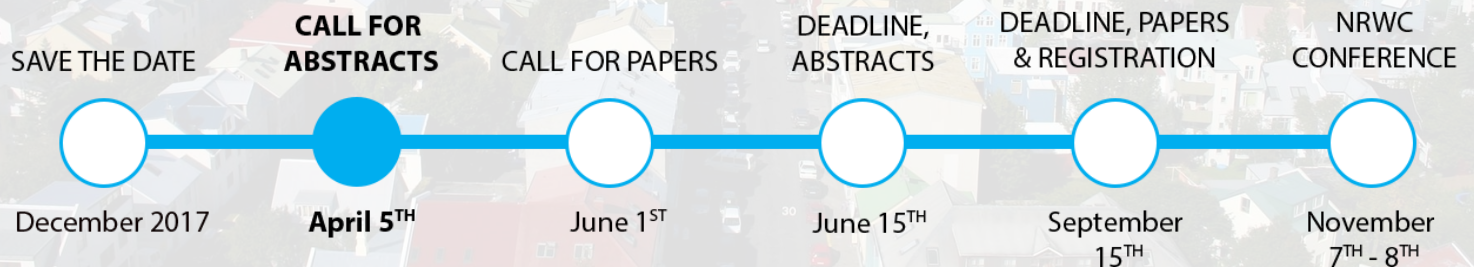




# NRWC 2018 – Reykjavik: Call for papers



## CALL FOR PAPERS

**The 6th Nordic Retail and Wholesale Conference will take place in Reykjavik, Iceland on the 7th – 9th November 2018.**

We cordially invite fellow academics to submit papers on all areas of retail and wholesale. At the same time, we seek to broaden the horizon of contemporary Nordic retail research. We wish to bring together researchers from various disciplines and countries interested in the perspective of business, customers, and employees. We encourage scholars from all Nordic countries to share their insights, research findings, and experiences across a range of issues. The conference will give participants an opportunity to present completed projects as well as work in progress.

### **Suggested topics include:**

- Retail management
- Branding and marketing
- Wholesaling
- Pricing strategies
- Store automation
- Consumer behavior
- Productivity in retailing
- International retail and wholesale
- Legal product standards in international trade
- Omni-channel shopping and showroom stores
- Distribution channel, logistics and supply chain management
- In-store marketing
- Corporate social responsibility

Although the above tracks are suggested, this shouldn't limit participants in presenting sciences in any area of retail, wholesale and related fields. The conference this year will be organized by the Icelandic Centre for Retail Studies and the institute of Economic Studies, University of Iceland.

### **Abstracts, Papers and Submissions**

All papers must be in English. Please send a one-page abstract by e-mail to: [nrwc2018@rsv.is](mailto:nrwc2018@rsv.is) no later than June 15<sup>th</sup>, 2018. Abstracts will be arranged by tracks according to common interests. We plan to notify delegates of the acceptance of their papers by July 1<sup>st</sup>, 2018. To encourage discussion and the presentation of very recent work, full papers are not required for participation. More detailed information is available on the conference website: [www.nrwa.se](http://www.nrwa.se).

At the end of the conference, the best full paper will be chosen to receive an award as the best paper of NRWC 2018. Furthermore, qualifying full papers will be considered for publication in a special issue of the International Review of Retail, Distribution and Consumer Research.

### **Doctoral Colloquium**

The day before the main conference starts, a special workshop for PhD students will be conducted. This is a good opportunity for future academics to network and disseminate. PhD students participate in NRWC for a discounted price of 30.000 ISK (approx. 250 EUR).

### **Conference venue and registration**

The conference venue will be Radisson Blu Saga, a conference venue in the heart of Reykjavik and by the University of Iceland campus. Delegates are asked to register and submit their conference fees before September 15<sup>th</sup>, 2018. The registration fee is 43.000 ISK (approx. 350 EUR). The fee includes participation, lunch both days, coffee during breaks, one dinner and conference documentation. We have pre-reserved, on your behalf, hotel rooms in Reykjavik center.

As time progresses we will send more information your way regarding accommodation, spouse program and other practical matters.

In the meantime, we will have the most up-to-date information on the conferences website; [www.nrwa.se](http://www.nrwa.se).

### **Important dates and deadlines**

- Submission of extended abstracts: June 15<sup>th</sup>
- Submission of full paper, if applicable: September 15<sup>th</sup>
- Deadline for registration for NRWC 2018: September 15<sup>th</sup>
- Doctoral Colloquium: November 6<sup>th</sup>
- NRWC conference: November 7<sup>th</sup> – 8<sup>th</sup>



**NRWA** Nordic Retail and  
Wholesale Association

