

# EAERCD Conference July 2009

University of Surrey

## Notification of forthcoming conference dates:

The 15<sup>th</sup> conference of the European Association for Education and Research in Commercial Distribution (EAERCD) will be held from

Wednesday 15 July to Friday 17 July 2009

and hosted by the Retail Group at the School of Management, University of Surrey, Guildford, Surrey GU2 7XH UK

[www.som.surrey.ac.uk/retail](http://www.som.surrey.ac.uk/retail)



*School of Management*



*High St., Guildford*

EAERCD was formed in 1990 to act as a contact point for academics involved in teaching and research in the distributive trades.

EAERCD holds a conference on a two year cycle, dedicated to:

- research in the distributive trades
- education and research themes in commercial distribution.

# EAERCD Conference July 2009



## Conference Topics

Papers on any major issues that concern the general field of distribution and retailing are welcome. Topics of special interest include:

- Branding and image in retail
- International retail and distribution
- Consumer behaviour
- Merchandising
- CSR and environmental issues
- Pricing
- Customer service
- Promotion
- Distribution channels
- Retail management
- E-Commerce
- Shopping centers
- Franchising
- Strategic retailing
- Human Resource Management
- Supply Chain Management
- Innovation in retailing
- History of retail and distribution

## Important Dates:

**Call for Papers deadline**  
Friday 30 January 2009

## Conference

Wednesday 15 – Friday 17 July 2009

## Conference Location

The conference will take place in Guildford, Surrey, UK, at the University of Surrey's School of Management.

Guildford is an historic town located only 30 miles south of London, in the Surrey Hills, an area of outstanding natural beauty. It is easily accessible being close to two international airports at Heathrow and Gatwick and conveniently situated in terms of access via Eurostar and Waterloo station in London. The University is located on an attractive rural campus on the edge of Guildford.

## Conference Chair

Dr Hayley Myers

## Conference Organising Committee

Dr Steve Wood

Dr Anna Watson

Mr James Bell

School of Management  
University of Surrey  
Guildford, Surrey GU2 7XH UK

For all information regarding the conference, please see [www.som.surrey.ac.uk/eaercd2009](http://www.som.surrey.ac.uk/eaercd2009) or email Dr Hayley Myers at the following address: [h.myers@surrey.ac.uk](mailto:h.myers@surrey.ac.uk)



[www.som.surrey.ac.uk/retail](http://www.som.surrey.ac.uk/retail)