Marketing and Retail Track

<u>Track Chairs</u>

- Keith Glanfield, Cardiff Metropolitan University
- Heiner Evanschitzky, University of Manchester
- Anthony Kent, Nottingham Trent University
- Adam Poole, University of the West of England

Track description:

The marketing and retail conference track encourages submission of full conference papers and development papers from across the spectrum of both subject areas. Methodologically the track is not solely focussed on quantitative research and welcomes papers from all research methodologies pertinent to marketing and retail scholarship. We also encourage insightful systematic reviews of the literature, bibliometric- and meta-analyses in particular. We are further open to consider rigorous replications of very important papers in our domains.

To reflect this year conference theme, the track is particularly interested in submissions that help businesses to use marketing approaches to achieve sustainable success in disruptive environments. The following themes provide some guidelines, but these are not exhaustive and research on related topics will be welcome:

- The role of AI and big data for retail and marketing
- The use of disruptive technology in the Marketing Mix
- Virtual reality, augmented reality and their impact on retail/service provision
- Going beyond interviews, surveys and experiments: pushing the boundaries of market(ing) research
- Disrupting store-based retailing: opportunities and challenges
- New business models for the digital era
- Marketing and the circular economy
- The place of retail in the customer journey
- Repair, re-use and upcycling in retail
- Social and non-profit marketing

- Consumer Behaviour
- Digital marketing communications
- What are the new organisational futures for Marketing?