



Università degli Studi
di Urbino Carlo Bo



CALL FOR PAPERS

3rd Workshop on Retailer-Consumer Relationships

<http://itchannel.ro/faa-sesiune/content/3rd-workshop-retailer-consumer-relationships>

DATE: 5 JUNE 2015

VENUE: UNIVERSITY OF BUCHAREST, FACULTY OF ADMINISTRATION AND BUSINESS

The 3rd Workshop on “Retailer-Consumer Relationships” will be hosted by the University of Bucharest, as a part of the 7th International Conference in Economics and Administration, ICEA 2015 (<http://itchannel.ro/faa-sesiune/>)

The workshop invites conceptual and empirical papers in the field of the relationships between retailers and consumers and all the related dynamics. Workshop papers by senior and junior scholars as well as PhD students can be submitted. The accepted papers will be divided into specific tracks based on their common themes. The tracks will be chaired by Professor Fabio Musso, Carlo Bo University of Urbino, Italy.

The purpose of this workshop is to offer a wide and interdisciplinary approach to the analysis of the relationships between retailers and consumers. New theoretical and empirical research, including methodologically rigorous case studies, are welcome. Paper that can link the following topics will receive top priority:

- Consumers' analysis, Consumer shopping behavior and Consumers' psychology.
- Retail innovation and technology, E- commerce, E-retailing, Innovation in retailer-consumer relationships.
- Store formats, Store environment.
- Retailer-consumer communication processes, in-store communication and promotion.
- Customer Relationship Management, Loyalty programs.
- Shopping centers. Retail location, Town Center Management.
- Category Management.
- Power-dependence dynamics in retailer-consumer relationships.
- Retail change theories, Marketing strategies and policies of retailers.
- Shopping experience, Retainment.
- Retail buying strategies and supply chain relationships
- Retailers Corporate Social Responsibility.

PUBLICATION OPPORTUNITIES

Depending on their importance, originality, quality, relevance and other editorial considerations, **eligible research articles will be invited for publication in the *International Journal of Economic Behavior (IJE)* and *International Journal of Applied Behavioral Economics (IJABE)*.** Selected papers will be subject to a double blind review process before publication.

SUBMISSION AND REGISTRATION FEES

Deadline for abstract submission (~500 words): **March 31, 2015**
Notification to authors: **April 15, 2015**
Final Paper Submission: **May 15, 2015**

Please submit your abstract and paper to **Professor Fabio Musso**, Carlo Bo University of Urbino, Department of Economics, Society and Politics, fabio.musso@uniurb.it

The conference fee is €100. Details about registration are available at ICEA Conference website: <http://itchannel.ro/faa-sesiune/content/important-deadlines-and-registration-fees>

SUBMISSION GUIDELINES

The entire paper (title page, abstract, main text, figures, tables, references, etc.) must be send in one document in PDF format. To facilitate the blind review process, author and institutional identifying information must be remove from the text and send in a separate file.

The maximum length of the paper is 8,000 words (including all tables, appendices and references).

Papers should be:

- Single spaced throughout;
- A4 size page formatting;
- 2.5cm margins on all sides;
- *Title*: centred, bold and times new roman 14-point font;
- *Abstract*: left justified, bold and times new roman 12-point font maximum 150 words;
- *Keywords*: from 5 to 10, left justified, regular, italic and times new roman 12-point font;
- *Main body of the paper*:
 1. Major headings: should be numbered sequentially, left justified and bolded;
 - 1.1 Sub-headings: should be numbered according to the main heading, left justified, regular and in italics;
- *Tables* and figures: integrated within the text;
- *Footnotes*: at the bottom of the page should be kept to a minimum and numbered consecutively throughout the text with superscript Arabic numerals.
- References: must follow APA (American Psychological Association) style.

Examples

Book: Author, A., & Author, B. (Year). *Title of the work*. Place name: Publisher.

Book section: Author, A., & Author, B. (Year). Chapter title. In A. Editor, B. Editor, & C. Editor (Eds.), *Title of the book* (pp.xx-xx). Place name: Publisher.

Journal article: Author, A., & Author, B. (Year). Article title. *Title of Periodical*, x(x), pp-pp

Web page: Author, A., & Author, B. (Year). *Title of the webpage*. Retrieved from <http://.>

Published proceedings: Author, A., & Author, B. (Year). Title of the work. In A. Editor (Eds.) *Title of the proceeding* (pp.xx-xx). Place name: Publisher.

Doctoral dissertation: Author, A. (Year). *Title of the work*. Ph.D dissertation, University, Place name.

A presented paper: Author, A., & Author, B. (Year, Month). *Title of the work*. Paper presented at name of conference, Place name.

IMPORTANT DATES

- **Abstract Submission:** March 31, 2015
- **Notification of acceptance:** April 15, 2015
- **Final Paper Submission:** May 15, 2015
- **Workshop Date:** June 5, 2015