PUBLICATIONS, 2008-2017

If you would like to know more about any of these publications please do not hesitate to get in touch:

Sara Rosengren, Head of Research Center for Retailing
E-mail: sara.rosengren@hhs.se

FORTHCOMING


2017


Rosengren and Bondesson (2017), How Organizational Identification Among Retail Employees is Affected by Advertising, Journal of Retailing and Consumer Services.

Söderlund, Colliander, Karsberg, Liljedal, Modig, Rosengren, Sagfossen, Szugalski, and Åkestam (2017), The allure of the bottle as a package: An assessment of perceived effort in a packaging context, Journal of Product & Brand Management, 26(1)


2016


2015


2014


Ringbo J (2014). An Examination of In-Store Purchase Sequence and the likelihood for Cross-Catagory Purchases in Grocery Shopping, research paper presented at the 4th NRWC, Stockholm, Sweden, 5-6 November, 2014.


2013


2012


Berg H., Ringbo J. & Söderlund M (2012). When the customer has left the store: An examination of the potential for satisfaction rub-off effects on other stores, research paper presented at The 3rd Nordic Retail and Wholesale Conference, Lund.


Ringbo J. (2012). In-Store Location Effects: An Examination of Category Placements and Impact on Sales, research paper presented at The 3rd Nordic Retail and Wholesale Conference, Lund.


2011


2010


2009


2008


