

Retail Education Today

Volume 37, Number 2

Jane Swinney: President Letter for RET Fall 2017



Dear ACRA members, Toronto will be the site of the 2018 triennial AMA/ACRA conference hosted by Ryerson

University. You should all have received the Call for Papers, it is also available on the ACRARETAIL.ORG website. Full papers, extended abstracts, workshop proposals are all due January 8, 2018. Thanks to those of you serving as one of the 10 track chairs and associated reviewers. The work of the reviewers ensures quality presentations for us all at the conference. Both our AMA co-chairs, Lauren Beitelspacher and Gopal Iyer, and our two international chairs, Jens Nordfalt and Maria Elena Vazquez serve to promote the conference to their constituents. Recent triennials have been exciting with new research partnerships flourishing and growing. Creative cross cultural thought positively impacts our research agendas and our teaching methods. Plan to join us June 6-9, 2018 in Toronto. At this conference we will be holding elections for ACRA officers for the next two years.

It has been a worthwhile point of service for me serving first as secretary and now I am in my last year as the organization president. Consider joining the team that keeps ACRA vibrant and growing! We have also begun receiving inquiries about hosting the 2019 ACRA annual conference. If your school or university wants to put a proposal forward, please do so. The officers will review all proposals and make recommendations to the ACRA members. We have some nominations of ACRA members for the ACRA Hall of Fame. Continue sending those to Robert Jones or Jane Swinney. The conference registration form will be posted online by the end of this month and sent to our current members. Now is the time to join ACRA or to renew your membership online. Our site is also the place to post open retail related faculty positions. Dr. Greg Clare, ACRA treasurer can assist with any payment questions you have. I look forward to welcoming you all to the Toronto triennial AMA/ACRA conference next June!

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Call for Papers

CALL FOR PAPERS!

We are excited to launch our next issue of Retail Education Today in May 2018! ACRA now offers its newsletter twice a year, once in the Fall and once following the ACRA conference. This provides ACRA members two annual opportunities to contribute in a variety of ways. Please see below for the following options and coordinating deadlines for the 2017-2018 academic year.

The BuZZ

Recently attended a retail-related industry or trade conference? Send us a 200-word synopsis of where you went, who was there, and what the major themes of the conference were! Include opportunities you've had to work with academic institutions beyond your own.

Ask the Expert

Have a question related to teaching retailing concepts? Send your question in via email to the Editor and we will find an expert to respond!

Research Articles

Papers should be approximately 1000-2000 words and should be unpublished and non-copyrighted. Papers will undergo a double-blind referee. The author(s) will retain copyright of their paper. Graduate students are especially encouraged to submit. The editor, along with at least one reviewer, will pursue a policy of timely and meaningful review of each paper. If the paper is accepted, the author(s) must provide the paper's final version in Microsoft Word format. Papers should comply with APA guidelines.

Feature Articles

We are always looking for feature articles on innovative teaching or leadership strategies relevant to the retail industry and its sectors. These papers should emphasize issues and topics relevant to faculty in the classroom. Papers should not exceed 2,000 words and will be reviewed by the RET editors for publication.

Submissions should be submitted in Microsoft Word format to the Editor (sha5@utk.edu) and cc: the Associate Editor (mlchilds@utk.edu). We look forward to serving you!

May Issue Submission Deadline: April 15, 2018.

TED ROGERS SCHOOL

Retail Management

ACRA/AMA Tri-Annual Conference
Toronto, Canada June 6-9, 2018



In the heart of downtown Toronto

- Ranked World's "hottest" Luxury Market, by Christie's International Real Estate (2014)
- Rated 2nd Most Reputable City in the World by Reputation Institute (2013)
- Home to over 9,500 students, 6 schools of Management Studies, 2 MBA degrees, 1 Masters of Management Science, 13 research centres/institutes

Industry and Social Tours

- Shopping District Tour: Queen Street West
 - declared the second coolest Neighbourhood in the World by Vogue magazine
- Union Station Renovation Project - projected to serve 500,000 commuters by 2020 with 160,000 sq.ft. retail space
- Toronto city tours
- Niagra Falls tours

****The deadline for all submissions is January 8, 2018****

For More Information

Dr. Frances Gunn fgunn@ryerson.ca

Dr. S.H. (Mark) Lee lee.mark@ryerson.ca

Details available at: <http://www.ryerson.ca/tedrogersschool/rm/acra-ama2018/>



📍 55 Dundas St. West, 9th floor
350 Victoria Street
Toronto, ON, Canada M5B 2K3

🌐 ryerson.ca/tedrogersschool

Shop.Org 2017

The National Retail Federation's Shop.org conference was held in Los Angeles, California from Sept. 25th-27th, 2017. More than 3,500 attendees learned from impressive keynote speakers and enjoyed the bustling exhibit hall of new retail technologies. While there are several points of interest for retailers and educators, here are the top takeaways.

Tyra Banks kicked off the event by sharing her entrepreneurship story. We later learned from Michael White, the Senior Vice President and Chief Technology Officer at Disney Consumer Products and Interactive Media. He talked about ways to continue to innovate. We also learned from Walmart e-Commerce U.S. President and CEO Marc Lore, who talked about the importance of keeping innovation alive – even inside a large corporation. Martine Reardon, former CMO of Macy's inc. took to the stage and moderated a panel discussion with female CEOs from theSkimm, Minted, and Beautycounter to talk about female entrepreneurship. We later learned from fellow academics, Scott Galloway from NYU Stern and Adam Grant from the University of Pennsylvania. These professors taught interactive lectures on the big four (Apple, Amazon, Facebook, and Google) and non-conformist that move the world, respectively. The show closed with a keynote by NBA great Kobe Bryant, who shared his experiences of building his post-basketball career.

We also browsed the featured tech lab, which hosted the newest innovation created by start-ups to be used to help retailers market, connect, and better serve their customers. The more impressive new applications were centered on artificial intelligence, augmented reality, virtual reality, and machine learning. Overall, we learned that at the end of the day, retailers are using these new technologies to focus on keeping consumer attention – online, in-store or both.

For additional information, please see the National Retail Federations' recap from Shop.org: <https://shop.org/2017-recap>

Retail Trends 2017-2018

Retail is a dynamic industry and constantly changing. For retailers to stay current, they are evolving considerably. To help educators keep up to date on current retail trends, we would like to share with you some trade and business news reports about recent retail developments that you might have missed. To make sure we keep our students informed about emerging employment trends, we have provided some articles that talk about teens in retail and the evolving sales associate role. To keep up to date on trends within the industry, we have provided articles about urban shopping, the state of shopping malls, and predictions for the future of retail. Lastly, since the holidays are the biggest season for retailers, we have provided some articles about generation Z holiday shoppers, and how the weather may impact holiday sales. We hope you enjoy these articles.

Employment Trends:

Employment trends: Teens in Retail

<https://nrf.com/blog/employment-trends-teens-retail>

How the retail sales associate role has changed over the last decade

<https://nrf.com/blog/how-the-retail-sales-associate-role-has-changed-over-the-last-decade>

Emerging Retail Trends:

Urban Shopping Experiences

<https://nrf.com/blog/emerging-trends-urban-shopping-experiences>

Failed malls are mostly victims of other malls, not web

<https://www.wsj.com/articles/the-internet-isnt-killing-shopping-malls-other-malls-are-1492513200>

Scott Galloway predicts the future of retail

<https://nrf.com/blog/scott-galloway-predicts-the-future-of-retail>

Holiday Shopping Trends:

Gen Z holiday shoppers: What you need to know

<https://nrf.com/blog/gen-z-holiday-shoppers-what-you-need-know>

How winter weather impacts holiday retail sales

<https://nrf.com/blog/how-winter-weather-impacts-holiday-retail-sales>

Come grow old with me:

The use of simulation in retail merchandising education

Cosette M. Joyner Armstrong, PhD
Associate Professor
Department of Design, Housing,
& Merchandising
Oklahoma State University
Cosette.armstrong@okstate.edu

Greg Clare, PhD
Assistant Professor
Department of Design, Housing,
& Merchandising
Oklahoma State University
Gred.clare@okstate.edu

“Younger Americans will one day live in the world of older citizens, which we now create.”
--Patricia Moore

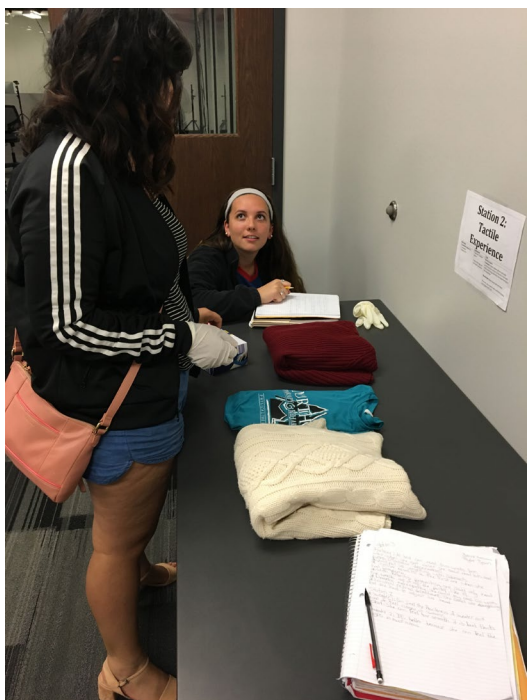
Introduction

It is expected that by the year 2030, one in every five individuals in the United States will be aged 65 and over (Colby & Ortman, 2015). It is well established that older individuals experience declines in vision, hearing, balance, mobility and strength as they age, and that these aspects of design in the built environment impact one's capacity for independent living (Farage, et al., 2012). These diminishing capabilities must be matched by design interventions that better support self-sufficiency. One of the more important functions that may be constrained by physical ability is the ability to acquire goods that are necessary to sustain life, which addresses a range of tasks that older shoppers want to accomplish in a retail environment. Increasingly, the focus of retailing research emphasizes the impact of the retail environment on the aging consumer (Gregoire, 2003; Kerr, Rosenberg, & Frank, 2012; Kohijoki, 2011), focusing on the design of the retail store environment for the mature

market (Joyce & Lambert, 1996; Petermans & Koenraad, 2010; Park & Farr, 2007) and methods of effective marketing to support the aging population (Schewe, 1988). Unfortunately, “Darwinian” design prevails among most consumer goods, catering to the most fit and healthy consumers of the population; from the product itself, to packaging, and the environment in which it is sold (Moore, 1985). Meanwhile, unmet needs abound. These needs present a significant retailing opportunity, as the aging population seeks goods to support housing modifications, health needs, travel challenges, and a more active social life. Notably, this consumer segment also has more money and time to spend on these goods (The Nielsen Company, 2014).

Aging Simulation

It has been proposed that improving the quality of the aging process has been mistakenly directed to older adults, when in fact, behavior



changes among young persons beginning earlier in life offer the greatest potential for improving physical effects of the aging process and reducing negative

approach in training programs for teachers, care providers as well as designers (Bennett, Moore, & Wenham, 2015; Clark, Foos, & Faucher, 1995; Eymard, Crawford, & Keller, 2010; Hitchcock & Taylor, 2003; Tremayne, Burdett, & Utecht, 2011). There is ample opportunity to encourage students to express their feelings while increasing knowledge and empathy and experiencing diminishing capacities via an aging simulation (Eymard, Crawford, & Keller, 2010). Industrial designer and gerontologist Patricia Moore (1985) argues that preparing the next generation to value and appreciate aging individuals is the most viable long-term solution to the challenges of the aging. But, young people often perceive older individuals as uniformly deaf, forgetful, arthritic, cranky, and hard to deal with. As a result, they may avoid aging consumers or treat them with condescension and dismissal, which inherently impacts service levels (ibid). Thus, another potential benefit of the simulation approach is to strengthen empathic understanding of older persons decreased physical capabilities, which may then be translated to real world problems and solutions. As future industry leaders, it is increasingly important that young merchandising students understand the issues that older individuals face for the purpose of providing empathic solutions. Finally, the practical benefits of student aging simulation can support knowledge transfer interchangeably within the domains of professional and personal behaviorism. Students often comment after aging simulations that they need to personally take actions to adapt their behaviors including those directed toward older persons and/or modifications to current behaviors to reduce simulated risks as they age.

Simulation in Retailing Courses

Recently, we acquired aging simulation equipment, called the GERT suit, and it has been utilized both formally and informally in visual merchandising and product development courses to foster empathy and responsiveness

health outcomes (Belsky et al., 2015). Aging simulation methods offer one possible solution for strengthening students understanding of changes to physical performance in both laboratory and field settings. Short-term or extended periods of immersive aging simulation by students may help to bridge the understanding of consumers' cognitive orientations toward products, services or other visual communication factors that influence the shopping process which are moderated by the simulated physical impairments (Pfieffer, Lida & Lungarella, 2014). The effects of aging-related changes to the human body may be applied additively during simulations or collectively applied to participants for temporal changed states (young to old) via transformation of physicality. The gradual layering of specific disability factors in simulations may strengthen young learners' personal behavioral adaptation and coping skills across the aging cycle (Sohl & Moyer, 2009).

Programs such as simulations—specifically, aging suits—have been developed to create awareness of the physical limitations of older individuals, such as vision, hearing, mobility, tactile sensation, hand and finger flexibility, and grip strength. Simulation and aging suits are becoming a more common pedagogical

in design innovation among young learners. The suit includes a variety of devices that simulate joint restriction, postural degeneration, diminished tactile sensation, imbalance, and vision impairments.



Through the use of the suit, students experiment with components of the GERT suit in retail simulations (e.g., tables, shelving, aisles) that command auditory, tactile, vision, mobility, and reach capabilities.

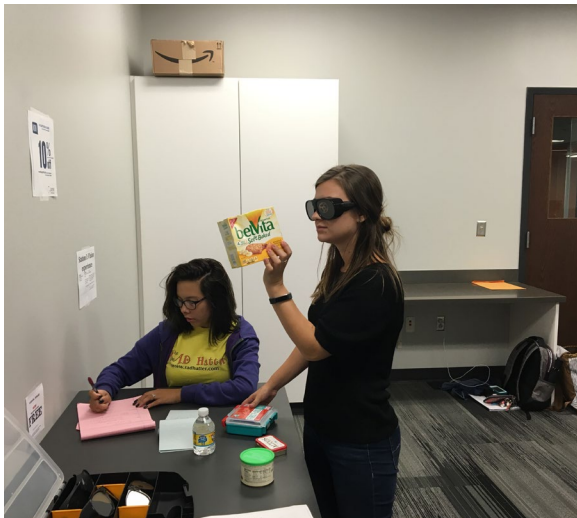
In the visual merchandising course, students were engaged in a semester-long focus about aging women. As part of the semester curriculum, a workshop was created and launched shortly before students began designing a virtual retail space. Students received a lecture from an ergonomics professor about aging and mobility and then proceeded through an interactive workshop where they visited a variety of simulations that were set up in a campus lab space. The

stations included audio, tactile, vision, reach, and mobility simulations where students were asked to use different components of the GERT suit to perform a task. Students utilized this understanding during the implementation of their virtual store design, making adjustments to accommodate improved reachability when selected and placing fixtures, extending circulation space beyond Americans with Disabilities (ADA) requirements, and thinking carefully about how lighting may impact navigation and visibility of signs. In sum, students used the aging simulation equipment to create an innovative design solution.

In the product development course, Wal-Mart sponsored a student competition to design a closet storage solution for older adults who needed to downsize. In this case, students independently explored the implications for vision, getting dressed, lifting, and potential loss of balance in their closet designs by way of the GERT suit. Some students also used some eye disease simulation glasses that are included in the GERT equipment to evaluate a lighting application in the closet. In sum, students used the aging simulation equipment to evaluate and improve an innovative design solution.

Conclusion

Students consistently provided positive feedback about their simulation experiences. Many students discussed epiphanies they had about their own mortality as well as enhanced empathy for aging customers. It is clear that these simulations provoked students to more accurately picture themselves as older shoppers in the future, which is sometimes startling to them. They also considered carefully the practicality of their retail design solutions for this growing and important market segment. We continue to evolve our integration of this simulation equipment into other facets of the retailing curriculum.



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Recent Publications

JOURNAL OF RETAILING (VOL. 93, ISSUE 3)

Online purchase paths and conversion dynamics across multiple websites

Chang Hee Park | Pages 253-265

How product-environment brightness contrast and product disarray impact consumer choice in retail environment

Ryann Reynolds-McInay, Maureen Morrin, Jens Nordfält | Pages 266-282

An empirical analysis of the impact of promotional discounts on store performance

Dinesh K. Gauri, Brian Ratchford, Joseph Pancras, Debabrata Talukdar | Pages 283-303

Dual control of salesforce in partially integrated channels

Stephen K. Kim, Amrit Tiwana | Pages 304-316

The choice of exclusive dealing: Economic rationales and evidence from French retail chains

Muriel Fadaïro, Jianyu Yu, Cintya Lanchimba | pages 317-335

I'll be watching you: Shoppers' reactions to perceptions of being watched by employees

Carol L. Esmark, Stephanie M. Noble, Michael J. Breazeale | Pages 336-349

How do franchise ownership structure and strategic investment emphasis influence stock returns and risks?

Liwu Hsu, Patrick Kaufmann, Shuba Srinivasan | Pages 350-368

Product touch and consumers' online and offline buying: The role of mental representation

Wumei Liu, Rajeev Batra, Haizhogn Wang | Pages 369-381

Strategic implications of keeping product value secret from competitor's customers

Mushegh Harutyunyan, Baojun Jiang | Pages 382-399

JOURNAL OF RETAILING & CONSUMER SERVICES (VOL. 39, ISSUE November)

Consumer response to price changes in higher-priced brands

Ava Huang, John Dawes, Larry Lockshin, Luke Greenacre | Pages 1-10

The battle of traditional retailers versus discounters: The role of PL tiers

Gizem Hökelecli, Lien Lamey, Frank Verboven | Pages 11-22

Satisfaction, loyalty and repatronage intentions: Role of hedonic shopping values

Sunil Atulkar, Bikrant Kesari | Pages 23-34

Willingness to Pay-inference in the absence of rejected propositions

Sander van Cranenburgh, Caspar G. Chorus | Pages 35-42

Impacts of product, store and retailer perceptions on consumers' relationship to terroir store brand

Jérôme Lacœuilhe, Didier Louis, Cindy Lombart | Pages 43-53

Disruptions versus more disruptions: How the Amazon dash button is altering consumer buying patterns

Maya F. Farah, Zahy B. Ramadan | Pages 54-61

An empirical analysis of factors that influence retail website visit types

Jason I. Pallant, Peter J. Danaher, Sean J. Sands, Tracey S. Danaher | Pages 62-70

Investigating gender differences in consumers' experience of guilt: A comparative study

Ghadeer G. Kayal, Antonis C. Simintiras, Nripendra P. Rana | Pages 71-78

Et tu, Brute? How unfair!

Sanjeev Tripathi | Pages 79-92

Measuring and improving customer retention at authorised automobile workshops after free services

Anil Kumar, Sunil Luthra, Dinesh Kumar Khandelwal, Rajneesh Mehta, Nityanand Chaudhary, Sukhdev Bhatia | Pages 93-102

Understanding the effect of personal and social value on attitude and usage behavior of luxury cosmetic brands

S. Ajitha, V.J. Sivakumar | Pages 103-113

Does opinion leadership influence service evaluation and loyalty intentions? Evidence from an arts services provider

Javier Flores-Zamora, Jesús García-Madariaga | Pages 114-122

Channels for search and purchase: Does mobile Internet matter?

Sonika Singh, Joffre Swait | Pages 123-134

What factors determine e-satisfaction and consumer spending in e-commerce retailing?

Tahir M. Nisar, Guru Prabhakar | Pages 135-144

Grocery pickup creation of value: Customers' benefits vs. spatial dimension

Dany Vyt, Magali Jara, Gérard Cliquet | Pages 145-153

Health and cosmetics: Investigating consumers' values for buying organic personal care products

Ezlika Ghazali, Pat Chen Soon, Dilip S. Mutum, Bang Nguyen | Pages 154-163

Online search – Online purchase in franchising: An empirical analysis of franchisor website functionality

Thierry Pénard, Rozenn Perrigot | Pages 164-172

How personal costs influence customer citizenship behaviors

Anh Dang, Aaron D. Arndt | Pages 173-181

Increasing customer purchase intention through product return policies: The pivotal impacts of retailer brand familiarity and product categories

Shih-Ping Jeng | Pages 182-189

A DEA approach for selecting a bundle of tickets for performing arts events

Andrea Baldin | Pages 190-200

Examining impacts of negative reviews and purchase goals on consumer purchase decision

Fei L. Weisstein, Lei Song, Peter Andersen, Ying Zhu | Pages 201-207

Image transfer from malls to stores and its influence on shopping values and mall patronage: The role of self-congruity

Kamel El Hedhli, Haithem Zourrig, Jeongsoo Park | Pages 208-218

The consumer experience: The impact of supplier effort and consumer effort on customer satisfaction

Magnus Söderlund, Sofie Sagfossen | Pages 219-229

Personalized ads on Facebook: An effective marketing tool for online marketers

Trang P. Tran | Pages 230-242

Exploring the origin of retail stores in Europe: Evidence from Southern Italy from the 6th century BCE to the 3rd century BCE

Eleonora Pantano, Charles Dennis | Pages 243-249

Gift card program incrementality and cannibalization: The effect on revenue and profit

Tim Norvell, Alisha Horky | Pages 250-257

Web functionality, web content, information security, and online tourism service continuance

Ziqi Liao, Xinping Shi | Pages 258-263

INTERNATIONAL JOURNAL OF RETAIL & DISTRIBUTION MANAGEMENT (VOL. 45 ISSUE 10)

The effects of retail store characteristics on in-store leisure shopping experience

Amalia Triantafyllidou, George Siomkos, Eirini Papafilippaki | Pages 1034 - 1060

Exploring channel conflict in an emerging economy: the small retailer's perspective

Satyam, Rajesh K. Aithal, Harshit Maurya | Pages 1061 - 1078

Expatriates go shopping: food and shopping acculturation

Laurence Bundy | Pages 1079 - 1094

Exploring the attractiveness of manufacturer brands and retailer own-brands in supermarket context

Sandra Maria Correia Loureiro | Pages 1095 - 1113

Mall image, shopping well-being and mall loyalty

Majid Mohammad Shafiee, Sayyed Mohammad Sadiq Es-Haghi | Pages 1114 - 1134

INTERNATIONAL REVIEW OF RETAIL, DISTRIBUTION & CONSUMER RESEARCH (VOL. 27, ISSUE 4)

The death and life of shopping malls: an empirical investigation on the dead malls in Greater Lisbon

Daniela Ferreira, Daniel Paiva | Pages 317-333

Effects of time pressure, type of shopping, and store attributes on consumers' satisfaction with grocery shopping

Elin Nilsson, Tommy Gärling, Agneta Marell | Pages 334-351

Are your consumers variety seekers? The moderating impact on the effectiveness of free gift promotions vs. price discounts

Oliver Roll, Elenia Pfeiffer | Pages 352-368

Analysing the fulfilment of service recovery paradox in retailing

Teresa Fayos-Gardó, Beatriz Moliner-Velázquez, Maria-Eugenia Ruiz-Molina, Maja Šerić | Pages 369-389

A Dixonian analysis of petrol retailing in the U.K. – 1880-2000

Neil H. Ritson, Ian W. Byrne & David A. Cohen | Pages 390-406

Reconceptualising loss in retailing: calling time on 'shrinkage'

Adrian Beck | Pages 407-423

Uncovering emotions and insights evoked by paper currency

Monica D. Hernandez, Nese Nasif, Kai Malzer & Michael S. Minor | Pages 424-433

Position Announcements

Details for all current positions available at: <http://www.acraretail.org/posted-positions.html>

1. Indiana University / Assistant/Associate Professor of Merchandising

The School of Art, Architecture, and Design (SoAAD) is seeking a dynamic and enthusiastic colleague for a full-time Assistant/Associate Professor tenure track position in the nationally recognized Merchandising program (<https://soaad.indiana.edu/academics/undergraduate/apparel-bs.html>) with a focus on digital merchandising to begin in fall 2018. The minimum qualifications for this position are expertise in Digital Merchandising and one or more of the following: omni-channel, physical and virtual environments, e-commerce, digital customer behavior, social media, digital retail technology, digital supply chain, service quality in digital contexts. Additional minimum qualifications include a Ph.D. in the appropriate field, demonstrated record of (or potential for) research, demonstrated record of (or potential for) teaching, and a demonstrated record of (or potential for) grantsmanship.

Review of applications will begin on December 1st, 2017, and will continue until the position is filled. Interested candidates should review the application requirements and submit applications to <http://indiana.peopleadmin.com/postings/4681>. Questions regarding the position or application process should be directed to: Megan Tansley, School of Art, Architecture + Design at Indiana University, 127 Fine Arts Building, 1201 East 7th Street, Bloomington, IN 47405. Phone: 812-856-7448. Email: mtansley@iu.edu.

2. University of Georgia / Assistant Professor of Merchandising

Department of Textiles, Merchandising and Interiors seeks to hire a faculty member in the area of contemporary merchandising with strong focus in omni-channel retailing and digital merchandising. This is a 9-month, tenure track position at the assistant professor level. The successful candidate will 1) teach 4 classes per year; 2) actively work on scholarly research through publications and presentations; 3) effectively serve at the department, college, university, community and profession; and 4) provide supervision to master and/or doctoral students.

The application packet should include: (1) cover letter of interest that addresses how credentials and experience meet the qualifications of the position, (2) curriculum vitae, (3) statement of research area and goals; teaching plans and teaching philosophy (no more than 6 pages), (4) contact information for at least three references. Candidates should submit their application materials online via FacultyJobs@UGA <http://facultyjobs.uga.edu/postings/1532>. Direct additional questions about the position to Dr. Yoo-Kyoung Seock, Search Committee Chair (yseock@fcs.uga.edu). Deadline for applications is November 20, 2017. Review of applications will continue until the position is filled.

Meet the Board



President - Jane Swinney

Associate Professor of Merchandising at Oklahoma State University. Following time as a manager and buyer in retailing she transitioned to the academic world. Her research interests are primarily in the areas of entrepreneurial orientation and rural retailing. She has published in the Journal of Small Business Management, the Journal of Business Venturing, the Journal of Developmental Entrepreneurship, and Entrepreneurship Theory and Practice. She is also an active member of the United States Association of Small Business and Entrepreneurship. As President of ACRA, Jane is committed to continuing the growth in the organization. She wants to encourage graduate students to make membership in the organization a priority arena for sharing their research work.



Vice President – Robert Jones

Assistant Professor of Marketing and Associate Director of the Center for Retail Enterprises at The University of Texas, at Tyler. Prior to joining academia he enjoyed an extensive retail career. His research interests are in shopper marketing, and how brands and branding contribute to shopper value. He has published a chapter on Consumer Behavior at Retail in Marketing at Retail, and in journals such as the Journal of Retail and Consumer Services, International Review of Retail, Distribution, and Consumer Research, and International Journal of Retail and Distribution Management. As Vice President of ACRA, Robert is committed to continuing the growth in the organization, and connection to industry.



Secretary - Patrali Chatterjee

Patrali's research interests include omnichannel retail, modeling consumer behavior in online, social and mobile media and the role of IT in transforming organizations and industry verticals. She has published her research in Information Systems Research, Journal of Business Research, Marketing Science, among others and has been featured in media like the Wall Street Journal, Time, and Stanford Innovation Review. As Secretary of ACRA, Patrali's goal is to create more opportunities for on-going engagement and participation among ACRA members, increase career development opportunities, and enhance ACRA's visibility in the digital space.



Chair of the Development committee of ACRA - Archana Kumar

Archana's principles areas of research are in consumer behavior, branding strategies, electronic/mobile commerce shopping behavior, and cross-cultural consumer behavior. Her research has been published in several referred journals including the Journal of Services Marketing, International Journal of Retail and Distribution Management and the Journal of Business Research. She is also the recipient of the 2007 Emerald Research Fund Award for Indian Management Research. She is an active member of the American Collegiate and Retailing Association (ACRA) and Marketing Management Association (MMA). She has been involved with ACRA for over 10 years and was the conference co-chair for the 2016 ACRA Spring Conference held in Secaucus, NJ. In her role as the chair of the Development Committee, she aims to seek new opportunities for the organization as well as focus on digital communications.



Treasurer - Greg Clare

Gregory Clare is an Assistant Professor in the Design, Housing, and Merchandising department at Oklahoma State University. He graduated from Michigan State University in 2012 with a PhD in retailing. Prior to pursuing a career in academia he worked for over 20 years in the retailing industry in various capacities including store manager and buyer. His research interests include packaging message design, eye tracking research and the effects of electric light on consumers and human health. Greg has been a member of ACRA since 2008 and has always admired the highly supportive and collegial nature of the organization and its members. Graduate students will greatly benefit from becoming a member and sharing their research with peers and top researchers in the retail field.

ACRA Contacts

President

Jane Swinney
Oklahoma State University
Department of Design, Housing, &
Merchandising
445 Human Sciences
Stillwater, OK 74078
jane.swinney@okstate.edu

Vice President

Robert Jones
University of Texas at Tyler College
of Business and Technology
3900 University Blvd
Business Building 122
Tyler, TX 75799 rjones@uttyler.edu

Past President

Rod Runyan
Texas State University School of
Family and Consumer Sciences
601 University Drive
San Marcos, TX 78666
rcr56@txstate.edu

Secretary

Patrali Chatterjee
Montclair State University
School of Business
1 Normal Avenue
Upper Montclair, NJ 07043
chatterjeep@mail.montclair.edu

Treasurer

Gregory Clare
Oklahoma State University
Department of Design, Housing,
& Merchandising
440 Human Sciences
Stillwater OK 74078
greg.clare@okstate.edu

ACRA Development Committee Chair

Archana Kumar
Montclair State University
School of Business
1 Normal Avenue
Upper Montclair, NJ 07043
kumara@mail.montclair.edu

Member-at-large

Leigh Sparks
University of Stirling
Institute for Retail Studies
Stirling, Scotland, United
Kingdom, FK9 4LA
leigh.sparks@stir.ac.uk

Hall of Fame/Archives

Susan S. Fiorito
Florida State University
Entrepreneurship
College of Business
Tallahassee, FL 32306
sfiorito@fsu.edu

Editor

Sejin Ha
University of Tennessee, Knoxville
Department of Retail, Hospitality
and Tourism Management
sha5@utk.edu

Associate Editor

Michelle L. Childs
University of Tennessee, Knoxville
Department of Retail, Hospitality
and Tourism Management
mlchilds@utk.edu

Layout Designer

Rebecca M. Moody
University of Tennessee, Knoxville
Department of Education, Health
and Human Sciences
RMoody3@vols.utk.edu

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Position listings, ads and feature articles can be submitted for review at any time.

Please send submission in electronic format to the Editor and Associate Editor.
Publication deadline for Vol. 38 No. 1 is April 15, 2018.