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Annual Report 2024

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Centre for Retail Research at Lund University

ANNUAL REPORT | 2024





Introduction

Centre for Retail Research – 2024 the final chapter

This is the 11th annual report from the Centre for Retail Research at Lund University. It is also the last we will send. While transitions can evoke a sense of melancholy, we are choosing, instead, to reflect on our achievements with profound appreciation.

We have had 11 absolutely fantastic years, thanks to all who made that possible and helped us create a robust and dynamic network of academics and practitioners. We have tried to combine academic insights with practical industry knowledge. I would like to extend my sincere gratitude to my research colleagues at Lund University, including Jens Hultman, Annika Olsson, Cecilia Fredriksson, Carys Egan-Wyer, Emma Samsioe, Kristina Bäckström, Daniel Hellström, and Klas Hjort. I would also like to thank all the retail practitioners that have participated in our workshops and seminars over the years, particularly our reference group members, who include Anders Dahlvig, Peter Jelkeby, and Robert Olsson.

In this report you will find an overview of our research domains and publications, ranging from our first book, *Framtidens Fysiska Butik*, to our last, *The Future of Consumption*. You will also find a page dedicated to some of the most pivotal moments of our eleven years.



Despite being our final year, 2024 was an active one, to say the least:

- I myself took a seat on The Swedish Retail and Wholesale Economic Council in autumn 2024. It is a task that I look forward to getting involved in. Retail needs all the support it can get and The Swedish Retail and Wholesale Economic Council has been (and will hopefully continue to be) an important voice, not least because of its independence.
- Researchers from the Centre participated in and arranged seminars on important topics, such as the effects of the industry agreement on fossil-free deliveries (John Olsson) and the webinar on new physical store formats (Carys Egan-Wyer, Ulf Johansson, and Zarah Rosell from Ingka).
- The webinar on how companies can win the battle for shoppers in the grocery store is a good example of the kind of collaboration in which we engage. This time, students collaborated with Midsona and our long-time partner Martin Moström from SRB Retail House, paving the way for interesting reports and presentations.
- I would also like to mention the Nordic Retail and Wholesale Conference (NRWC). The Centre arranged the ninth NRWC in Helsingborg, where 144 researchers from different parts of the Nordics presented retail research. The best research from the conference will be part of a special issue, which will be published in the *International Review of Retail, Distribution and Consumer Research* in 2025.
- Finally, I would like to take the opportunity to highlight some trend research on what will shape retail in the future. On our website, you will find several blog posts from the Centre's management team with London as a starting point.

That's the final word from us... Although, not quite. The Centre will transition to REAL, the Centre for Retail and Logistics, located at Campus Helsingborg. Collaboration will continue between the School of Economics, Campus Helsingborg, and the Faculty of Engineering. The inaugural report for REAL will be authored by Daniel Hellström in early 2026, signaling a continued commitment to excellence in retail research.

With profound appreciation,

Ulf Johansson
Professor and Centre Director

Eleven Years of Excellence

In 2013, a visionary team of interdisciplinary researchers from Lund University embarked on an ambitious mission to establish a groundbreaking research centre dedicated to retail. Comprising experts from Economics, Engineering, and Social Sciences, the team successfully beat out stiff competition from other universities to secure a SEK 25 million grant from the Swedish Retail and Wholesale Council, distinguishing themselves by their unique cross-disciplinary approach as well as their commitment to disseminating research findings to the retail industry.



"We won that competition, I guess, because we wanted to work on research, like most research institutes do, but we also wanted to work with external engagement, involving practitioners at every point we could."

- Professor Ulf Johansson, Centre Director

Research and Academic Achievements

In the 11 years since then, the Centre has demonstrated remarkable academic prowess. Within the first five years, its affiliated researchers published 70 peer-reviewed articles in leading scientific journals, a number that has more than doubled since then. We have also driven six projects spanning critical areas of retail research including:

- E-commerce dynamics
- Knowledgeable consumers
- Retail destination
- Retail innovation
- The future of the retail store
- The future of consumption

Engagement and Impact

The Centre has distinguished itself not just through academic research, but through extensive practitioner engagement. Annually, the team has conducted four to six targeted seminars

and workshops, connecting with hundreds of industry professionals to share the cutting-edge findings of our ongoing research. Our researchers have featured regularly in news stories about the growth and development of the retail sector in Sweden and internationally. Early recognition of emerging trends underscores the Centre's forward-thinking approach, as evidenced by its early appreciation of the importance of artificial intelligence (AI) in retail. "AI is the thing that everybody is talking about at the moment," explained Centre Director Prof. Ulf Johansson. "We had our first seminar on AI in 2018!"



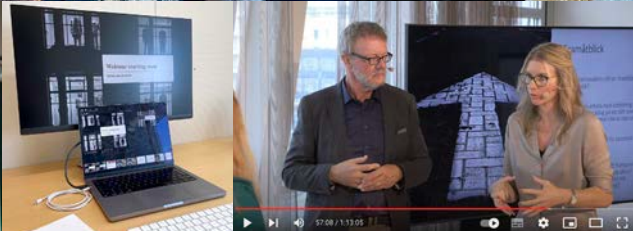
Global Research and Collaboration

At any one time, the Centre has been home to around 60 affiliated researchers, from a range of disciplines at Lund University, including ethnology, engineering and logistics, marketing and management. The Centre's researchers have actively participated in a multitude of international conferences, presenting groundbreaking work globally. And in 2024 we arranged our own, the Nordic Retail and Wholesale Conference. We have also hosted 10 international researchers who visited Lund to participate in research, seminars, workshops, and teaching, as well as numerous international visitors, offering unprecedented opportunities for collaborative research and knowledge exchange.



Acknowledgments

We at the Centre for Retail Research extend our profound gratitude to our founding supporters, The Swedish Retail and Wholesale Council, Hakon Swenson Foundation, and Lund University, whose belief in our vision has been instrumental to our success. And we could not have achieved any of this success without the researchers, international researchers, visitors, speakers, and industry professionals who helped to create this excellent research environment.



Focus on events – a selection

MARCH – BRAND CAMP

During 2024, two researchers from the Centre for Retail Research represented the Centre at the prestigious Brand Camp conference in Obergurgl, Austria. This bi-annual mountain conference provided a unique platform for academic exchange, where our team actively participated in shaping the dynamic program. Carys Egan-Wyer delivered insights on sustainability discourses in fashion retail, while Sofia Ulver explored innovative perspectives on brand coolness. The conference underscored our commitment to maintaining a leading position in understanding emerging trends in retail and branding strategies.



MAY – NEW PHYSICAL STOREFORMATS – HOW DO WE EVALUATE THEM?

At an online seminar in May, Ulf Johansson (Centre for Retail Research) talked about the results of a recently completed research project on new physical store formats in retail. He described the challenges new formats can pose within organizations that choose to develop their portfolio of store formats. He also talked about customer experience in new store formats. Meanwhile, Zarah Rosell (Ingka) discussed new store formats from IKEA's perspective, highlighting what conclusions we can draw from ongoing trials. Zarah works as a project manager with a focus on Active portfolio management, which is about strengthening, developing and transforming existing units and markets so that they are adapted and relevant for the future in a customer meeting and to deliver sustainable and profitable growth.

JUNE – LUNCH PRESENTATION: EFFECTS OF THE INDUSTRY AGREEMENT FOR FOSSIL-FREE DELIVERY

The Swedish retail landscape is undergoing a revolution, with massive growth in deliveries to consumers. John Olsson, Centre for Retail Research, has researched the effects of the industry agreement for fossil-free delivery and presented his findings at a lunch seminar on 3 June. Initiated by Swedish Commerce with the support of ASTER, the industry agreement for fossil-free delivery is a significant milestone

on the way to sustainable e-commerce. John Olsson's research focuses on identifying and describing the effects of the agreement.



JUNE – ÖRESUND RESEARCH GATHERING

In June, the Centre for Retail Research hosted a one-day conference where researchers from both sides of The Sound presented spatial aspects of their ongoing branding and consumption studies. Researchers from Lund University were joined by colleagues from Denmark as well as a visiting researcher from the Australian National University in Canberra.



JUNE – WINNING THE IN-STORE BATTLE: SHOPPER MARKETING CASES FROM THE SHOP FLOOR

At this 60-minute webinar, we discussed the main findings of a new report that explores how Fast-Moving Consumer Goods (FMCG) brands can effectively use shopper marketing to win the in-store battle in grocery stores. In the Winning the in-store battle report, three FMCG case studies from two industries are presented. The cases reveal that, for FMCG, the grocery store is an excellent and effective place not only to sell products but also to expose shoppers to a brand. During the webinar, Ulf Johansson (Centre for Retail Research) and Martin Moström (SRB-Retail House) joined the authors of the case studies to talk about why shopper marketing is not just about investment but about a shared focus on the shopper.

SEPTEMBER – LONDON TRENDSPOTTING

In September, six intrepid retail researchers from the Centre for Retail Research travelled to London to observe the latest retail trends. Among other trends, they highlighted handbags, flowers and desserts as important. Several subsequent publications emphasised what the Swedish retail industry can learn from what is happening in London.



SEPTEMBER – SYNERGIZING RESEARCH AND RETAIL FOR INNOVATIVE COLLABORATIONS BETWEEN JAPAN AND SWEDEN

Designed to promote scientific exchange between Japan and Sweden, this seminar brought together researchers from Lund University and distinguished professors from Tokyo University. Professor Yukio Ohsawa from the University of Tokyo presented cutting-edge research from Japan, including his innovators' data marketplace method, Feature Concepts with Data Leaves, where innovation and data synergization meet. The methods created in his laboratory have been introduced in a large number of Japanese firms related to Data Society Alliance and national projects, including the Initiative for Life Design Innovation and COI-Next Open Innovation Platform.



NOVEMBER – NORDIC RETAIL AND WHOLESALE CONFERENCE

The ninth Nordic Retail and Wholesale Conference (NRWC) convened in Helsingborg during early November, bringing together a diverse group of retail and logistics researchers from multiple countries. With 144 participants registered, the event marked a significant gathering of international academic retail expertise. Hosted by the Centre for Retail Research, the conference—a biennial initiative of the NRWA network—was the result of two-years of meticulous planning by Lund University researchers Kristina Bäckström, Carys Egan-Wyer, and Emma Samsioe. The three-day symposium provided a critical platform for sharing cutting-edge research and fostering interdisciplinary dialogue in the retail and wholesale sector. Read more about the NRWC conference on page 8 of this report.



DECEMBER – SHOPPER MARKETING CHALLENGES

Towards the end of the year, students from the International Marketing and Brand Management masters programme got the chance to work with the real-life retail challenges faced by brand and category managers at Midsona. The students listened to detailed presentations about tea, organic spices, dried fruits and nuts, and protein bars. They then worked in small groups, leveraging the theories and models from the programme to craft targeted strategies addressing each brand's unique operational needs. Before the winter break, they presented their findings to the Midsona brand and category managers.



Future retail in focus at international research conference in Helsingborg

At the beginning of November 2024, retail and logistics researchers gathered in Helsingborg to present and discuss their latest research at the ninth Nordic Retail and Wholesale Conference (NRWC).

Interest in this year's conference was high, with a total of 144 registered participants from several different countries. This year it was the turn of the Centre for Retail Research to host the conference, which is organized every two years by the NRWA network. Kristina Bäckström, Carys Egan-Wyer and Emma Samsioe worked on preparations for the three-day event in Helsingborg for over two years.

"The participants seemed very satisfied with the conference, and we have had lots of exciting presentations and fruitful discussions," said Emma Samsioe, Deputy Director.

The conference began with a workshop for doctoral students where early years researchers could present their work and receive valuable feedback from more experienced colleagues. After this, a welcome reception was held in the Town Hall in Helsingborg, where participants had the opportunity to network and enjoy the atmosphere.



The main conference took place at Campus Helsingborg, with presentations and discussions about the latest research in retail and logistics. Several researchers from the Centre for Retail Research presented new research in, among other things, circular clothing consumption, digitization of second-hand

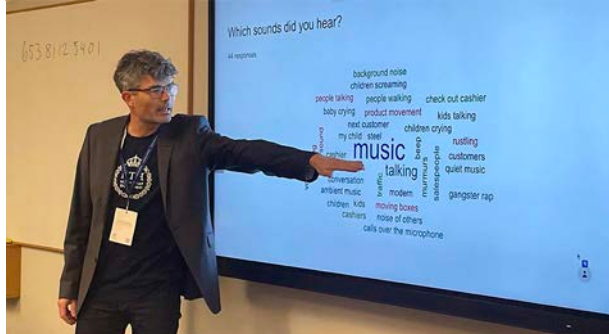
shopping, climate-neutral e-commerce logistics, new store formats, retail in vulnerable areas and about e-commerce managers.

The keynote speakers at the conference were Eleonora Pantano, Associate Professor in Retail and Marketing Technology at the University of Bristol, who discussed artificial intelligence in retail, and Tony Sandelius, Xplore manager at Ingka Group, who talked about Ikea's work to shape the future of retail.



"The fact that the conference is being held in Helsingborg is very important for the city's position as a leading retail and logistics hub. This is where research and business come together to find solutions to future challenges in retail and sustainable logistics flows. These are the kinds of initiatives that drive innovation and growth in the region," said Alexandra Werder Hallonkvist, Head of Growth at the City of Helsingborg.

Text: Julia Luttrup



The future of retail is always a hot topic. To guide our research and to frame our research and practitioner-focused activities, the Centre

for Retail Research launched two future-oriented themes in 2020. These themes continued to guide our work throughout 2024.

Theme: Future Retail Forms

As early as 2018, the Centre for Retail Research held a series of workshops on the future form and function of the physical store. In 2020, we launched a new theme that would allow us to focus on this topic in even greater depth. Throughout 2024 we continued to work with important questions from this theme. What is the future of what we call retail? What will be the forms, the governance, the offer? What influence will digitalization wield and what elements will remain analogue? Will we travel to stores or will they come to us? How will new store formats fit into the customer journey?

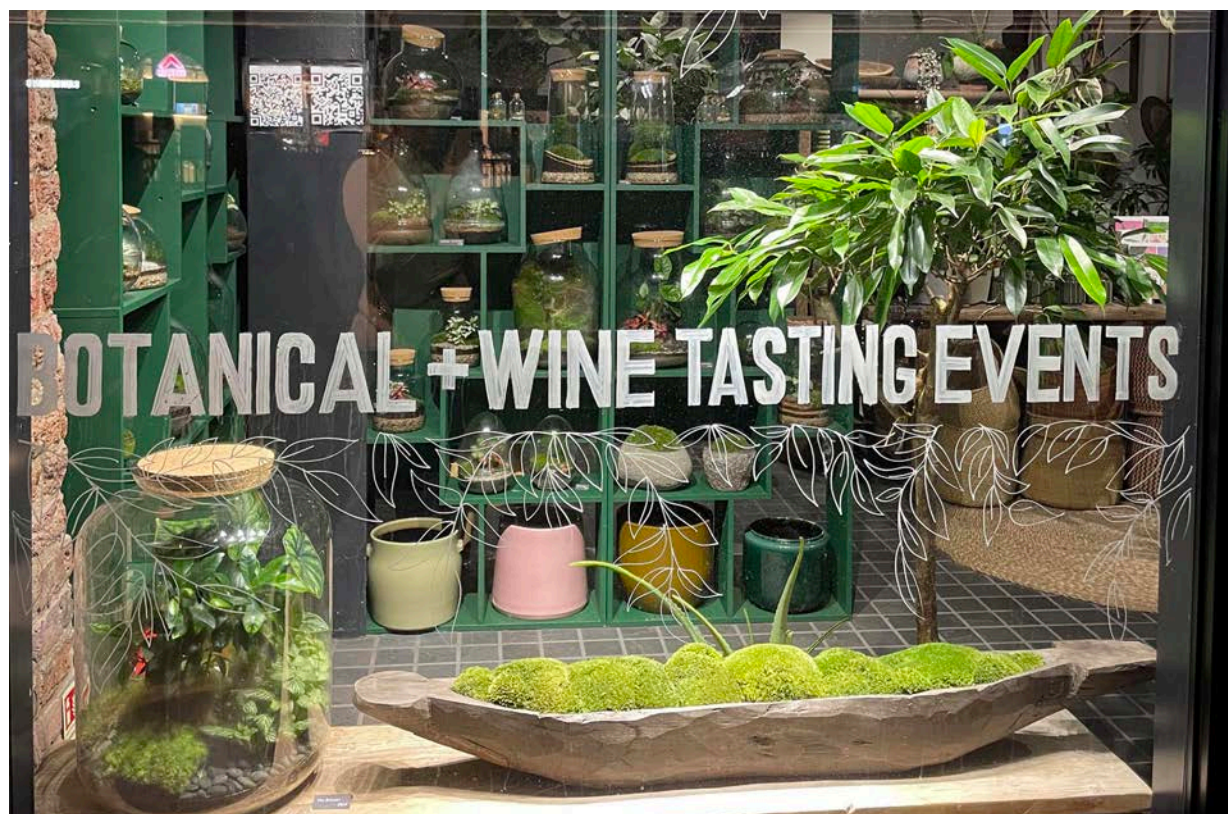
"... new types of value are derived from different store formats..."

This year, researchers from the Centre finalised a research project on the evaluation of new store formats. The findings, which suggest that new types of value are derived from different store formats and that different store formats fit into different kinds of customer journeys, were published in a report that can be found on the website of the Swedish Retail and Wholesale Council.

Retail formats were also in focus in May, when the Centre hosted a webinar on the future of retail and the need to develop new store formats. Ulf Johansson presented findings from a comprehensive research project, examining the intricate dynamics of emerging physical store concepts. His presentation unpacked the internal organizational challenges associated with developing new retail portfolios and explored consumer perceptions and experiences with these innovative store formats. Complementing Johansson's academic perspective, Zarah Rosell from Ingka offered a practical industry lens, sharing IKEA's strategic approach to store format innovation and insights gleaned from their ongoing experimental trials.

Several projects connected to the Centre also investigated future retail forms in 2024. For example, a project on the influence of automation and new technologies seeks to provide recommendations on how retailers should approach automation projects and the implementation of smart warehouses. And several projects focus on the potential role of stores as circular hubs in a more sustainable retail future.

Text: Carys Egan-Wyer



Theme: Future Consumption

The future of retail is closely related to the kinds of consumption that will take place in the future. Current modes of consumption – in which retail is responsible for selling high volumes of products and services to consumers – are not sustainable. Neither are they responsible. So how will consumption develop? What will be important to the consumers of the future? Will sustainability continue to shape retail offerings? How will consumer wellbeing be affected by retailers? And how will technological developments affect our ability to consume more sustainably and in ways that benefit our wellbeing? These are the questions that have been in focus in the Future Consumption theme.

"... these projects will help retailers address future consumption trends in positive and sustainable ways."

These questions are addressed in various research projects connected to the Centre. Some focus on questions of sustainability in retailing and examine, for example, how to reduce unnecessary volume and weight in packaging in order to make supply chains more sustainable, how to encourage zero emission last-mile logistics, or how to support fossil-free deliveries and returns. Learnings from all these projects will help retailers address future consumption trends in positive and sustainable ways.



In June, John Olsson presented the findings of his research into the effects of the industry agreement for fossil-free delivery. The industry agreement for the fossil-free delivery was initiated by Swedish Trade with the support of ASTER, and is a significant milestone on the road to a more sustainable future for e-commerce.

The future of retail and consumption was also in focus at the Nordic Retail and Wholesale Conference, which the Centre hosted in Helsingborg in November 2024. The theme of the conference was (re-)imagining retail and many of the Centre's affiliated researchers presented research that highlighted the potential for more sustainable retail futures. Réka Tölg, for example, described the problems of dormant garments that fail to circulate through second-hand retail channels, Carys Egan-Wyer discussed future best practices for e-commerce websites that want to avoid encouraging overconsumption, while Chattraporn Chatthong, Joakim Kembro, Ebba Eriksson Ahre, and Monica Mora all contributed research on how stores should function in a more circular future.



Many of the full papers that were submitted to the conference will be part of a special issue of the International Review of Retail, Distribution and Consumer Research on Imagining Retail that will be published in 2025. And the future of retail and consumption is the subject of another special issue that will be edited by the Centre's affiliated researcher, Hossain Shahriar.

Text: Carys Egan-Wyer



Affiliated projects – a selection

The Centre for Retail Research is as a platform for researchers to meet and share knowledge. We arrange research seminars and workshops as well as supporting research networks and retail research applications from researchers at Lund University. Below you will find a selection of the research projects that are affiliated via our platform.

Circular economy and sustainable consumption: The store's future role as a circular logistics node

Today we consume far more than our planet can handle and society faces a major challenge in the transformation to sustainable consumption. Retail is important to succeed in this transition and several companies are testing different circular models. A common denominator for these projects is that the store plays a key role in getting close to the end customer and enabling circular flows. In other words, the stores are transformed to, so-called, circular logistics nodes to handle not just marketing/selling but also online order picking, returns handling, repairs, rentals, and second-hand sales. Despite the rapidly increasing relevance, the area is still relatively unexplored.

We address this gap and contribute to theory and practice by investigating how stores can be used as circular logistics nodes. The research project is carried out in close collaboration with retailers taking a leading role in this transformation. To understand opportunities and challenges with the circular transformation, a large number of stakeholders are also interviewed such as municipalities, urban planners, technology suppliers, and property owners. This enables a deeper understanding of what is required to use and scale up stores as circular logistics nodes. The study provides valuable knowledge and guidance by identifying driving forces, challenges, and solutions, as well as insights into how workplaces, processes and technology are changing to support circular flows. It also contributes to knowledge of how the surrounding society is affected and can contribute to facilitate the transformation towards sustainable consumption and circular economy within retail.

Participants: Joakim Kembro, Ebba Eriksson, Monica Mora Chaves

Duration: 2023-2026

Funder: Hakon Swenson Foundation

Changing consumption in times of crisis: Effects of rising food, energy and housing prices

In recent times, we have seen sharply rising prices, e.g. for food and energy, and higher interest rates, which have eroded consumers' purchasing power. The project will study how these price rises affect food consumption. Detailed scanner data will be used to study consumption shifts within and between product groups, for consumers in different regions of Sweden. For example, how have price rises affected the

sale of Swedish-produced and organic goods.

Participants: Jonas Nordström, Christian Jörgensen, Rebecca Swärd

Duration: 2023-2025

Funder: The Swedish Retail and Wholesale Council

Transformed logistics networks for circular economy and sustainable consumption in Swedish retail

Circular retail involves a number of new flows, for example second hand and repairs, for which current logistics networks with associated warehouses and information systems are not designed. The transformation to circular retail means that the customers not only consume but also become a kind of supplier. Companies must therefore adjust their logistics for new flows and activities such as: pick-up and delivery of goods; inspection, quality assessment, handling and storage of used items; as well as the sale, rental and/or delivery of repaired products. To succeed in the transformation to circular retail, retailers are faced with several questions such as how circular material flows should be designed, and which material handling nodes are needed to handle different circular flows.

This project addresses these challenges and investigates how logistics networks should be designed and what types of material handling nodes and information systems that are required to support a transformation to and scale-up of circular retail.

Participants: Joakim Kembro, Ebba Eriksson

Duration: 2023-2025

Funding: The Swedish Retail and Wholesale Council

Fossil-free deliveries: Industry agreement for e-commerce

In the autumn of 2021, ten e-commerce companies and ten transport carriers gathered for a workshop to discuss the conditions for forming a common definition of what a fossil-free delivery is. A year later, an industry agreement was finalized and available for endorsement at Svensk Handel. Becoming part of the agreement is free of charge and is based on an agreement between e-retailers and transport carriers, which in turn makes it easier and more transparent for consumers who e-shop to choose a fossil-free delivery. The industry agreement for fossil-free deliveries clarifies the concept of fossil-free delivery and requires that other environmental concepts used at check-out be removed. A few exceptions are made for certifications such as the Nordic Ecolabel's upcoming label for sustainable e-commerce transports.

To transform e-commerce into a sustainable system, more of this kind of collaboration is needed, where engaged traders and transport carriers join forces. Hopefully, the industry agreement for fossil-free delivery is the first of many joint concrete policy initiatives for more sustainable e-commerce.

Projekt participants: Daniel Hellström, Josephine Darlington, Klas Hjort, Kristoffer Skjutare
Project duration: 2021-2024
Funder: Swedish Government Agency for Innovation Systems (Vinnova)

Transport efficiency and fill ratio: Analysis and action proposals for increased resource utilization

The overall goal of the entire project is to develop and operationalize appropriate, reliable, accessible and cost-effective efficiency measures (key figures) for an analysis of the Swedish freight transport system. These key figures will be developed taking into account the varying conditions of different subsystems and the different needs and roles of different stakeholders. The overall goal of the project is to generate new and vital knowledge that facilitates a reliable evaluation of the Swedish freight transport system's transport efficiency and efficiency potential, as well as the development of models and tools to study effect relationships as a basis for policy measures for increased sustainability.

Project participants: Daniel Hellström, Henrik Pålsson, Jessica Wehner, Sara Rogerson, Vendela Santén, Dan Andersson, Marta Gonzalez-Aregall
Project duration: 2021-2026
Funder: The Swedish Transport Administration

National initiative for sustainable e-commerce: Accelerate innovation

To be able to achieve the sustainable development goals, there is no doubt that we need to transform e-commerce into a sustainable system. Individual efforts are not enough. We need changes at the system level. We also know that innovation are crucial for tackling this global and complex societal challenge. To be able to achieve these comprehensive system changes, there must be national coordination of efforts to accelerate innovation. The aim of this initiative is to create a successful arena for collaboration and a competence centre for sustainable e-commerce.

Project participants: Daniel Hellström, Josephine Darlington, Klas Hjort, Kristoffer Skjutare
Project duration: 2021-2024
Funder: Swedish Government Agency for Innovation Systems (Vinnova)

Towards zero emission last mile distribution in omni-channel retail

Last mile logistics is an emerging research area with growing interest from scholars and practitioners, especially over the past five years. The rapid growth is mainly driven by increasing urbanization and population growth, e-commerce development, changing consumer behavior, innovation, and growing attention to sustainability. Many definitions of last mile logistics exist, yet a common view is that it concerns the last stretch of the supply chain from the last distribution center to the recipient's preferred destination point.

The last mile is often described as one of the most expensive,

inefficient, and polluting parts of the supply chain. Therefore, a fast and efficient transition towards more sustainable last mile distribution is required. Little is known about the transition towards zero emission last mile distribution, therefore a more comprehensive understanding of this transition is required. The aim of this dissertation project is to contribute to enhanced understanding of the transition towards net-zero emission last mile distribution in omni-channel retail and its effects.

Project participants: John Olsson, Daniel Hellström, Henrik Pålsson
Project duration: 2018-2024

New formats for the physical store of the future: How to evaluate and manage new store formats

This project's departure point is that the physical store is changing and a growing number of retail chains are experimenting with new store formats, such as show rooms, pop-up stores etc. These concept stores are a complement to traditional stores and they allow retailers to tailor their offerings to customer needs. Store performance is traditionally evaluated on the basis of sales but new format stores need to be evaluated and managed according to different variables. But which ones? And how? This project will answer these questions by studying new and established retail chains and their customers in Sweden and in the United Kingdom.

Project participants: Ulf Johansson, Jens Hultman, Steve Burt, Carys Egan-Wyer
Project duration: 2019-2024
Funder: The Swedish Retail and Wholesale Council

Towards sustainable supply chain practices – Investigating packaging efficiency

The purpose of this project is to highlight the volume and weight losses created by packaging and occurring along the entire supply chain, and make assessments of their magnitude.

Project participants: Noor Faizawati Badarudin, Daniel Hellström, Henrik Pålsson
Project duration: 2019-2024

The Centre's Publications

Over its 11 years of existence, the Centre has published several books and popular scientific reports, and it has also funded six doctoral theses (partly or in full). This in addition to the hundreds of journal articles written by our affiliated researchers.

BOOKS

Johansson, U. (Ed.) (2018). **Framtidens Fysiska Butik: Digitalisering, upplevelser och hållbarhet**. Lund: Lund University (Media-Tryck).

Bäckström, K., Egan-Wyer, C., & Samsioe, E. (Eds.) (2023). **The Future of Consumption: How Technology, Sustainability and Wellbeing will Transform Retail and Customer Experience**. Palgrave Macmillan.

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butiken via nya butiksformat. Swedish Retail and Wholesale Council's report series 2024:4.

Moström, M., Egan-Wyer, C. & Johansson, U. (Red.) (2024). **Winning the in-store battle: Shopper marketing cases from the shop floor**. Lund: Lund University (Media-Tryck).

DOCTORAL THESES

Källström, L. (2019). **'A good place to live': Rethinking residents' place satisfaction and the role of co-creation**. Lund: Lund University (Media-Tryck). PhD thesis.

Derwik, P. (2020). **Exploring competence and workplace learning in supply chain management**. Lund: Lund University (Media-Tryck). PhD thesis.

Aslan, D. U. (2021). **Praxitopia: How shopping makes a street vibrant**. Lund: Lund University (Media-Tryck). PhD thesis.

Batingan Paredes, K. M. (2022). **Building innovation capability in retail: Towards a systematic and sustained approach to innovation in large retail organizations**. Lund: Lund University (Media-Tryck). PhD thesis.

Welinder, A. (2023). **Legitimizing sustainability talk in retail talk**. Lund: Lund University (Media-Tryck). PhD thesis.

Rehncrona, C. (2024). **Payments: Understanding the use of retail payment service platforms in the era of digitalisation**. Lund: Lund University (Media-Tryck). PhD thesis.



People at the Centre

MANAGEMENT GROUP

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TOTAL NUMBER OF WOMEN: 31, TOTAL NUMBER OF MEN: 32

Funding

RESEARCH GRANTS AT THE CENTRE FOR RETAIL RESEARCH AT LUND UNIVERSITY


The Centre for Retail Research's initial five-year funding from the Swedish Retail and Wholesale Council (of 5 million Swedish crowns per year) ended in 2018. Since then, we have been supported by a variety of funders including Lund University,

the Hakon Swenson foundation, and the Swedish Retail and Wholesale Council. These funds have been used to arrange research seminars and workshops for retail practitioners, and to support research networks and retail research applications.



Popular science publications and visibility in the media – a selection

Retail and Anti-Consumption	Research with Breakfast, Lund University, Lund, Sweden	February	Carys Egan-Wyer
Anti-consumption and sustainability in retail	Stay on top of logistics, Packbridge, Sweden	February	Daniel Hellström, Klas Hjort, Poja Shams, Yulia Vakulenko
What does a 1.5 lifestyle look like?	Workshop, Lund City, Lund, Sweden	February	Matthias Lehner, Jessica Richter
Customer Order Fulfillment in Supply Chain Management	Persson Seminar, Oslo, Norway	March	Daniel Hellström, Klas Hjort, Poja Shams, Yulia Vakulenko
Consumer returns: a necessary evil – How can we cope?	Persson Seminar, Oslo, Norway	March	Daniel Hellström
Future-proofing the physical store through new store formats – How to evaluate new store formats?	HUI and The Swedish Retail and Wholesale Council, Sweden	May	Ulf Johansson
The Future of Retail	Panel debate at the inauguration of Helsingborg Innovation District	May	Ulf Johansson
Trygg handel och utsatta stadsmiljöer	Breakfast Seminar, Handelsrådet, Stockholm, Sweden	June	Carys Egan-Wyer, Ulf Johansson
Winning the in-store battle	Webinar, Lund, Sweden	June	Carys Egan-Wyer, Ulf Johansson
Norrtälje kommun says “no” to tourist tax	Norrtälje Newspaper	July	Cecilia Cassinger
How sustainable are logistics chains actually?	Invited speaker, Stora Logistikdagen, Stockholm, Sweden	August	Klas Hjort
Optimal handling of returns and packaging	Keynote, Executive Foundation, Lund	August	Daniel Hellström, Klas Hjort
Handbags, flowers, and desserts! What can Sweden learn from London's retail trends?	Blog post, Centre for Retail research, Sweden	September	Carys Egan-Wyer
Unwilling surf paradise	Naturkompaniet magazine	September	Cecilia Cassinger
The EU and AI: Challenges and opportunities	EU Days, Lund, Sweden	September	Stefan Larsson
What can Swedish retail learn from London's trends?	Blog post, Centre for Retail research, Sweden	October	Ulf Johansson
Sustainable Retail: From vision to practice	ASTER & Svensk Handel, Gothenburg, Sweden	October	Daniel Hellström, Klas Hjort, Poja Shams, Yulia Vakulenko
How Algorithms and Digitization are Changing Work and Welfare in the Nordics	Workshop, Future Nordics Intermediate Seminar, Uppsala, Sweden	November	Stefan Larsson
Returns for “under ten” at Stadium	Dagens Logistik Magazine	November	Klas Hjort
Research on tourism in vulnerable areas	Besöksliv Magazine	November	Cecilia Cassinger
Urban logistics of the future: Inspiration from London's green transition	Blog post, Centre for Retail research, Sweden	December	Klas Hjort, Daniel Hellström
Exploring Shopping Trends in London	Blog post, Centre for Retail research, Sweden	December	Kristina Bäckström & Emma Samsioe

A woman with glasses, wearing a grey blazer and white trousers, stands to the left of a large projection screen. She is pointing towards the screen with her right hand. The screen displays a presentation slide with a light blue background. The slide title is 'The Hidden Persuaders: Exploring Pushy Patterns and Their Impact on Sustainable Consumption', with 'Pushy Patterns' in blue. Below the title, the names 'Carys Egan-Wyer' and 'Anna Rátkai' are listed. The room has a wooden floor, white walls, and a ceiling with a grid of lights and a large circular ventilation grille.

The Hidden Persuaders: Exploring **Pushy Patterns** and Their Impact on Sustainable Consumption

Carys Egan-Wyer
Anna Rátkai

Publications

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Badarudin, N. F., Hellström, D., & Pålsson, H. (2024). **Space, but not rocket science: A framework for capacity utilization in physical distribution.** *Cleaner Logistics and Supply Chain*, 13, 100171.

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... logistics is intertwined with both packaging and transportation, highlighting that these elements cannot be analyzed in isolation...

Badarudin, N. F., Hellström, D., & Pålsson, H. (2024). Space, but not rocket science: A framework for capacity utilization in physical distribution. *Cleaner Logistics and Supply Chain*, 13, 100171.

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