

Reading list for Retail Research Fundamentals (SASM001), 7.5 credits

The reading list was approved by the board of the Department of Service Management and Service Studies 28 September 2016.

The reading list is valid from 1 November 2016.

- Crewe, Louise. (2003). Geographies of retailing and consumption: markets in motion. *Progress in Human Geography* 27.3: 352–62.
- Davidson, William R., Bates, Albert D., & Bass, Stephen J. (1976). The retail life cycle. *Harvard Business Review* 54 (November–December): 89–96.
- Dreesmann, A. C. R. (1968). Patterns of evolution in retailing. *Journal of Retailing* 44(Spring), 64–81.
- Findlay, Anne & Sparks, Leigh (eds) (2004). *Retailing: Critical Concepts*. London: Routledge. [Selections totaling 500 pages. ISBN 0-415-08719-8]
- Forester, Murray. (1995). Darwinian theory of retailing. *Chain Store Age* (August) Issue 8, p 2.
- Fuentes, Christian & Hagberg, Johan. (2013). Socio-Cultural Retailing: What can retail marketing learn from this interdisciplinary field? *International Journal of Quality and Service Sciences* 5.3: 290–308.
- Gregson, N., Crewe, L., & Brooks, K. (2002), Discourse, displacement, and retail practice: some pointers from the charity project. *Environment and Planning A* 34:61–83.
- Hagberg, Johan et al (2012). *Nordic Retail Research: Emerging Diversity*. Göteborg: BAS [Selections totaling 150 pages. ISBN 978-91-7246-311-0]
- Hagberg, Johan & Kjellberg, Hans (2010). Who performs marketing? Dimensions of agential variation in market practice. *Industrial Marketing Management* 39.6: 1028–1037
- Hollander, Stanley C. (1960). The wheel of retailing. *Journal of Marketing* 24 (July): 37–42 (Reprinted in *Marketing Management* 5.2 (Summer 1966): 63–67).
- Kärholm, Mattias & Nylund, Katarina. (2011). Escalating consumption and spatial planning: Notes on the evolution of Swedish retail spaces. *European Planning Studies*, 19.6:1043–1059.
- Levy, Michael, Grewal, Dhruv, Kopalle, Praveen K., & Hess, James D. (2004). Emerging trends in retail pricing practice: Implications for research. *Journal of Retailing* 80.3: xiii–xxi.
- Pantano, Eleonora. 2014. Innovation drivers in retail industry. *International Journal of Information Management* 34: 344–350.
- Peñaloza, Lisa. (1999). Just doing it: A visual ethnographic study of spectacular consumption behavior at Nike Town. *Consumption, Markets and Culture* 2.4: 337–400.
- Pettinger, Lynne (2005). Gendered work meets gendered goods: Selling and service in clothing retail. *Gender, work and organization* 12.5: 460–478.
- Reynolds, J., Howard, E. Cuthbertson, C., and Hristov, L. (2007). Perspectives on retail format innovation: retail theory and practice. *International Journal of Retail and Distribution Management* 35.8: 647–660.
- Reynolds, Jonathan & Hristov, Latchezar (2009). Are there barriers to innovation in retailing? *The International Journal of Retailing, Distribution and Consumer Research* 19.4: 317–330.
- Teller, Christoph & Elms, Jonathan R. (2012). Urban place marketing and retail agglomeration customers. *Journal of Marketing Management* 28: 546–567.
- Sherry, J. F., Kozinets, R. V., Storm, D., Duhacheck, A., Nuttavuthisit, K., & DeBerry-Spence, B. (2001). Being in the zone: Staging retail theater at ESPN Zone Chicago. *Journal of Contemporary Ethnography* 30.4: 465–510.
- Sorescu, Alina et al (2011). Innovations in retail business models. *Journal of Retailing* 87S.1 (2011): S3–S16
- Vargo, Steven L. & Lusch, Robert F. (2016), Institutions and axioms: an extension and update of service-dominant logic. *Journal of the Academy of Marketing Science* 44: 5–23.
- Warnaby, Gary (2009). Look up! Retailing, historic architecture and city centre distinctiveness. *Cities* 26.5: 287–292.
- Warnaby, Gary, Bennison, D., Davies, B.J, & Hughes, H. (2004). People and partnerships: marketing urban retailing. *International Journal of Retail & Distribution Management* 32.11: 545–556.

In addition to the titles in the reading list, students are to read *one thesis of their choice* in retail research (approx. 250 pages) and a number of relevant *articles of their choice* amounting to approximately 300 pages.

Total number of pages: approximately 1530