Colloquium on European Retail Research 2014

Research dedicated to understanding consumer behaviour and designing the channels to reach him

Editorial

Special issue: Colloquium on European Research in Retailing (CERR) 2014

(Published in the International Journal of Retailing and Distribution Management)

Herbert Kotzab

Chair Logistics Management
University of Bremen
Wilhelm-Herbst-Strasse 12
Bremen, DE 28359, Germany
kotzab@uni-bremen.de

Xavier Brusset

Professor of logistics and supply chain management
Toulouse Business School
20, bd Lascrosses, BP 7010
31068 Toulouse Cedex 7, France
x.brusset@tbs-education.fr

Christoph Teller

Chair in Retailing and Marketing
Department of Marketing, Retail and International
Business (Surrey Business School)
University of Surrey
GU27XH Guildford, United Kingdom
c.teller@surrey.ac.uk

Please cite this editorial as

Kotzab, Herbert, Brusset, Xavier, Teller, Christoph (Eds.) 2016. Editorial: Special issue: Colloquium on European Research in Retailing (CERR) 2014. *International Journal of Retailing and Distribution Management*, 44 (3), pp. 1-3. DOI: 10.1108/IJRDM-02-2016-0018.

Editorial

Special issue: Colloquium on European Research in Retailing (CERR) 2014

This special issue presents the best papers from the second Colloquium on European Research in Retailing (CERR). CERR 2014 was held in September 2014 at the University of Bremen, Germany. The colloquium is the result of the collaboration of three European scientific research laboratories. Among those, the Department of Logistic Management of the *University of Bremen* was the main organising entity of CERR 2014. CERR's aim is to offer researchers from all over Europe, on a bi-annual basis a meeting place to share in a congenial environment the result of their latest research dedicated to understanding consumers' behavior and designing the operations, logistics, and channels to reach them. The other partners were the *University of Surrey* and *ESSCA School of Management*. The next research colloquium will be held in Toulouse in 2016.

- The paper by *Hübner, Kuhn and Wollenburg* presents a strategic planning framework for the last mile fulfillment and distribution in omni-channel grocery retailing. The architecture of this framework forms the foundation and development of advanced decision support systems in this area. The last mile fulfillment options that the authors identified can be used to pinpoint necessary steps for further omni-channel integration of grocery retailers.
- The work by *Lapoule and Colla* discusses the impact of multi-channeling on the management of sales forces in a business-to-business environment in the hair and beauty care industry in France. The paper is based on a multi-method approach including semi-structured interviews and action research. The results show that the role of sales people in a further developing multi-channel system shift from a pure sales function to a provision of personalized advice in fields such as business development, team management and merchandising.
- *Lamour and De La Robertie* present the results of a cross-cultural comparison between prescribed consumption and consumers' decision-making styles of French and Chinese consumers. Based on their empirical studies amongst 308 French and 221 Chinese consumers, the authors were able to reveal that shopping prescription consciousness is a fundamental decision-making characteristic. When it comes to decision making styles, interesting cultural differences were identified.
- The paper by *Bezes* empirically compares the online and in-store risks in multichannel shopping by examining more than 1,000 multichannel customers of a multichannel retailer. The study shows that the overall risks as well as risks in regards to logistics, psychology and performance are higher for on-line shoppers. However, financial, time and transaction risks tend to discourage instore-purchasing.
- The purpose of the work by *Diallo and Kaswengi* is to investigate the effect of marketing variables and consumer personal characteristics on store brand choice. It seeks to clarify how store formats affect the consumption strategies towards brands during turbulent times. Based on the analysis of panel data ($N > 80,000$) dynamic choice models for assessing consumers' choices of store brands during crisis periods were developed. The findings show the significant effects of key marketing variables and consumer characteristics on store brand choice.

- *Harrauer and Schnedlitz* examine the impact of the external environment of the performance measurement of retailing companies. With their work, they contribute to contingency theory approaches focusing on the retail industry. External factors refer to diversity, complexity, hostility and turbulence. The paper provides insights into different management control understandings when comparing US and Austrian retailers within different segments of the industry.
- The paper by *Picot-Coupey, Huré and Piveteau* looks at the challenges of e-tailers when they want to synchronize clicks with bricks into an omni-channel perspective and how such a strategy can be implemented. The paper presents findings from an in-depth longitudinal case study conducted with an on-line eyewear retailer. The paper shows the consequences of the new strategy for omni-channel retail management including organizational, managerial, marketing as well as information system and customer relationship management related challenges.