

A photograph of a clothing store interior. In the foreground, several wooden hangers are visible, some with metal hangers attached. A hand is seen touching a vibrant, multi-colored patterned garment. The background shows more clothing racks and a blurred store environment.

Centre for Retail Research at Lund University

ANNUAL REPORT | 2019





Anders Dahlvig's inaugural lecture as honorary doctor at Lund University in May 2019.

Introduction

Centre for Retail Research – the sixth year

The Centre for Retail Research has now been in existence for six years and, during the past year, we have transitioned from our initial five-year funding from the Swedish Retail and Wholesale Council (of 5 million Swedish crowns per year) to a new finance model of around 1.5 million Swedish crowns per year (from the Swedish Retail and Wholesale Council and the Hakon Swenson foundation). This has partly changed the way that the centre works. We no longer run our own research projects. Instead, we operate as a platform, arranging research seminars and workshops as well as supporting research networks and retail research applications from researchers at Lund University.

2019 has been a busy year at the Centre, which you will see as you read on, but I would like to point out a few highlights:

During the last year, both the Retail Destination and the Retail Innovation research programmes published research reports. These can be ordered from the Swedish Retail and Wholesale Council (or downloaded from our website). You can also read highlights of the research projects related to each report on pages 8 and 9 of this annual report.

Two of the Centre's affiliated researchers successfully defended their PhD theses this year. You can read more about Carys Egan-Wyer and Lisa Källström's research on pages 6 and 7.



This year we arranged several valuable workshops for practitioners. The first of these focused on artificial intelligence and was organised in collaboration with Lund University's AI research centre. Speakers from Zalando and IKEA shared their experiences, as did researchers from Lund University.

In May, Anders Dahlvig became an honorary doctor at Lund University and I had the honour of being his host during the festivities. On the eve of receiving his doctorate, Anders gave one of the best lectures I have ever heard on retail and its development. You can read more about it on page 4.

In September we got confirmation that two of the Centre's seven projects would receive research grants from the Swedish Retail and Wholesale Council. You can read more about these projects and the project leaders, Daniel Hellström and Ulf Johansson, on page 5.

This year the Centre for Retail Research (along with the Lund University School of Economics and Management) also became one of Lund University's seven strategic initiatives at Campus Helsingborg. This means that the Centre will receive approximately 1 million Swedish crowns a year for five years. With these funds, we will build new research areas, start a research school, build up a network of guest researchers and edit an international retail journal.

Finally, I want to mention the workshop we arranged at Campus Helsingborg in October. Sofia Valentin, Åsa Parsmo, Kristina Bäckström, Christine Jacobsson, Björn Nilsson and I spoke about the role of store employees and customers' changing expectations of them. More about that on page 5.

As I already mentioned, 2019 has been a transition year for the Centre for Retail Research—moving from running our own projects to becoming a platform organisation. I think we have managed this transition excellently and we continue to be a relevant voice at the intersection of retail research and practice. More exciting things await us in 2020, but more about that in a year!

Cordially,

Ulf Johansson
 Professor and director of the Centre for Retail Research at
 Lund University

Focus on events – a selection

JANUARY – THE FUTURE OF GROCERY RETAIL AND CONSUMPTION

The food sciences face major challenges when it comes to sustainability, safety and health. On 31 January the Centre for Retail and Research and the interdisciplinary Food Faculty held a well-attended afternoon seminar on the future of grocery retail and consumption at Campus Helsingborg. Cecilia Fredriksson, Filippa Säwe, Charlotta Turner and Eva Nordberg Karlsson presented a new project, funded by Formas, on marine resources in new markets. Next, Christian Fuentes presented a study of alternative food markets entitled *It's just like milk, but different*. In the final presentation of the day, Annika Wallin highlighted our decision-making around food purchases in store and online.



APRIL – ARTIFICIAL INTELLIGENCE IN RETAIL WORKSHOP

The first workshop of the year focused on artificial intelligence and attracted around 100 researchers and retail practitioners. The day kicked off with an introductory course in AI from Karl Åström, professor at Lund University. Guest speaker Håkan Jonsson explained how Zalando uses AI to analyse customer behaviour so that they can provide their buyers with the best information. Johan Andersson (INGKA Group Digital) described how AI can be used to identify customers, to reduce friction in customer interactions, to facilitate product selection and to inspire shoppers. Finally, Stefan Larsson, lawyer, sociologist and researcher at the Institute for Technology and Society at Lund University's Faculty of Engineering, spoke about ethics, transparency and integrity. The workshop wrapped up with a panel discussion led by Centre director, Ulf Johansson.

APRIL – SUSTAINABILITY WEEK AT LUND UNIVERSITY

Can fashion be sustainable? And what can we, as consumers, do? Carys Egan-Wyer discussed these questions and more at Lund University's annual Sustainability Week in April 2019. Carys is an affiliated researcher at the Centre for Retail Research and also runs a social media brand called Buy Less, Be More. In an interactive lecture, she talked about her personal experience of a year of non-consumption.



MAY – ANDERS DAHLVIG'S INAUGURAL LECTURE AS HONORARY DOCTOR

In a lecture arranged by the Centre for Retail Research and attended by 150 people, Anders Dahlvig presented his perspective on the past, present and future of successful retail business. He described four transformations in the history of retail. In the first, retail established itself on cheap land outside the city centres, in what we now call shopping centres or warehouse stores. In the second, retail expanded globally and accessed cheap resources on the global market. The third transformation was an ethical one, in which retailers had to consider the supply chains for their cheap products.



The fourth transformation concerns digitalisation and online shopping. Here, physical stores are challenged by retailers that are able to sell without any physical presence.



JULY – EUROPEAN CONFERENCE ON COMMERCIAL DISTRIBUTION

Researchers from Lund University's Centre for Retail Research took part in a conference in Zaragoza, Spain. The 20th International Conference on Research in the Distributive Trades of the European Association for Education and Research in Commercial Distribution is a biannual, European conference on commercial distribution (in a broad sense) that gathers approximately 100 researchers from around the world. This year, the conference attracted guests from most European countries as well as many non-Europeans.

AUGUST – THE NORDIC ACADEMY OF MANAGEMENT CONFERENCE

In August, the Nordic Academy of Management arranged the 25th Nordic Academy of Management Conference. This year, the conference took place at the University of Vaasa in Finland and gathered researchers from a variety of areas within business administration. Kristina Bäckström took part and presented a paper, co-authored by Ulf Johansson, called *Digitalization and In-Store Service Encounters: Challenges and changes for frontline employees*.

SEPTEMBER – TWO NEW RESEARCH PROJECTS

In September, two new research projects affiliated to the Centre for Retail Research received funding from the Swedish Retail and Wholesale Council. Daniel Hellström and Pernilla Derwik were awarded funds to explore how informal retail learning is applied in practice. The project will include ICA, IKEA, Nowaste Logistics and Oriflame Cosmetics. Ulf Johansson, Jens Hultman and the British retail researcher, Steve Burt, will also start a research project on new kinds of stores that are not based on sales. The project will be conducted with IKEA and Clas Ohlson, as well as several other retail organisations in Sweden and the UK.

OCTOBER – WORKSHOP ON THE ROLE OF PERSONNEL IN THE FUTURE PHYSICAL STORE

Physical stores are undergoing significant changes, so we invited around eighty people to a workshop at Mindpark in

Helsingborg to discuss the role of personnel in the physical store of the future. Ulf Johansson and Kristina Bäckström from the Centre for Retail Research presented their initial findings from a project in which they studied the role of shop floor staff in the customer meeting at five Swedish retailers. Shortly afterwards, consultant and founder of CX First, Sofia Valentin, presented analyses and results from projects that highlight the differences in customer demands. Following the coffee break, workshop attendees got a taste of how retailers work with staff and coaching in two interesting presentations. First was Björn C Nilsson, who works with customer interaction and sales coaching at Clas Ohlson. Next, Christine Jacobsson explained how Coop is working to create the customer meeting of the future.



NOVEMBER – BLACK FRIDAY

Many researchers from the Centre for Retail Research were invited to media discussions around sustainability in connection with Black Friday and Singles Day. In one debate article, published in *Sydsvenskan*, affiliated researcher, Christian Fuentes, described how Black Friday could be an opportunity for retailers to prove that they are sustainable.



New Doctors

WHEN EXTREME TRAINING BECOMES CONSUMPTION

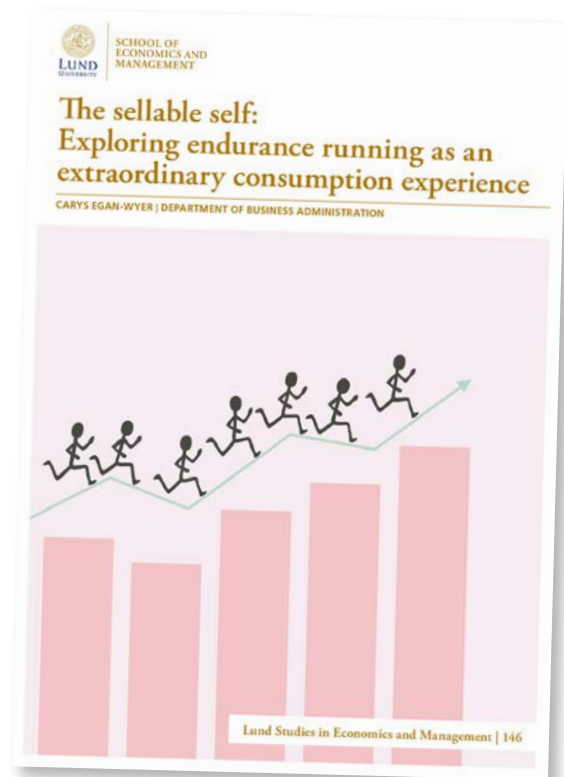
There is no doubt that running is good for our physical health. But what is it that drives ultra runners to cover such extreme distances? According to Carys Egan-Wyer, it is all related to consumption and to building our personal brands.

As her English-sounding name suggests, Carys Egan-Wyer has a British background. She grew up in London, where she studied at the London School of Economics and worked as a management consultant at PwC.

She then set out to travel the world and has since had the opportunity to live and work in six different countries. She finally settled in Sweden almost ten years ago and, since then, has been studying and working as a researcher at Lund University. When an opportunity arose to explore socio-cultural marketing, and to work in a field called consumer culture theory, she took it.

Carys Egan-Wyer has been affiliated with the Centre for Retail Research since 2016 and, last autumn, defended her thesis, *The sellable self: Exploring endurance running as an extraordinary consumption experience*.

“Twenty years ago, training was something we did to feel better and look better. Now it has become a much more



public activity. We proudly show off the training itself,” she says. Carys focused on runners who run extremely long distances or participate in endurance races such as Ironman. “I worked from the basis that this had something to do with consumption,” she explained. “And I noticed that the runners I spoke to often spoke about their running in financial terms. They talked about “investing time” as something that would “pay off” as though it were a return on investment.

It is not uncommon for a runner who takes part in endurance races and competitions to use it on their resumé. “It is proof that they can handle tough challenges, which in turn builds their personal brand,” says Carys Egan-Wyer. “But if we spend our leisure time measuring how well we perform, leisure becomes more like a job. And there is no space for mental relaxation and recovery. That may well be a reason why Swedes have problems with burnout and high stress levels, even though many of us seem to have a good work life balance.”

This attitude to exercise implies consumption of experiences, she says. “Retailers should be aware of this shift away from consumption of products. New strategies and offers will be needed to attract these target groups.”

Text: Peter Wiklund

HOW A PLACE BECOMES ATTRACTIVE

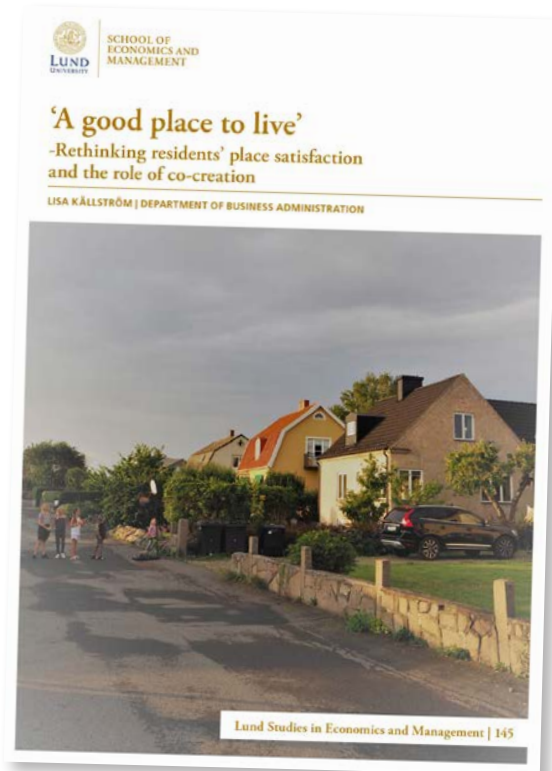
What is it that makes us enjoy where we live? In other words, what makes a place attractive? It is all about co-creation, explains Lisa Källström. The municipality and the non-profit sector must be involved as well as entrepreneurs and residents.

Lisa Källström is a researcher at Kristianstad University who pursued her doctoral studies at Lund University. She received a doctoral position at Lund in 2012 and decided to focus on a topic where she could collaborate with real world actors. "I chose to study how place attractiveness works, which I knew the municipalities around Kristianstad were also interested in," she says.

In autumn 2019, she presented her dissertation, *A good place to live - rethinking residents' place satisfaction and the role of co-creation*. Among other findings, Lisa notes that there is a clear need for collaboration in order to make a place attractive. A municipality can create different conditions for this but, in order to be fully successful, all the actors in and around the place must participate. "For example, the inhabitants of a place can add clear value by being involved and by actively contributing to things like community, diversity and atmosphere."

Retail also has an important role in this collaboration, according to Lisa Källström. "For a place to be attractive, there must be an accessible retail offering. Retail creates activity and helps to make a place feel vital and alive."

Lisa Källström says that her research has met with great interest and curiosity in local government. "It is something that engages a lot of people. I'm sure local government



will be able to benefit from the research results, not least in their dialogue with local residents," she explains.

Text: Peter Wiklund



In 2019, research from the *Retail Destination* and *Retail Innovation* programmes was published in several research reports. The most

important conclusions from those reports are summarized below.

Theme: Retail Destination

The starting point for the Retail Destination research programme is the relationship between retail and its location. Our focus is on startup issues, logistics, city development, changing consumption patterns, and digitalisation. We investigate how resources are invested into creating attractive market places and, in a variety of projects, we study the active agents and social processes connected with different consumption destinations. We have studied the role of place in the marketing of city centre retail and explored how out-of-town retail expansion has affected city-centre and high-street retail, with their particular logics. We have been particularly interested in the city centre itself as an attractive destination. With a specific focus on social media, we have studied what role place plays in the marketing of city centres and city centre retail.

Some studies in this programme have taken a historical perspective on the relationship between city and retail. In the

“Abandoned premises are quickly filled with businesses that offer services, meeting places and experiences.”

last two decades, many traditional retailers have left Swedish city centres in order to reap the benefits of out-of-town shopping centres, hypermarkets and e-commerce. The abandoned premises are quickly filled with businesses that offer services,

meeting places and experiences. Taking a longer historical perspective allows us to see these changes as part of wider societal transformations and we are reminded that Swedish city centres have not always been dominated by shops.

We have also focused on second-hand and charity shops as alternative retail destinations. In second-hand shopping, new retail formats are intertwined with complex cultural and historical phenomena such as recycling and philanthropy. Today second-hand shopping is connected with the local and the unique, and is juxtaposed with the more-or-less global offerings of the large chains. This research programme raises important questions about retail spaces in relation to digitalisation, new store formats and their consequences for retailers and consumers.

The Retail Destination research programme has created new research fields, posed new questions and investigated the relationships between retail and place from a variety of perspectives. By understanding retail venues and start-up issues in their wider context, we are generating important knowledge that can be developed into long-term tools for sustainable trade and community planning.

Cecilia Fredriksson



Theme: Retail Innovation

The *Retail innovation* research programme, which ran from 2016 to 2018, focused on a variety of phenomena that, in one way or another, can be linked to innovation in retail. In 2019, its findings were published in a report (called *Innovation i handeln*, in Swedish), which was part of the Swedish Retail and Wholesale Council's report series.

The research programme and the final report aimed to highlight the need for innovation in retail, investigate what innovation means, and to explore the challenges and opportunities linked to innovation. Researchers took a broad approach in interdisciplinary and applied research projects. After three years, we can conclude that there is still a considerable need for research on innovation in a retail context and that retailers face continued opportunities and challenges in this area.

“Our research has shown that new platforms alter the balance of power in the retail sector and lead to the formation of new business models.”

In general, retailers should take a more systematic and strategic approach to innovation in order to secure a long-term and sustainable future. They must streamline operations while, at the same time, innovating strategically. Managing both of these tasks in the same organization – what researchers call *dual strategies* – is clearly a challenge.

Multichannel retail platforms and payment solutions represent another challenge for retailers. Our research has shown that new platforms alter the balance of power in the retail sector and lead to the formation of new business models. Both retailers and researchers need to be better at under-

standing and implementing the service innovations implied by these new models.

“Studies conducted under the umbrella of the Retail Innovation programme indicate that retailers are well equipped to work with innovation if they are able to do so in a systematic and structured way.”

Studies conducted under the umbrella of the Retail Innovation programme indicate that retailers are well equipped to work with innovation if they are able to do so in a systematic and structured way. When considering the whole supply chain, retailers are closest to the end-users and those who are supposed to benefit from retail innovations – namely consumers. Every day, retail employees meet retail consumers and the knowledge exchanged in these interactions can form the basis for structured innovation work. Research suggests that such a structure can give retail employees greater flexibility to, for example, handle customer comments and complaints, which can be used as input for innovation work.

The Retail Innovation research programme at the Centre for Retail Research is made up of researchers from the Department of Design Sciences at the Faculty of Engineering, the Department of Business Administration at Lund University's School of Economics and Management, and the Department of Service Management and Service Studies at Campus Helsingborg.

Annika Olsson

WE'RE HIRING!
JOIN OUR TEAM
We are looking for:
Store Manager
Department Manager
Sales Assistant
Part Time Worker - between 15-18
Part Time Worker - over 18

Affiliated projects – a selection

The way that the Centre for Retail Research is funded has changed somewhat over the last year. This has partly changed the way that the centre works. We no longer run our own research projects. Instead, we operate as a platform, arranging research seminars and workshops as well as supporting research networks and retail research applications from researchers at Lund University. Below you will find a selection of our affiliated research projects.

Grocery retail warehousing: Decision factors and dynamic capabilities in omni-channel transformation.

Transforming to omni-channel means retailers must design their networks and hubs to suit different contexts. Although there is no one-size-fits-all solution, we have observed that sorting plays an increasingly important role in omni-channel logistics. In grocery retailers' OFC, sorting is used to handle goal conflict and trade-offs between different management activities as well as to deal with different kinds of logic driven by, for example, the sending node, the management point, stores, vehicles and consumers. Retailers must decide when different types of sorting work best and how they are best performed in different situations. Another aspect concerns why different kinds of sorting should be automated and what kind of automation suits what kind of sorting. Different automation solutions are appropriate to different contexts. Hence, grocery retailers choose different future logistics solutions as well as different implementation and roll-out plans. It is interesting to understand the reasons motivating different transformation plans as well as the various challenges and benefits that they imply. This study, thus, aims to develop knowledge on grocery retailers' omni-channel transformation of warehouse logistics, especially with regard to important decision factors and dynamic capabilities. The central research questions are as follows:

1. What decision factors affect and motivate different logistics configurations in grocery retail's transformation to omni-channel logistics?
2. What determines the most appropriate kind of sorting and automation in different situations?
3. How do different dynamic capabilities affect the transformation of warehouse logistics towards omni-channel retail?

Participants: Ebba Eriksson, Joakim Kembro, Andreas Norrman

Project duration: 2020-2022

Funded by: Hakon Swenson foundation

New Formats for the Physical Store of the Future: How to evaluate and manage new store formats

This project's departure point is that the physical store is changing and a growing number of retail chains are experimenting with new store formats, such as show rooms,

pop-up stores etc. These concept stores are a complement to traditional stores and they allow retailers to tailor their offerings to customer needs. Store performance is traditionally evaluated on the basis of sales but new format stores need to be evaluated and managed according to different variables. But which ones? And how? This project will answer these questions by studying new and established retail chains and their customers in Sweden and in the United Kingdom.

Participants: Ulf Johansson, Jens Hultman, Steve Burt

Project duration: 2019-2021

Funded by: Swedish Retail and Wholesale Council

Innovation in retail

We have studied how retailers work strategically with innovation and change as well as how innovation and change is created by store managers and perhaps even by customers. Themes such as innovation capability, innovation management, payment solutions, sustainability communication and implementation, as well as the consumer's role in innovation have been relevant in our research. Preliminary results show that retail's capacity to innovate is good. However, the concept of innovation is not widely used. Moreover, it is not always clear who is responsible for innovation.

Participants: Ulf Johansson, Annika Olsson, Sofia Ritzen, Malin Olander

Project duration: 2020-2022

Funded by: Vinnova

The service encounter and the role of personnel – challenges and changes for personnel in retail

Discussions about how the physical store will look in the future dominate debates in Swedish (and international) retail. Retail has undergone significant changes in recent years, due to increasing digitalization and proliferation of retail channels. And customers have also changed in terms of their knowledge and behaviour. We already know that retail personnel are crucial in creating the customer experience, whether positive or negative, but we need to know more about the challenges they face in today's customer meetings. In this research project, we focus on the role of retail employees in physical service encounters: What do today's customers demand and how are these demands expressed in store? What conditions do personnel have—and what conditions do they need—to be able to meet changing customer demands and behaviour? In this project, we will explore these questions, through studies of five large, Swedish retailers from various industries. The study involves data collection in stores as well as at the central level of the organisations—to understand the organisational conditions that help retail personnel to handle today's service encounters.

Participants: Ulf Johansson, Kristina Bäckström, Jens Nordfält

Project duration: 2018-2020

Funded by: Swedish Retail and Wholesale Council

Successful training at work: Informal learning in retail

Training employees is necessary for companies to successfully meet future demands and challenges. Training also contributes to employee satisfaction because we grow as human beings when we learn something new and feel good when we master what we are expected to do. Unfortunately, many retail employees do not feel that they get the training they need. The majority of training happens via informal, learning at work but knowledge about learning at work is very limited and the potential for improvement is extensive. The purpose of this project is to explore how informal learning is applied in practice, and to disseminate knowledge about how different learning methods can contribute to competence development. Our goal is to identify successful learning techniques among the participating companies and their employees and, thereby, to increase the possibility for each individual to reach their maximum potential and for each business to support learning at work. The research project focuses on "how" rather than "what" one learns and, hence, on the mechanisms of learning. Learning is a complex and contextual process and focusing on learning mechanisms help us to understand how learning itself takes place. A distinctive feature of this project is that we study learning in specific professions and not in a single organisation or for a single individual. Different professions have different competence needs and, hence, have their own unique underlying learning mechanisms.

Participants: Daniel Hellström, Pernilla Derwik

Project duration: 2020-2022

Funded by: Swedish Retail and Wholesale Council

Customer Expectations of Unattended Home Delivery Service in Grocery Retail

Omni-channel retail has grown tremendously in recent years, particularly in the grocery sector, making Sweden the Nordic country with the largest online presence. The rapid growth poses challenges to last mile deliveries, which are often described as complicated, costly and inefficient. Therefore, various emerging technologies and innovations have been explored in recent years, particularly with regards to goods reception solutions. These solutions include among for example self-service technologies, smart locks, collection and delivery points, and reception boxes. Despite the growing body of literature, previous research does not capture how the customers create expectations, experience and eventually value in relation to such technology. Thus, this research project aims to explore, understand and report consumers' expectations of unattended delivery systems.

Participants: Mary Catherine Osman, Daniel Hellström, John Olsson, Yulia Vakulenko

Project duration: 2019-2020

Towards zero emission last mile distribution in omni-channel retail

Last mile logistics is an emerging research area with growing interest from scholars and practitioners, especially over the

past five years. The rapid growth is mainly driven by increasing urbanization and population growth, e-commerce development, changing consumer behaviour, innovation, and growing attention to sustainability. Many definitions of last mile logistics exist, yet a common view is that it concerns the last stretch of the supply chain from the last distribution centre to the recipient's preferred destination point. The last mile is often described as one of the most expensive, inefficient, and polluting parts of the supply chain. Therefore, a fast and efficient transition towards more sustainable last mile distribution is required. Little is known about the transition towards zero emission last mile distribution, therefore a more comprehensive understanding of this transition is required. The aim of this dissertation project is to contribute to enhanced understanding of the transition towards net-zero emission last mile distribution in omni-channel retail and its effects.

Participants: John Olsson, Daniel Hellström, Henrik Pålsson

Project duration: 2018-2023

Towards Sustainable Supply Chain Practices – Investigating Packaging Efficiency

The purpose of this project is to highlight the volume and weight losses created by packaging and occurring along the entire supply chain, and to make assessments of their magnitude.

Participants: Noor Faizawati Badarudin, Daniel Hellström, Henrik Pålsson

Project duration: 2019-2022

Multichannel Retailing

Participants: Ulf Johansson, Jens Hultman, Jonathan Reynolds, Steve Burt, John Dawson

Funded by: Department of Business Administration, Lund University School of Economics and

Parcel lockers and interoperability - Increasing service and availability in rural areas

Participants: Klas Hjort, Daniel Hellström, Per-Olof Hedvall, Yulia Vakulenko, Patrik Rydén

Project duration: Begins 2020

Funded by: Swedish Agency for Economic and Regional Growth

People at the Centre

MANAGEMENT GROUP

ULF JOHANSSON	SCHOOL OF ECONOMICS AND MANAGEMENT, CENTRE DIRECTOR
KRISTINA BÄCKSTRÖM	CAMPUS HELSINGBORG, CO-DIRECTOR
CARYS EGAN-WYER	SCHOOL OF ECONOMICS AND MANAGEMENT, CO-DIRECTOR
CHRISTIAN FUENTES	CAMPUS HELSINGBORG, CO-DIRECTOR
DANIEL HELLSTRÖM	FACULTY OF ENGINEERING (LTH), CO-DIRECTOR

STEFAN LARSSON	FACULTY OF ENGINEERING (LTH)
MATTHIAS LEHNER	THE INTERNATIONAL INSTITUTE FOR INDUSTRIAL ENVIRONMENTAL ECONOMICS, IIIIE
JONAS NORDSTRÖM	SCHOOL OF ECONOMICS AND MANAGEMENT
ANDREAS NORRMAN	FACULTY OF ENGINEERING (LTH)
MALIN OLANDER ROESE	FACULTY OF ENGINEERING (LTH)
ANNIKA OLSSON	FACULTY OF ENGINEERING (LTH)
HENRIK STERNBERG	FACULTY OF ENGINEERING (LTH)
ANETTE SVINGSTEDT	CAMPUS HELSINGBORG
VERONIKA TARNOVSKAYA	SCHOOL OF ECONOMICS AND MANAGEMENT

AFFILIATED RESEARCHERS

JOHAN ANSELMSSON	SCHOOL OF ECONOMICS AND MANAGEMENT
BRITT ARONSSON	CAMPUS HELSINGBORG
JON BERTILSSON	SCHOOL OF ECONOMICS AND MANAGEMENT
MICHAEL BJÖRN	SCHOOL OF ECONOMICS AND MANAGEMENT
JAVIER CENAMOR	SCHOOL OF ECONOMICS AND MANAGEMENT
ANNETTE CERNE	SCHOOL OF ECONOMICS AND MANAGEMENT
PERNILLA DERWIK	FACULTY OF ENGINEERING (LTH)
IDA DE WIT SANDSTRÖM	CAMPUS HELSINGBORG
ULF ELG	SCHOOL OF ECONOMICS AND MANAGEMENT
LENA ESKILSSON	CAMPUS HELSINGBORG
CECILIA FREDRIKSSON	CAMPUS HELSINGBORG
KERSTIN GIDLÖF	THE JOINT FACULTIES OF HUMANITIES AND THEOLOGY
CLARA GUSTAFSSON	SCHOOL OF ECONOMICS AND MANAGEMENT
KLAS HJORT	FACULTY OF ENGINEERING (LTH)
NILS HOLMBERG	CAMPUS HELSINGBORG
JENS HULTMAN	SCHOOL OF ECONOMICS AND MANAGEMENT
JOHAN JANSSON	SCHOOL OF ECONOMICS AND MANAGEMENT
MATS JOHNSON	FACULTY OF ENGINEERING (LTH)
JOAKIM KEMBRÖ	FACULTY OF ENGINEERING (LTH)
LISA KÄLLSTRÖM	SCHOOL OF ECONOMICS AND MANAGEMENT
MAGNUS LAGNEVIK	SCHOOL OF ECONOMICS AND MANAGEMENT

OLA THUFVESSON	CAMPUS HELSINGBORG
BURAK TUNCA	SCHOOL OF ECONOMICS AND MANAGEMENT
SOFIA ULVER	SCHOOL OF ECONOMICS AND MANAGEMENT
ANNIKA WALLIN	THE JOINT FACULTIES OF HUMANITIES AND THEOLOGY
PHILIP WARKANDER	CAMPUS HELSINGBORG
ERIK WENGSTRÖM	SCHOOL OF ECONOMICS AND MANAGEMENT
HANNA WITTRÖCK	FACULTY OF SOCIAL SCIENCES

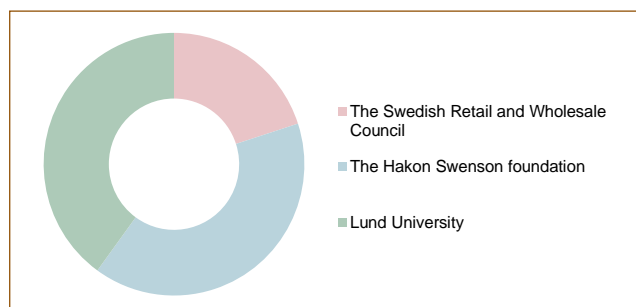
AFFILIATED DOCTORAL STUDENTS

DEVIRIM UMUT ASLAN	CAMPUS HELSINGBORG
EBBA ERIKSSON	FACULTY OF ENGINEERING (LTH)
STEFAN KARLSSON	FACULTY OF ENGINEERING (LTH)
MARCUS KLASSON	SCHOOL OF ECONOMICS AND MANAGEMENT
RUI LIU	CAMPUS HELSINGBORG
ANNABELL MERKEL	CAMPUS HELSINGBORG
JOHN OLSSON	FACULTY OF ENGINEERING (LTH)
KARLA MARIE PAREDES	FACULTY OF ENGINEERING (LTH)
CARIN REHNCRONA	CAMPUS HELSINGBORG
ANNA SPITZKAT	CAMPUS HELSINGBORG
YULIA VAKULENKO	FACULTY OF ENGINEERING (LTH)
AXEL WELINDER	SCHOOL OF ECONOMICS AND MANAGEMENT
JÖRGEN WETTBO	SCHOOL OF ECONOMICS AND MANAGEMENT

TOTAL NUMBER OF WOMEN: 25, TOTAL NUMBER OF MEN: 30

Funding

RESEARCH GRANTS AT THE CENTRE FOR RETAIL RESEARCH AT LUND UNIVERSITY



During the past year, the Centre for Retail Research has transitioned from its initial five-year funding from the Swedish Retail and Wholesale Council (of 5 million Swedish crowns per year) to a new finance model. In 2019 we received around 2.5 million Swedish crowns from the Swedish Retail and Wholesale Council, the Hakon Swenson foundation and Lund University. This has been used to arrange research seminars and workshops and to support research networks and retail research applications.



Researchers from the Centre for Retail research at Lund University meet Martin Lundquist, deputy head of Sten & Ström at Emporia in Malmö, in September 2019 (photo from the delivery area).

Popular science publications and visibility in the media – a selection

Hur ser framtidens handel ut? Digitaliserad handel förändrar både varuflödet och kundmötet	Seminar for Tarkett sales organisation	January	Ulf Johansson
It's just like milk, but different! Om skapanden av marknader för alternativ mat	Presentation at Framtidens livsmedelshandel och konsumtion, Lund Food Faculty	January	Christian Fuentes
Can fashion be sustainable?	Presentation for American Women's Club of Malmö	January	Carys Egan-Wyer
Cirkulär ekonomi är viktigt – mindre konsumtion viktigare	Hallandsposten	February	Johan Jansson
Med handel i centrum – att möta en bransch i förändring	Kristianstad council breakfast seminar	February	Jens Hultman
What will retail look like in the future?	Seminar for Elfa system	February	Ulf Johansson
Framtidens butik/handelsplats. Hur ser framtidens butik ut och vem driver den? En scenarioanalys av framtida handelsplatser	Lecture for Handelsföreningen, Växjö	February	Ulf Johansson
Nya affärsmöjligheter i framtidens stad	Svensk Handel	February	Daniel Hellström & John Olsson
Hur ser framtidens handel ut? Digitaliserad handel förändrar både varuflödet och kundmötet	Lecture for Handelsföreningen, Sundsvall	March	Ulf Johansson
Artificiell intelligens (AI) i handeln	Centre for Retail Research at Lund University, Helsingborg	April	Ulf Johansson
Handels Innovation	Rotary Kärnan, Helsingborg	April	Annika Olsson
Can fashion be sustainable?	Sustainability Week Lund 2019	April	Carys Egan-Wyer
Så löser vi stadens digitala utmaningar	Presentation at Campus Helsingborg	April	Daniel Hellström & Klas Hjort
Roundtable: Innovation and customer insight in supply chain	Council for Supply Chain Management Professionals symposium, Helsingborg	May	Pernilla Derwik, Daniel Hellström, John Olsson & Yulia Vakulenko
An exploration of online fulfilment centres in omni-channel grocery retail	Hakon Swenson board, Kristianstad University	May	Ebba Eriksson
Last mile hack	Logistics and e-commerce Hackathon, Helsingborg	May	Yulia Vakulenko
Forma din egen lagerstrategi	Summary of Lagerlogistik hos svenska handelsföretag report in Logistikmagasinet	June	Andreas Norrman & Joakim Kembro
Consumption and identity	Executive Sales Development Network at Sydsvenska Industri- och Handelskammaren, Malmö	June	Carys Egan-Wyer
Hållbarhet i detaljhandeln	Radio interview P4 Malmöhus	August	Christian Fuentes
Omnikanal och framtidens lager	Interview in Supply Chain Effect magazine	August	Joakim Kembro & Andreas Norrman
Den framtida fysiska butiken – överlevnad genom relevans?	Retail House breakfast seminar	September	Jens Hultman
Framtidens fysiska butik	Göteborg Book Fair, Göteborg	September	Jens Hultman
Innovation i handeln	Breakfast seminar arranged by HUI/The Swedish Retail and Wholesale Council, Stockholm	September	Annika Olsson

Förpackningar för hållbar utveckling	Göteborg Book Fair, Göteborg	September	Daniel Hellström & Annika Olsson
Hållbarhetsmärknings? Medialt ljus på Vindpinad	Interview in Utemagasinet	September	Christian Fuentes
Framtidens fysiska butik – finns den?	Tjänstemannaföreningen Kristianstad	October	Jens Hultman
Grocery retail: trends and opportunities	Breakfast seminar arranged by 'Have it all', Malmö	October	Karla Marie B. Paredes
Framtidens stadskärna – hur ser den ut?	Lecture for Helsingborgs handelsförening	October	Ulf Johansson
Hur arbetar vi med strategi i en turbulent och komplex tid?	Workshop at MIL-Institute	October	Ulf Johansson
Personalens roll i servicemötet. Utmaningar och förändringsarbete för handelns personal	Centre for Retail Research at Lund University, Helsingborg	October	Kristina Bäckström & Ulf Johansson
Konsumtionshögtider och överkonsumtion	Radio interview P4 Malmöhus	October	Christian Fuentes
Konsumenternas ställning på digitaliserade och datadrivna marknader	Konsumentverkets Vetenskapliga Råds Seminar	October	Stefan Larsson
Panel discussion	Trendspaning i Malmö, arranged by the Swedish Retail and Wholesale Council	November	Ola Thufvesson
AI, kund Anpassning och tillit	Breakfast seminar arranged by the Swedish Retail and Wholesale Council	November	Stefan Larsson
Digital och hållbart? Nya sätt att handla mat	Campus Open, Lund University	November	Christian Fuentes & Emma Samsioe
Logistik – en framtidsbransch eller har det bästa redan varit?	Svenska Mässan Logistik	November	Ulf Johansson
E-handel kan faktiskt vara bättre för miljön	Ehandel	November	Klas Hjort
Butiken som marknadsföringskanal	Trendspaning i Malmö, Handelsrådet, Malmö	November	Jens Nordfält
Kommunernas strategi gör att stadskärnornas butiker och shoppare missgynnas	Debate article in Sydsvenskan	November	Johan Anselmsson & Ulf Johansson
Consumer culture – a story of sustainability and identity	Superfredag arranged by Media Evolution, Malmö	November	Carys Egan-Wyer
Ifrågasätt den ohållbara köphysterin	Debate article in Sydsvenskan on <i>Black Friday</i>	November	Christian Fuentes & Emma Samsioe
Personalens roll i servicemötet. Utmaningar och förändringsarbete för handelns personal	Management of Systembolaget	December	Ulf Johansson
Kreatörmiljöer – verktyg för levande stadsrum	Centre for Retail research at Lund University, Helsingborg	December	Ida de Wit Sandström
Hur ska vi minska luften i paketen?	PostNord, Sweden	December	Daniel Hellström
Helsingborg Live om klimatet	Debate arranged by Helsingborgs Dagblad and Helsingborg Stad	December	Christian Fuentes
Vad – och hur – kommer vi att äta i framtiden?	Tekniken och Framtidens konsumtion, YouTube	December	Michael Björn
Är vi lyckligare med fem gånger så många kläder?	Interview in connection with Climate and Consumption debate arranged by Helsingborgs Dagblad and Helsingborg City	December	Christian Fuentes
Kreatörmiljöer	Research seminar, Kulturens rum och kreativitetens villkor (CROCUS), Helsingborg	December	Marie Ledendal & Ida de Wit Sandström

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JOURNAL ARTICLES

Anselmsson, J, Tunca, B (2019) **Exciting on Facebook or competent in the newspaper? Media effects on consumers' perceptions of brands in the fashion category.** *Journal of Marketing Communications* 25(7) 720-737

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We expect a further shift towards more online-only decisions and purchasing and this is something to which retailers will need to adapt.

Ewerhard, A C, Sisovsky, K, Johansson, U (2019) **Consumer decision-making of slow moving consumer goods in the age of multi-channels.** *International Review of Retail, Distribution and Consumer Research* 29(1) 1-22

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tion of everyday life. *Consumption Markets and Culture* 22(2) 131-156

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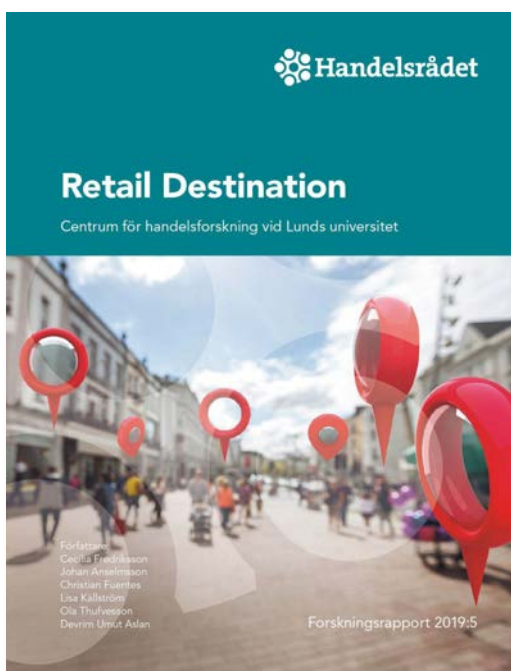
Användningen av smartphones kan alltså göra shoppingturen mer lustbetonad, men den nya tekniken kan också stå i vägen för själva shoppingen.

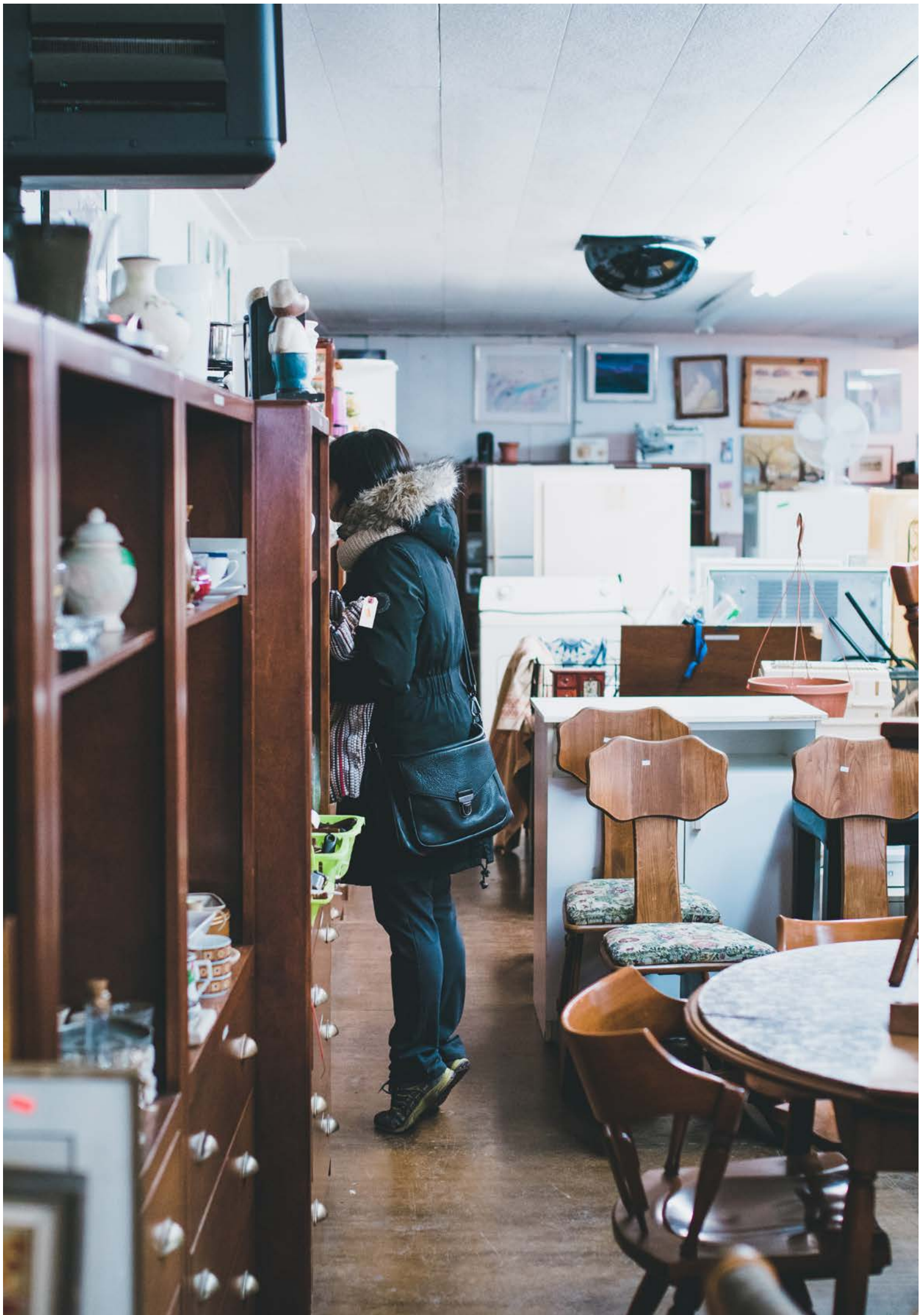
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LUND
UNIVERSITY



Centre for Retail Research
at Lund University
P.O. Box 118
SE-221 00 Lund
SWEDEN
www.handel.lu.se