



18th Conference

European Association for Education
and Research in Commercial Distribution

Rennes, France | 1-3 July 2015



Call for Papers

The 18th Conference of the European Association for Education and Research in the Commercial Distribution (EAERCD) will be held from Wednesday 1 to Friday 3 July 2015 and hosted by the University of Rennes 1 School of Management, France.

Submission deadline

Full papers submission before **Monday 19 January 2015**.

Please follow guidelines for the International Review of Retail, Distribution and Consumer Research. Word limit: **5000 words**.

Electronic submission of papers through <http://eaercd-2015.sciencesconf.org>

Papers will be evaluated through a double blind-review process and authors will be notified of acceptance by **10 April 2015**.

A book of Conference Proceedings will be issued. Selected papers presented at the conference will be published in the International Review of Retail, Distribution and Consumer Research.

Conference Topics

The retail industry is transforming and facing unique challenges as it embraces new technologies, customer expectations, and business environments. Research papers covering these retail areas or any other major issues in the field of retailing and distribution are welcome. Topics of special interest include:

- Branding and image in retail
- Consumer behaviour
- CSR and environmental issues
- Distribution channels
- E-commerce and m-commerce
- Franchising
- Innovation in retailing
- International retail and distribution
- Private labels
- Retail management: customer service, human resource management, merchandising, pricing, promotion,...
- Strategic retailing
- Supply Chain Management

Conference Booking

Bookings via Conference website only:
<http://eaercd-2015.sciencesconf.org>

Conference Venue

IGR-IAE de Rennes, 11 Rue Jean Macé, CS 70803, 35708
Rennes Cedex 7, France

Conference Co-Chairs

Dr. Karine Picot-Coupey and Prof. Gérard Cliquet

Conference fee

Delegate fee (before 20 May) € 350 (after 20 May) € 420
(includes access to conference sessions, proceedings, Wednesday reception, lunch and teas/coffees on Thursday and Friday, and Friday gala dinner).

Student fee € 200
(includes access to conference sessions, proceedings, Wednesday reception, lunch and teas/coffees on Thursday and Friday, and Friday gala dinner).

Accompanying person fee € 100
(includes Wednesday reception and Friday Gala Dinner)

Payment By credit card on Conference website or Bank transfer

Accommodation

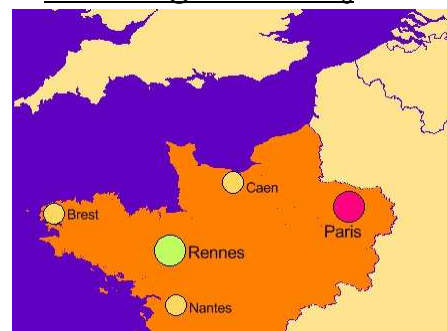
The organizing committee has pre-selected hotels of different categories close to the Conference Venue from 1st until 3rd July 2015. Please remember that the number of rooms is limited. We recommend you to make reservation as soon as possible. Deadline for making the booking is 20th May 2015. For a list of accommodation options please check:
<http://eaercd-2015.sciencesconf.org/resource/page/id/11>

Conference organizing Committee

Dr. Julien Bouillé, Dr. Jean-Philippe Croizean, Dr. Maud Daniel, Dr. Pierre-Alain Guillo, Dr. Julien Troiville

Conference secretariat

For all information regarding the Conference, please see:
<http://eaercd-2015.sciencesconf.org>
or email : eaercd-2015@sciensesconf.org



<http://eaercd-2015.sciencesconf.org>

