



RETAILING & CHANNEL ISSUES

Today's ever-changing economic environment makes retailing and distribution issues an ever more important function in not only the British economy but the Global market place. Retailing has also progressed for the topology of 'shopping' to a wider context of 'shopology'.

The track in this year's Conference will be looking to project cutting edge work, whether it is at a working paper stage or at more advanced stage for publication. Materials that give the reader a greater insight to the problems facing the REAL world are wanted. An academic view is not only relevant but essential in the creation of new ideas so that they can be effectively brought to the practitioners' doorstep.

This track will therefore require authors to examine closely every aspect in the retail marketing management perspective. It will present the thought process in not only the application of retail tactics but that which is evident in retail strategy.

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