



## CALL FOR PARTICIPANTS – APPLICATION DEADLINE OCTOBER 30, 2021

The CFR research School was launched by the Center for Retailing (CFR) at the Stockholm School of Economics in 2018. It is a bi-annual research school with the aim to strengthen retail research and to provide tools for PhD students and junior scholars interested in retail-relevant research. Thanks to a generous funding from the Swedish Retail and Wholesale Council, we are pleased to announce the third iteration of the CFR Research School in Retailing to be held in 2022 (2023).

Building on the close connections between the Center for Retailing at the Stockholm School of Economics and the Swedish retail industry, the research school will cover a broad range of retail topics, delivered by top-level researchers. All courses are intertwined with a number of industry collaborations (Business Collaboration Events). This ensures that the research school is focused not only on theoretically relevant research, but also on practically relevant research topics that can strengthen retailing in society.

### CFR RESEARCH SCHOOL ALUMNI NETWORK

In 2018, 25 PhD candidates from 16 universities in eight countries participated in the first edition of the research school. In 2020, 22 PhD students from 15 universities in 7 countries were part of the program. Participants who successfully complete the full research school program are invited to the CFR Research School Alumni network. The network functions as an informal structure for the PhD candidates to stay in touch with each other, the faculty as well as the retail partners.

### APPLICATION DETAILS

The program is open to PhD candidates. The CFR Research School will also have a waiting list for academic researchers who are already PhDs.

Participants are encouraged to commit to the entire research school program, but courses can be taken individually. Full program participants will be given priority in all courses.

Successful completion of the full program entitles participants to a diploma as well as access to the alumni network and activities.

The CFR Research School in Retailing is funded by The Swedish Retail and Wholesale Council. Course participation is therefore *free of charge* for all admitted participants.

**Application deadline: October 30, 2021**

[Read more about the application details here](#)



"We are very much looking forward to once again welcome young retail researchers to the CFR Research School in Retailing!"

Associate Professor Jonas Colliander,  
CFR

### SCHEDULE 2022-2023

**August 22-25, 2022** – Past Present and Future of Retail Research

**October 2022** – Methods in Retail Research

**January 2023** – Bridging Theory and Practice

**March 2023** – Managing a contemporary research career

### QUESTIONS?

For questions regarding the CFR Research School in Retailing, please contact Angelica Blom,

✉ [angelica.blom@hhs.se](mailto:angelica.blom@hhs.se)

## PAST, PRESENT, AND FUTURE OF RETAIL RESEARCH (7.5 ECTS)

*Course directors: Professor Sara Rosengren and Professor Anne L. Roggeveen*

This course introduces the retail research canon, spanning early works in in-store marketing to the latest research on sustainability and digitalization in retailing. The reading list is multi-disciplinary with a focus on articles published in leading retailing journal: Journal of Retailing. The purpose of the course is to guide the participants in the many areas of retailing research, discuss the topics and their relevance, and to discover promising avenues for future research in collaboration with industry experts from companies and organizations.

## METHODS IN RETAIL RESEARCH (5 ECTS)

*Course director: Assistant Professor Wiley Wakeman*

Retail research includes many and varied methodologies, ranging from in-store experiments to big data analysis. This course will have a particular focus on experiments, and it comprises traditional questionnaire-based means of collecting data as well as some of more recent means such as eye-tracking. The course will also offer insights into a broader scope of methods used in retail research. To achieve this, Swedish retail researchers from different disciplines and universities will share their in-depth knowledge of their preferred methods and give the participants an overview of the diverse nature of retail research. Participants will familiarize themselves with various methods for data collection and analysis, and use some of them in producing a conference paper as part of the course.

## BRIDGING THEORY AND PRACTICE (5 ECTS)

*Course director: Assistant Professor Fredrik Lange*

The course aims to prepare the PhD candidates on how to best plan and manage their research projects to become both publishable as well as manageable for companies. PhD candidates will learn how to build a research trajectory that has practical relevance to the retail industry. The course has two parts. One part directed at the doctoral students in which different types of industry relevance are discussed. Focus is on outreach and executive education. In the second part, researchers and practitioners are brought together in an executive training module. In this 2-day practitioner module, the PhD candidates take part in an executive training module alongside practitioners. This helps build an understanding for contemporary retailing at the same time as it provides unique networking opportunities for both researchers and practitioners.

## MANAGING A CONTEMPORARY RESEARCH CAREER (5 ECTS)

*Course director: Associate Professor Jonas Colliander*

Being an academic researcher means being part of the academic community. With this comes many challenges. That includes reviewing of both conference and journal papers, contributing to internal departmental work, media appearances and creating a research portfolio used to further one's career at the end of the PhD studies. This can be confusing to PhD students. In this course, students will be taught by experienced faculty on how to navigate this landscape. Skills on how to review papers, briefings on how to understand the institutional landscape and discussions of what is required for an academic career will be part of this course.

Application deadline:  
October 30, 2021  
Application details [here](#)