Reading list for Retail Marketing: A Socio-cultural Perspective, 7,5 credits (SMMS24)

The reading list was approved by the Board of the Department of Service Management and Service Studies 10 February 2016, revised 15 November 2017.

The reading list is valid from 1 January 2018.

Fischer, Eileen, Gopaldas, Ahir & Scaraboto, Daiane (2017). Why papers are rejected and how to get yours accepted: Advice on the construction of interpretive consumer research articles, Qualitative Market Research: An international Journal, (20), 1, 60-67


The student is supposed to choose literature amounting to approx. 250 pages in connection with writing the report.

Total amount of pages: Approx. 870