitat de València), Ivett Fuentes (Central University Las Viñas)
Digitization tools at a territory level (DTTs) for inner-city retailers in France. Empirical review and analytical typology	Anne-Sophie Clément (ESCP)
Parallel sessions (II)_B: Shopper/Consumer Behaviour and Marketing	
Chair: Enrique Bigné (Universitat de València)	
Online behavioral advertising: benefits and risks of data-driven digital advertising	Simone Aiolfi, Silvia Bellini (University of Parma)
You'll never shop alone! – customer-to-customer interaction at the discount store.	Cordula Cerha, Fabian Nindl (WU Vienna)
From owning to renting through rental-commerce websites	Anne Fota, Katja Wagner, Hanna Schramm-Klein (University of Siegen)
Using NLP to investigate consumers' expectations regarding food retail	Yolande Piris (University Bretagne Sud – LEGO), Anne-Cécile Gay (University Bretagne Sud Foundation)
Parallel sessions (II)_C: Retail Strategy and Management	
Chair: Christina Holweg (Vienna University of Economics and Business)	
An ephemeral's store atmospheric characteristics	Ghalia Boustani, Jean-françois Lemoine (Paris 1, Panthéon Sorbonne) NO CAMBIAR QUE PIDIÓ EL DÍA 1
Hurry up! Effect of pop-up stores' ephemerality on consumers' intention to visit	Laura Henkel, Waldemar Toporowski (University of Göttingen)
Franchisor-franchisee relationship and customer data management in the Data Era	Hanene OUESLATI (Université de Haute-Alsace), Martine DEPARIS (European Business School), Saloua BENNAGHMOUCH (Université de Haute-Alsace)
Value co-creation between consumers and distributors: the moderating effect of relationship characteristics	Natalia Rubio, Nieves Villaseñor, M ^a Jesús Yague (Universidad Autónoma Madrid)

13:30-14:30. Networking lunch

14:30-16:00. Parallel sessions (III)

Parallel sessions (III)_A: Shopper/Consumer Behaviour and Marketing	
Chair: Nieves Villaseñor (Universidad Autónoma de Madrid)	
Influencing factors on intentional use of conversational commerce	Katja Wagner, Hanna Schramm-Klein, Anne Fota (University of Siegen)
Rethinking the commercial space of Parisian railway stations: toward a hybrid ecosystem	Paquier Marie-Catherine (IREBS European Business School), Deparis Martine (INSEEC U Research Center), El Euch Maalej Mariem (INSEEC U Research Center)
The effect of companies' communication of data-use and handling in product presentation	Tobias Röding, Julian Schmitz, Sascha Steinmann, Hanna Schramm-Klein (University of Siegen)
Evidence structure of the emotional content in online customer reviews	Clara Koetz (Rennes School of Business) Tanja Mlinar (IESEG School of Management), Vladan Mlinar (Research Institute for Advanced Materials Design)

Parallel sessions (III)_B: Supply Chain Management	
Chair: Xavier Brusset (Skema Business School)	
Logistics pooling and marketing differentiation: the new sources of competitive advantage in a digitalisation context	Sophie Jeanpert, Anne Marianne Seck, Gilles Paché (Aix-Marseille University)
Operations planning for public holidays in grocery retailing	Elisabeth Obermair (Hochschule Geisenheim University), Andreas Holzapfel (Hochschule Geisenheim University), Heinrich Kuhn (Catholic University Eichstätt-Ingolstadt)
A process model for the selection of social media channels by means of information quality assessment of fashion blogs for apparel supply chains	Samaneh Beheshti-Kashi, Aseem Kinra (Universität Bremen)
Relationship Quality, Value co-Creation and Economic Satisfaction in B2B value chain.	Vicente Sales-Vivó (AIDIMME Technology Institute), Irene Gil-Saura (Universitat de València), Martina González-Gallarza (Universitat de València)

16:00-16:30. Coffee break

16:30-18:30. Parallel sessions (IV)

Parallel sessions (IV)_A: Multi-/Omni-Channel Marketing and Operations	
Chair: Maria-Eugenia Ruiz (Universitat de València)	
The omni-channel retailing capabilities wheel: exploring dynamic capabilities of specialist retailers in Germany	Bastian Mrutzek (University of Bremen)
Dynamic marketing capabilities as drivers in international channel integration in Latin-American firms	Paula Andrea Garcia Ortiz (Universidad de Ibagué), Haydee Calderon Garcia (Universitat de València), Teresa Fayos Gardo (Universitat de València), Nidia Roa Vivas (Universidad de Ibagué)
Understanding online channel adoption: a customer segmentation analysis	Marco Ieva (University of Parma), Marta Frascuet (Universitat de València), Cristina Ziliani (University of Parma)
The complementarity of online retailers' payment, delivery and return services	Carin Rehncrona (Lund University)
The realities of pricing in online fashion retailing	Steve Wood (University of Surrey), Iain Watson (University of Surrey), Christoph Teller (Johannes Kepler University Linz)
Parallel sessions (IV)_B: Digitalisation in Retailing	
Chair: Stephan Nertinger (FHS St.Gallen)	
Drivers of Service Suppliers' Loyalty towards Online Platforms	Hanna Schramm-Klein (University of Siegen), Natalie David (EM Strasbourg Business School), Oliver Roßmannek (University of Freiburg)
A classification of pos-service-technologies	Tobias Röding (University of Siegen), Sascha Steinmann (University of Siegen), Frank Hälsig (HTW Saar), Hanna Schramm-Klein (University of Siegen)
From physical store to digital store: the role of digital terminal on customer's behavior	Aurely Lao (Lille University / Iae Lille), Mariana Vlad (Bordeaux University/ Irgo), Annabel Martin Salerno (Lille University / Iae Lille)
Towards a first conceptualization of shoppers' ambivalence to digitalization	Fabien Rogeon (La Rochelle Université), Aurélia Michaud-Trevinal (La Rochelle Université), Isabelle Collin-Lachaud (Université Lille)
Customer Engagement behaviour on social media platforms: How are SMEs fashion retailers engaging?	Tolu Ajiboye (Nottingham Trent University), Sheilagh Resnick (Nottingham Trent University), John Harvey (University of Nottingham)

Wednesday 2 September

9:30-11:00. Parallel sessions (V)

Parallel sessions (V)_A: Multi-/Omni-Channel Marketing and Operations	
Chair: Marco Ieva (University of Parma)	
Digital natives' buying habits across channels- Evidence from consumer diaries	Carin Rehn Crona, Ola Thufvesson (Lund University)
At the source of integrated interactions across channels	Bezes, Christophe (ISTEC Business School Paris)
The impact of the introduction of the online channel in grocery consumer behavior	Alejandro Mollá-Descals, María Eugenia Ruiz-Molina, María Caballer-Tarazona, Cristina Pardo-García, Trinidad Casasús-Estellés (Universitat de València)
The Game of Shopping: how to engage consumers to buy towards mobile apps	Francesca De Canio (University of Modena and Reggio Emilia), María Fuentes-Blasco (Pablo de Olavide University), Elisa Martinelli (University of Modena and Reggio Emilia)
Parallel sessions (V)_B: Supply chain management/ Methodologies	
Chair: Herbert Kotzab (University of Bremen)	
Scouting the future of retail (Score) - A corporate foresight based retail research methodology	Mag. Andrea Massimiani, Patrick Brandtner BA MA (Logistikum –FH Upper Austria School of Business and Management)
Revisiting Austrian retail logistics – An evaluation of promising technologies and future retail logistics practices	Kellermayr-Scheucher, Marika, Plasch, Michael, Mark Stieninger, Johannes Gasperlmaier (University of Applied Sciences Upper Austria)
Artificial intelligence in retail: applications and value creation logics	Lanlan CAO (NEOMA Business School)
The Use of Artificial Intelligence in Complaint Management	Anne Fota, Katja Wagner, Hanna Schramm-Klein (University of Siegen)

11:00-11:30. Coffee break

11:30-13:00. Parallel sessions (VI)

Parallel sessions (VI)_A: Digitalisation in Retailing	
Chair: Koen Vanhoof (Hasselt University)	
A model of usage intention for AR-based self-service technologies	María-José Castillo, Enrique Bigne (Universitat de València)
Field Observations on the Strategic Placement of Retail Robots	Laurens De Gauquier, Malaika Brengman, Kim Willems, Hoang-Long Cao, Bram Vanderborght (Vrije Universiteit Brussel)
Investigating factors that influence live-streaming sales behavior: Trust Transfer and Para-Social Interaction Perspective	Bo Lu (Harbin Institute of Technology), Guoxin Li (Harbin Institute of Technology), Roisin Vize (TU Dublin), Etain Kidney (TU Dublin), Yufeng He (Harbin Institute of Technology)
The Role of Customer Inspiration and Customer Confusion in Online Assortment Organization	Laura Bertrándie, Stephan Zielke (University of Wuppertal)

Parallel sessions (VI)_B: Retail Strategy and Management	
Chair: Maria-José Miquel (Universitat de València)	
Sustainability, innovation and satisfaction: the moderating effect of gender in retailing	Antonio Marín García, Irene Gil Saura, M ^a Eugenia Ruiz Molina (Universitat de València)
Use of social networking sites by food retailers	Ellen Van Droogenbroeck (Vrije Universiteit Brussel)
Creative Concept or Watered-down Version? Factors that influence how new store formats contribute to a retail portfolio	Steve Burt (University of Stirling), Carys Egan-Wyer (Lund School of Economics and Management), Jens Hultman (Kristianstad University), Ulf Johansson, Alice Beckman, and Clara Michelsen (Lund School of Economics and Management)
Do Store Flyers Trigger Cross-Category Sales? The Moderating Role of Categories' Relatedness	Saeid Vafainia (ESCP Business School), Els Breugelmans (KU Meuven), Tammo Bijmolt (University of Groningen)
Customers first, are you kidding ?	Fabien Eymas, Faouzi Bensebaa (Université Paris 8)

11:30-13:00. Doctoral Colloquium

I Need You to Be Closer – The Effects of Customer-Integration in Technology-Infused Frontline Service Encounters	Tobias Röding (University of Siegen)
Effects of pop-up stores on positive word of mouth: The role of store ephemerality and consumers' need for uniqueness	Laura Henkel (University of Göttingen)

13:00-14:30. Networking lunch

14:30-16:00. Parallel sessions (VII)

Parallel sessions (VII)_A: Shopper/Consumer Behaviour and Marketing	
Chair: Benedetta Grandi (University of Parma)	
Co-creation behaviour in fashion retailing sector: a latent segmentation approach	Carlota Lorenzo-Romero (University Castilla-La Mancha), Marta Frasquet (Universitat de València), Maria-Carmen Alarcón-Del Amo (University of Murcia)
Impulse buying and e-grocery: a conceptual model	Benedetta Grandi, Maria Grazia Cardinali (University of Parma)
Impulsive and compulsive purchase in the digital mobile environment	Yuchen Zhang (Complutense University of Madrid), María Puelles-Gallo (Complutense University of Madrid), Karine Picot-Coupey (University of Rennes 1)
Does emotional labour matter in customer-service robot interactions?	Carmen-Maria Albrecht, Mathis Honekamp (University of Applied Sciences Muenster, Germany)
Parallel sessions (VII)_B: Digitalisation in Retailing	
Chair: Hannah Schramm-Klein (University of Siegen)	
The competitive advantage of Multi-platform-based ecosystem: the evidence from Alibaba	Jin Shi (Saitama University), Huifeng Bai (Liverpool John Moores University)
Pop-up retail and its patterns – developing a data based framework for digitizing the process according to the 3p impetus	Nertinger, Stefan (FHS St.Gallen), Frick, Klaus (NTB Buchs)
How can digitalization mitigate pandemic-induced demand shocks? A case study from the fast fashion industry	Zsolt Matyusz, (Corvinus University of Budapest), Bence Pistrui (Corvinus University of Budapest), Zsuzsa, Deli-Gray (ESSCA School of Management)
Transitioning to omni-channel in grocery retail. A dynamic capabilities approach	Ebba Eriksson, Andreas Norrman (Industrial Management and Logistics, Lund University)

16:00-16:45. Plenary session: Conclusions, prizes & CERR meeting