



CENTER FOR RETAILING

PUBLICATIONS, 2008-2020

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

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2021

Åkestam, N., Rosengren, S., Dahlén, M., Liljedal, K. T., & Berg, H. (2021). Gender stereotypes in advertising have negative cross-gender effects. *European Journal of Marketing*.

Baines, P., Whitehouse, S., Antonetti, P., & Rosengren, S. (2021). *Fundamentals of Marketing 2e*. Oxford University Press, USA.

Bergman, M., Hermansson, C., Rosengren, S., & Åsbrink, E. (2020). Handeln och covid-19. Strukturomvandlingen växlar upp – en uppföljningsrapport. Handelsrådet.

Kolesova, S., Rosengren, S., & Sandberg, R. (2021). Same same but different: Same, same, but different: investigating the effects of marketing instruments on demand for private labels in multichannel grocery retailing, published at proceedings of AMA Winter Academic conference Volume 32, eds. Alan Malter, Stacy Menzel Baker, and Subin Im, p. 663-664.

Maier, Erik, and Alexander Mafael (2021), "The Effect of Adbusting on Brands", Proceedings of the 50th EMAC-Conference, Madrid (virtual).

Nguyen, H., Rosengren, S., Fröberg, E., Sandberg, R. (2021). "You are What you Buy: From Value Orientations to Sustainable Purchase Patterns", Paper accepted for 50th EMAC-Conference (digital).

Plangger, K., Cheng, Z. C., Hao, J., Wang, Y., Campbell, C., & Rosengren, S. (2021). Exploring the value of shoppable live advertising: Liveness and shoppability in advertising media and future research directions. *Journal of Advertising Research*, 61 (2).



Rosengren, S., & Eisend, M. (2021). Full disclosure: advertising is more than meets the eye, *International Journal of Advertising*, 40 (1), 1-4.

Mafael, A., Raithel, S., Taylor, C. R., & Stewart, D. W. (2021). Measuring the Role of Uniqueness and Consistency to Develop Effective Advertising. *Journal of Advertising*, 1-11.

Raithel, S., Mafael, A., & Hock, S. J. (2021). The effects of brand equity and failure severity on remedy choice after a product recall. *Journal of Product & Brand Management*.

Tang, Qiong, Raithel, Sascha, Mafael, Alexander, and Ashish Galande, (2021)," Applying Phrase-Level Text Analysis to Measure Brand-Related Information Disclosure", Proceedings of the 2021 AMS Conference (virtual). Winner, William R. Darden Award for the Best Research Methodology Paper.

Tsalis, G., Jensen, B. B., Wakeman, S. W., & Aschemann-Witzel, J. (2021). Promoting food for the trash bin? A review of the literature on retail price promotions and household-level food waste. *Sustainability*, 13, 4018.

Tolstoy, D., Rovira Nordman, E., Melén Hånell, S. & Özbek, N. (2021). The development of international e-commerce in retail SMEs: An effectuation perspective. *Journal of World Business*, 56, 101165.

Waiguny, M., & Rosengren, S. (2021). *Advances in Advertising Research (Vol. XI) Designing and Communicating Experience (European Advertising Academy)* (1st ed. 2021 ed.). Springer Gabler.

Wakeman, S. W., Tsalis, G., Jensen, B. B., Aschemann-Witzel, J. (2021). Seeing the issue differently (or not at all): How bounded ethicality complicates coordination toward sustainability goals. *Journal of Business Ethics*, 1-14.

Wache, Catalina, Möller, Jana, Mafael, Alexander, Daumke, Victoria, Fetahi, Brenda, and Nora Melcher (2021),"Green Demarketing Advertising", Proceedings of the 50th EMAC-Conference, Madrid (virtual)

2020

Andersson, P., & Liljedal, K.T., (2020), The Lobby: A longitudinal case study of a commercial real estate company's innovation of a physical retail concept. Accepted for presentation at the 7th Nordic Retail and Wholesale Conference (NRWC), Umeå, Sweden. (Conference postponed due to COVID-19)

Berg, H., & Liljedal, K.T. (2020), Another advertising stereotype: Effects of non-stereotyped portrayals of older women in advertising. Working paper accepted for presentation at the Association for Consumer Research (ACR). Virtual conference.



Berg, H., Liljedal, K.T., & Daunfeldt, S-O. (2020), A store for all ages? The responses of elderly consumers to retail environments. Accepted for presentation at the 7th Nordic Retail and Wholesale Conference (NRWC), Umeå, Sweden. (Conference postponed due to COVID-19)

Berg, H., & Liljedal, K.T. (2020), Age Stereotypes in Advertising: Examining the Effects of Using Non-Stereotyped Portrayals of Older Women in Advertising. Accepted for presentation at the 49th European Marketing Academy Annual Conference (EMAC), Budapest, Hungary. (Conference cancelled due to COVID-19.)

Bergman, M., Hermansson, C., Rosengren, S., & Åsbrink, E. (2020). Handeln och covid-19. Lärdomar från pandemin och dess hantering – en nulägesrapport. Handelsrådet.

Blom, A, & Rosengren, S. (2020). Shopper Marketing and Sustainability. Teaching Note #002, Shopper Marketing (NDH112). Stockholm School of Economics.

Chimenti, G. (2020). Conceptual controversies at the boundaries between markets: the case of ridesharing. *Consumption Markets & Culture*, 23(2), 130-153.

Colliander, J., & Rosengren, S. (2020). Shifting Lanes, Sweden Through the Crisis. Stockholm School of Economics.

Dahlen, M., Thorbjørnsen, H., Colliander, J., Rosengren, S., Gemvik, A., & Thorwid, C. (2020). The Effects of Communicating Passion in Advertising: How Messages Like “We Love What We Do!” Shape People’s Product and Brand Evaluations. *Journal of Advertising Research*, 60(1), 3–11.

Dahlen, M., Karsberg, J., Sagfossen, S., Thorbjørnsen, H., & Lange, F. (2020). Advertising “On the Go”: Are Consumers in Motion More Influenced by Ads? *Journal of Advertising Research*, 60 (4).

Eisend, M., & Rosengren, S. (2020). The more the merrier: dealing with a multitude of advertising effects. *International Journal of Advertising*, 39(2), 187–190.

Fors, M., Blom, A., & Lange, F. (2020). Digital Shopping Traces and Sustainable Shopping Decisions in a Grocery Setting, Accepted for presentation at the 7th Nordic Retail and Wholesale Conference (NRWC), Umeå, Sweden. (Conference postponed due to COVID-19).



Kolesova, S., & Rosengren, S. (2020) Consumer Baskets with Green Grocery Products. Why Are the Baskets Greener Online, Accepted for presentation at the 27th Recent Advances in Retailing and Consumer Science Conference (RARCS), Baveno, Italy (Conference postponed due to COVID-19).

Kolesova, S., Fröberg, E., & Rosengren, S. (2020). Consumers Going Green: How Online Shopping Stimulates Sustainable Consumption. working paper presented at the Association of Consumer Research Conference (ACR), Paris, France. Virtual conference.

Kolesova, S., Rosengren, S., & Sandberg, R. (2020). Will Private Labels Prevail? An Exploration of Private Label Demand in Online vs Offline Grocery Stores, working paper presented at the American Marketing Conference Winter Academic Conference (AMA), San Diego, USA.

Kolesova, S., Rosengren, S., & Sandberg, R. (2020). How can retailers use marketing mix instruments to support private labels in online retailing? Accepted for presentation at the 7th Nordic Retail and Wholesale Conference (NRWC), Umeå, Sweden. (Conference postponed due to COVID-19).

Lange, F., & Rosengren, S. (2020). Cocreating Higher Education with Business Partners in Times of Crisis: Lessons Learned from the BSC Retail Program, Sweden Through the Crisis. Stockholm School of Economics.

Lindh, C., Rovira Nordman, E., Melén Hånell, S., Safari, A., & Hadjikhani, A. (2020). Digitalization and International Online Sales: Antecedents of Purchase Intent. *Journal of International Consumer Marketing*, 1-12.

Monthoux, P. G., & Wikberg, E. (2020). *Economic ekphrasis. Goldin+Senneby and art for business education*. Berlin: Sternberg Press.

Mafael, A., & Gottschalk, S. A. (2020). Tales from the Land of Consumer Reviews: Taking a Closer Look at Lurkers and Writers. *NIM Marketing Intelligence Review*, 12(2), 41-45.

Möller, J., Mafael, A., & Gottschalk, S. A. (2020). Examining Online Review Posting Preferences. *Advances in Consumer Research*, 48.

Möller, J., Mafael, A., & Gottschalk, S. A. (2020). Examining Online Review Posting Preferences. Interactive Marketing Research Conference, London, UK. Virtual conference.

Mafael, A., Raithel, S., Hausmann, M., Niemann, A., & Schwaiger, M. (2020). The influence of online complaints on third party consumers. Interactive Marketing Research Conference, London, UK. Virtual conference.



Hånell, S. M., Rovira Nordman, E., & Mattsson, L.-G. (Epub ahead of print). The nature of individual experiential knowledge in internationalizing SMEs : pitfalls of superstitious learning and the need for wisdom. *International Marketing Review*.

Melén Hånell, S., Rovira Nordman, S., Tolstoy, D. and Wetter, E. (2020). *Globala affärer. Tidlösa principer och strategiska ramverk*. Stockholm: Ekerlids förlag.

Nguyen, H. (2020). "Which are more impactful, profitable customers or profitable products? An empirical study", *Proceedings of the 49th EMAC-Conference* (postponed).

Nguyen, H., Rosengren, S., Fröberg, E., Sandberg, R., (2020). "The good, the bad and the converted: a hidden Markov model of how sustainable motivations develop over time", *Nordic Retail and Wholesale Conference, 7* (postponed).

Nilson, I., & Wikberg, E. (2020). *Artful objects. Graham Harman on art and the business of speculative realism*. Berlin: Sternberg Press.

Liljedal, K. T. & Berg, H. (2020), "Consumer responses to pictures of co-creating consumers in marketing communications", *Journal of Consumer Marketing*, 37 (7): 775-784.

Liljedal, K. T., Berg, H., & Dahlen, M. (2020). Effects of Nonstereotyped Occupational Gender Role Portrayal in Advertising: How Showing Women in Male-Stereotyped Job Roles Sends Positive Signals about Brands. *Journal of Advertising Research*, 60(2), 179-196.

Liljedal, K.T., Berg, H., Brown, T., & Andersson, P. (2020), Circular systems: Consumer co-creation in the fashion retail service system. Accepted for presentation at the 7th Nordic Retail and Wholesale Conference (NRWC), Umeå, Sweden. (Conference postponed due to COVID-19)

Rosengren, S., & Bianchi, M. (2020). *Retailing Business Models*. Teaching Note #003, Introduction to Marketing (NDH101), Stockholm School of Economics.

Rosengren, S., Eisend, M., Koslow, S., & Dahlen, M. (2020). A Meta-Analysis of When and How Advertising Creativity Works. *Journal of Marketing*, 002224292092928.

Rosengren, S., Pemer, F., & Lange, F. (2020), Shifting Competences in Retail Stores, Accepted for presentation at the 7th Nordic Retail and Wholesale Conference (NRWC), Umeå, Sweden. (Conference postponed due to COVID-19).



Singh, Reema & Söderlund, Magnus. (2020). Extending the experience construct: an examination of online grocery shopping. *European Journal of Marketing*. ahead-of-print. 10.1108/EJM-06-2019-0536.

Singh, R., & Rosengren, S. (2020). Why do online grocery shoppers switch? An empirical investigation of drivers of switching in online grocery. *Journal of Retailing and Consumer Services*, 53, 101962.

Tolstoy, D., Rovira Nordman, E., Melén Hånell, S. & Özbek, N. (2020) The development of international e-commerce in retail SMEs: An effectuation perspective. *Journal of World Business*. <https://doi.org/10.1016/j.jwb.2020.101165>.

Rosengren, S., & Waiganu, M. (2021). *Advances in Advertising Research XI: Desinging and Communicating Experience* (1st ed., Vol. XI, European Advertising Academy). Springer. doi:10.1007/978-3-658-32201-4

Wakeman, S. W. (2020), *Why Breaking Up Shouldn't Be So Hard, Sweden Through the Crisis*, Stockholm School of Economics.

Wetter, E., Rosengren, S., & Nguyen, H. (2020), *Using Private Data to Understand Public Response in Crisis, Sweden Through the Crisis*, Stockholm School of Economics.

Wetter, E., Rosengren, S., & Törn, F. (2020), *Private Sector Data for Understanding Public Behaviors in Crisis: The Case of COVID-19 in Sweden*, SSE Working Paper Series in Business Administration, Stockholm School of Economics, 2020:1.

Wikberg, E. (2020). Polysemy and plural institutional logics. *Culture and Organization*, 1–18.

2019

Ahlbom, C-P. (2019). *How technology is evolving in-store shopping behaviors. Evidence from the field*. Dissertation, Stockholm School of Economics, Stockholm.

Baines, P., Fill, C., Rosengren, S., & Antonetti, P. (2019). *Marketing* (5th ed.). Oxford University Press.

Berg, H., Liljedal, K.T. & Daunfeldt, S-O. (2019), "A review of consumer research about elderly consumers". Presented at the 25th Nordic Academy of Management Conference, Vaasa, Finland.



Bigne, E., & Rosengren, S. (2019). *Advances in Advertising Research X: Multiple Touchpoints in Brand Communication* (European Advertising Academy) (1st ed. 2019 ed.). Springer Gabler.

Blom, A. (2019). *One size fits all? Understanding shopper responses towards integration activities in omnichannel retailing*. Dissertation, Stockholm School of Economics, Stockholm.

Colliander, J. (2019). "This is fake news": Investigating the role of conformity to other users' views when commenting on and spreading disinformation in social media. *Computers in Human Behavior*, 97, 202–215.

Kolesova, S., & Singh, R. (2019). One Vs. Many: who wins? An empirical investigation of online product display. *The International Review of Retail, Distribution and Consumer Research*, 29(3), 285–305.

Lange, F., Rosengren, S., Colliander, J., Dahlén, M., Liljedal, K.T., Melén Hånell, S., Wakeman, W., Wikberg, E., Fors M., & Mårtensson, P. (2019). *From an Educational Mission to Practical Work: Implementing a Tutorial Program to Meet New Demands on Marketing Education*. Positioning paper, Marketing Ecuador Conference, Arizona, USA. (postponed due to COVID-19).

Melén Hånell, S., Rovira Nordman, E., & Tolstoy, D. (2019). Born globals or born regionals? A study of 32 early internationalizing SMEs. In *International Business in a VUCA World: The Changing Role of States and Firms* (pp. 289–308). Emerald Group Publishing Limited.

Hånell, S. M., Rovira Nordman, E., Tolstoy, D., & Özbek, N. (2019). "It's a new game out there": e-commerce in internationalising retail SMEs. *International Marketing Review*, 37(3), 515–531.

Lerpold, L., Sjöberg, Ö. & Wikberg, E. (2019). Extraterritorial laws as a geopolitical risk to multinational enterprises: the subtle and not-so-subtle use of power and unilaterally imposed legislation. Paper for the 6th WINIR (World Interdisciplinary Network for Institutional Research) Conference, Lund 19–22 September 2019.

Lerpold, L., Sjöberg, Ö. & Wikberg, E. (2019). Extraterritoriality in the context of nationalism and legal imperialism: implications for multinationals and climate policies. Conference paper presented at the 23rd Annual Conference of the Society for Institutional & Organizational Economics, in Stockholm, Sweden.

Liljedal, K.T. & Lid Falkman, L. (2019). *The office as a leadership strategy for change and for employer attractiveness*. Presented at the International Leadership Association's (ILO) 21st annual global conference 2019, Ottawa, Canada.



Liljedal, K.T. & Berg, H. (2019), Examining the role of non-participating consumers' intention to co-create. Presented at the 25th Nordic Academy of Management Conference, Vaasa, Finland.

Mårtensson, P., Fors, U., Fröberg, E., Zander, U., & Nilsson, G. H. (2019). Quality of Research Practice – An interdisciplinary face validity evaluation of a quality model. PLOS ONE, 14(2), e0211636.

Rosengren, S. (2019). "29. Redefining Advertising in a Changing Media Landscape". In Making Media. Amsterdam: Amsterdam University Press.

Rosengren, S. & Lerpold, L. (2019). Retailing and Sustainability, CFR Teaching Note #001 Introduction to Retailing (NDH101). Stockholm School of Economics.

Schüler, M., Fee Maier, M., & Liljedal, K. T. (2019). Motives and barriers affecting consumers' co-creation in the physical store. The International Review of Retail, Distribution and Consumer Research, 30(3), 289–310.

Singh, R. (2019). Hey Alexa- Order groceries for me! The Role of Emotional Attachment and Interpersonal Trust in Satisfaction with Anthropomorphized Voice-Activated Devices. The consumer behavior special interest group of the American Marketing Association Conference, Bern, Switzerland.

Singh, R. (2019). Online customer experience: An examination of customers' reaction to the last mile delivery. Research paper presented at the QUIS 16 conference, Karlstad, Sweden.

Singh, R. (2019). Online Grocery Shopping: Is it really an experience? Research paper presented at the 48th European Marketing Academy Conference, Hamburg, Germany.

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responses to social media influencer posts. *Computers in Human Behavior*, 98, 210–222.

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Wakeman, S. W., Moore, C., & Gino, F. (2019). A counterfeit competence: After threat, cheating boosts one's self-image. *Journal of Experimental Social Psychology*, 82, 253–265.

Özbek, N., Melén Hånell, S., Tolstoy, D. and Rovira Nordman, E. (2019) "The E-commerce Adoption of SMEs: A Study about Institutional Pressures", presented at the 45th European International Business Academy (EIBA) Annual Conference. Leeds, United Kingdom.

2018

Wikberg, E. (2018). Art Adds a Sense of Perspective, in Guillet de Monthoux, P. & Stasinski, R. (Eds.), *The Hecksher-Ohlin Room*. Stockholm: SSE Art Initiative.

Colliander, J., Söderlund, M., & Marder, B. (2018). Watching Others Receive Unearned Superior Treatment: Examining the Effects on Tourists Who Receive Less Than Their Peers. *Journal of Travel Research*, 58(7), 1175–1192.

Lerpold, L., Sjöberg, Ö. & Wikberg, E. (2018). Corporate Governance in the Post-Westphalian, Pre-Global World Order. Conference paper presented at the WINIR Conference on Institutions and the Future of Global Capitalism, in Hong Kong, China, (14-17 September).

Marder, B., Archer-Brown, C., Colliander, J., & Lambert, A. (2018). Vacation Posts on Facebook: A Model for Incidental Vicarious Travel Consumption. *Journal of Travel Research*, 58(6), 1014–1033.

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Falkman, L.L., Rosengren, S. & Wennberg, K. (2018). Sociala medier som ett sätt att skapa ett nytt (arbets)liv. *Organisation & Samhälle*. NR 1. <http://orgsam.se/sociala-medier-som-ett-satt-att-skapa-ett-nytt-arbetsliv-av-lena-lid-falkman-sara-rosengren-och-karl-wennberg/>

Grewal, D., Ahlbom, C.-P., Beitelspacher, L., Noble, S. M., & Nordfält, J. (2018). In-Store Mobile Phone Use and Customer Shopping Behavior: Evidence from the Field. *Journal of Marketing*, 82(4), 102–126. <https://doi.org/10.1509/jm.17.0277>

Lange, F., Rosengren, S., Colliander, J., Hernant, M., & Liljedal, K. T. (2018). Bridging Theory and Practice in an Applied Retail Track. *Journal of Marketing Education*, 40(1), 6–16. <https://doi.org/10.1177/0273475318755837>

Liljedal, K.T. & Berg, H. (2018). Consumer responses to pictures of co-creating consumers in marketing communications. Paper presented at the 6th Nordic Retail and Wholesale Conference (NRWC) 2018, Reykjavik, Iceland.

Kolesova, S., Hernant, M., & Rosengren, S., (2018). Exploring multichannel customers' purchases of grocery private labels, Presented at the European Marketing Academy Conference (EMAC). Glasgow, UK.

Kolesova, S., & Singh, R. (2018). One Vs. Many: who wins? An empirical investigation of online product display. Paper presented at the 6th Nordic Retail and Wholesale Conference (NRWC) 2018, Reykjavik, Iceland.

Marder, B., Marchant, C., Archer-Brown, C., Yau, A., & Colliander, J. (2018). Conspicuous political brand interactions on social network sites. *European Journal of Marketing*, 52(3/4), 702–724

Nordfält, J. (2007). *Marknadsföring i butik om forskning och branschkunskap i detaljhandeln . 2: a uppl.* Solna: Liber.

Rosengren, S., Lange, F., Hernant, M. & Blom, A. (2018). Catering to the Digital Consumer: From Multichannel to Omnichannel Retailing. In Andersson, P., Movin, S., Mähring, M., Teigland, R. and Wennberg, K. (eds.). *Managing Digital Transformation*. Stockholm.

Schüler, M., Fee Maier, M. & Liljedal, K.T. (2018) Motives and barriers affecting consumers' co-creation in the physical store. Paper presented at the 6th Nordic Retail and Wholesale Conference (NRWC) 2018, Reykjavik, Iceland.

Wakeman, S. W., & Moore, C. (2018). Rewarding Deviants: Unethical Behavior as a Signal of One's Communal Value. *Academy of Management Proceedings*, 2018(1), 12209.



Wakeman, S. W. (2018) Unethical gratitude? How gratitude contributes to the rise of unethical cultures in organizations. Research paper presented in the symposium. "Moral equivalence through benevolence, licensing, and cleansing" at the Academy of Management Annual Meeting, Chicago, IL, USA.

Wakeman, S.W. & Ha, J. & Ku, G. (2018) The relevance of who you know: Why name dropping can be beneficial and backfire. The Academy of Management Annual Meeting, Chicago, IL, USA.

Wakeman, S. W. (2018) Unethical gratitude? How gratitude contributes to the rise of unethical cultures in organizations. Interdisciplinary Network for Groups Research Annual Conference, Bethesda, MD.

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Wakeman, S. W. (2018) Unethical gratitude? How gratitude contributes to the rise of unethical cultures in organizations. European Group of Organizational Studies, Tallinn Business School, Tallinn, Estonia.

2017

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Dahlen, M., Lange, F. & Rosengren, S. (2017). Optimal marknadskommunikation. 3:e uppl. Solna: Liber.

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Dahlen, M. & Rosengren, S. (2016). If Advertising Won't Die, What Will It be? Towards a New Definition of Advertising. *Journal of Advertising*, 45 (3), 334-345.

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Hernant, M. (2016). Economic effects of automatic replenishment. An empirical study into the effects on shrinkage in perishable categories from implementing automatic replenishment. Research paper presented at The 5th Nordic Retail and Wholesale Conference, Aarhus, Denmark.

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