



## Call for paper 20<sup>th</sup> Etienne Thil International Conference

20 years: the age of ambitious dreams, of radiant youth and of overflowing cravings! On the occasion of its 20 years, one can imagine its future: let's imagine together the future of retail! For its 20<sup>th</sup> edition, the International Etienne Thil Conference aims to bring together the widest community of retail managers and retail academics.

The International Etienne Thil Conference will be held from the **12<sup>th</sup> to the 13<sup>th</sup> October 2017**, in Lille (France).

Prior to these two days, a **retail tour** will be held on the 11<sup>th</sup> of October. It is a rare experience, consisting in different visits of innovative retail concepts and meetings with retail senior executives. This event is for academics only; registration for this tour is needed.

### Conference topic

The main theme of the 20th conference is **"retailing undergoing profound changes"**. We welcome all papers – whatever the field – which propose reflexions about retailing and consumption and which would fuel debates and renew the analysis of the strategic, decision and operational processes in the retail organisations.

Anthropologists, economists, geographers, lawyers, historians, semioticians, sociologists, specialists in finance, logistic, marketing, human resources, what are your views on the following challenges regarding the retail sector? What about the changes in terms of shopping experiences, of concepts and formats, of retail strategy, of channel management, of assortment policy, pricing policy, merchandising or communication policy? What about the evolutions regarding retail store networks' management (organizational form, branding, information system, human resources)? What is the role of retailing in the society, the city, the country? What about the links between identity and retailing, pleasure and retailing, or ethics and retailing? In what ways, and how, the last 20 years require us to radically rethink the retail sector, the channel distribution systems, and the market and commercial relationships?

### Deadlines

**April 21<sup>th</sup>, 2017:** deadline for on-line submission

**June 9<sup>th</sup>, 2017:** deadline for notification of acceptance

**July 9<sup>th</sup>, 2017:** deadline for on-line revised manuscript submission

### Submissions guidelines

- **Short paper**, in French or English, limited to 7 pages that present a **completed research** or a **work in progress**.
- **Application for the multidisciplinary PhD thesis award in retailing**, on the basis of a 5-pages summary, a resume and the PhD defence reports.

On-line submission via <https://thil2017.sciencesconf.org/>

### Top News 2017

#### • Thil Awards Ceremony

The three best papers and the three best PhD will present in plenary sessions, and will be awarded a Gold Thil Award, a Silver Thil Award and a Bronze Thil award. The Gold Thil Awards will be granted a prize of € 1.000.

#### • Welcoming leading figures in the retailing sector

Among them, we will have the pleasure to welcome **Sébastien Badault, Alibaba France Chief Executive**.

#### • Festive moments for the 20<sup>th</sup> anniversary

We will celebrate all those who have contributed to the Etienne Thil International Conference success for 20 years.

### Conference Chair

Dr. Karine Picot-Coupey, IGR-IAE Rennes, University of Rennes 1, CREM UMR CNRS 6211

### Conference Venue

**Retail Marketing and Management Institute** – 651 Avenue des Nations Unies, Roubaix (France).

### Conference Organising Committee

Isabelle Collin-Lachaud, Marie Beck, Tiphaine Chautard, Mbaye Diallo, Pascaline Defives, Souad Djelassi, Guillaume Do Vale, Elodie Juge.

### Conference Fees

Academic Fee.....€ 300  
Doctoral Student Fee.....€ 100  
Fees include access to retail tour (registration needed), Thursday and Friday conference sessions, and gala dinner.  
Retail executive fee (per day).....€ 200  
Accompanying person fee.....€ 100  
Fee increase of € 50 after September 15<sup>th</sup>, 2017  
Inscriptions via <http://ethil.org>

### Contact

For all information regarding the conference:  
[Karine.picot@univ-rennes1.fr](mailto:Karine.picot@univ-rennes1.fr)