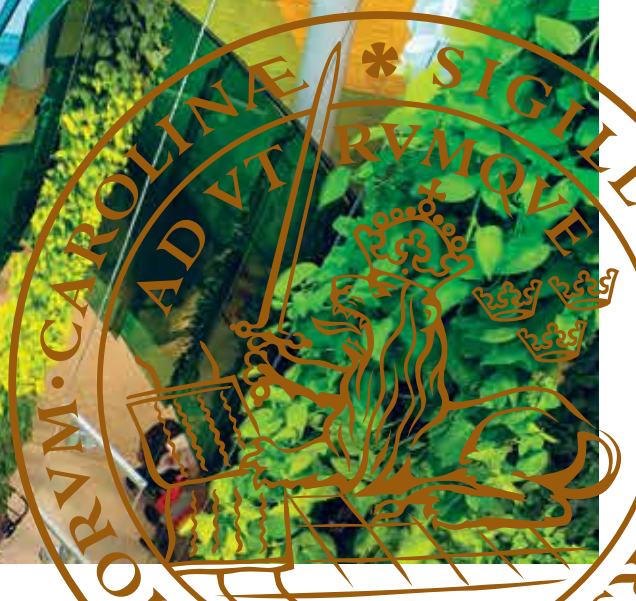




# Centre for Retail Research at Lund University

ANNUAL REPORT | 2014







# Introduction

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## Centre for Retail Research at Lund University – the first year

It is with great pleasure that we at the Centre for Retail Research at Lund University publish our first annual report, signalling our first year. We are proud of what we have initiated and accomplished in 2014! From our many stakeholders in government, municipalities and industry, we have also received confirmation that what we are doing is relevant and in demand. While we are aware that Rome was not built in a day, we are confident that our strategy in establishing this Centre for Retail Research at Lund University is the right way to go.



Our ambition is to be an interdisciplinary research environment of international ranking in retail. With the establishment of our research focus and our international collaborations under construction, we are well on our way. Our goal is also to become a permanent meeting place for both researchers and practitioners with an interest in retail research aimed at enhancing and stimulating retail research nationally. So far, our research seminars and workshops have been a step in this direction and we will strengthen these efforts in the future. Likewise during the year, we have become a hub for communication about research and industry concerning the retail sector. That we are now more than 30 researchers – some who are employed by the Centre and some affiliated through projects – indicates that we also have succeeded in coordinating planned and already established retail research at Lund University.

From the foundation we have built in 2014, we will move forward in 2015 by strengthening our activities both in terms of industry collaboration and research. In 2015, we will intensify efforts to find funding for the time after the initial five-year period of support that primarily comes from the Swedish Retail and Wholesale Development Council. Our plans for 2016 are to initiate new lines of research, well linked to the current focus areas of E-Commerce and Competent Consumers.

Finally, we extend our gratitude to the Swedish Retail and Wholesale Development Council for the basic funding they provide and the signal that is now being spread that this is an area worth investing in. We hope that you, the reader, will enjoy this annual report and if you have not already met us, please get in touch so we can see how we can find a fruitful collaboration.

Best regards,

Ulf Johansson  
*Professor and Centre Director*

## Focus on events – a selection

### THE SIGNATURE THAT STARTED IT ALL

In October 2013, the agreement was signed between the Swedish Retail and Wholesale Development Council and Lund University to establish the Centre for Retail Research at Lund University. Managing Director Andreas Hedlund and Vice-Chancellor Per Eriksson signed as representatives for the respective organisations.

### OPENING CEREMONIES

The Centre for Retail Research at Lund University was inaugurated in March. Representatives from trade, industry, the public sector and academia gathered to listen to the opening speech and panel discussions. The core initiative consists of researchers from three key units at Lund University: Faculty of Engineering (LTH), School of Economics and Management, and Campus Helsingborg. The Centre for Retail Research at Lund University is an interdisciplinary centre of excellence with a research focus on the flow of goods and interactions with customers – two crucial aspects for well-functioning and efficient retail.



### WITH GREEN WORDS IN THE BAG

How are a shop's green offerings perceived by the consumers? What green strategies and practices are to be found in Swedish retail trade? Cecilia Fredriksson spoke about this in her lecture entitled With Green Words in the Bag, presented at HUI Research and the Swedish Retail and Wholesale Development Council's breakfast seminar in Stockholm in April.

### RETAIL HELSINGBORG

Retail Helsingborg is a collaboration between Campus Helsingborg and Family Helsingborg that in April arranged the workshop entitled Shopping, Experience and Location – Know your Visitors! Timely retail research was on the workshop's agenda. Participants from eight municipalities discussed future retail issues with the researchers.

### THE EYES DECIDE

A new project on product placement and how consumers' experience governs their visual attention when making decisions in shops was linked to the Centre on Retail Research at Lund University. The project is funded by the Hakon Swenson Foundation. The research group that uses eye tracking to record and measure eye movements at the Humanities Lab at Lund University is leading the project.

### E-COMMERCE'S VALUE-CREATING RETURN PROCESS

A project funded by the Swedish Retail and Wholesale Development Council was affiliated with the Centre for Retail Research at Lund University. It deals with one of e-commerce's greatest challenges:

to create an effective and transparent return process. The project is managed by Daniel Hellström, Associate Professor at the Faculty of Engineering (LTH).

### RESEARCH ARTICLE RECEIVES ATTENTION

A research article of considerable impact was published by Professors Ulf Johansson and Johan Anselmsson. It deals with manufacturer brands versus retailers' private brands in the food sector. A popular science version is available on YouTube.

### GUEST RESEARCHER AT THE UNIVERSITY OF STIRLING

As part of the Centre's ambition to generate international partnerships, Professor Cecilia Fredriksson in 2014 held a research fellowship at the University of Stirling in Great Britain. While there, she prepared, in collaboration with retail researchers, applications for future joint retail research. She also studied how their retail management education is structured.

### RESEARCH INSIGHTS

On 14 October for the third consecutive year, the Swedish Retail and Wholesale Development Council held a seminar entitled Research Insights where a selection of Swedish trade research was presented. The Centre for Retail Research at Lund University was represented by its director, Professor Ulf Johansson, who spoke about the third wave of e-commerce.

### CENTRE FOR RETAIL RESEARCH AT LUND UNIVERSITY AT NRWC2014

Eight researchers and four doctoral students from the Centre participated and presented their research at the Nordic Retail and Wholesale Conference in Stockholm in November.

### NEW E-COMMERCE SOLUTIONS PRESENTED

At the Division of Packaging Logistics' 20 anniversary event in November, logistics researchers from the Centre for Retail Research at Lund University presented the latest results and new e-commerce solutions with PostNord.

### KEYNOTE ON FASHION THINKING

Professor Cecilia Fredriksson was the keynote speaker at the Fashion Thinking – Theory, History, Practice Conference held in October-November in Kolding, Denmark.

### SUCCESSFUL MULTICHANNEL SEMINAR

The challenges facing the retail sector were in focus when the Centre for Retail Research at Lund University arranged a seminar in December on the development of multichannel offerings. Some 60 visitors met in Lund to listen to the keynote speaker, Martin Hansson, Global Retail and Expansion Manager for the IKEA Group, and Associate Professor Jens Hultman from the Centre.

### CENTRE FOR RETAIL RESEARCH AT LUND UNIVERSITY ON RADIO AND TV

Right before Christmas, Professor Cecilia Fredriksson of The Centre offered her reflections on 2014's Christmas gift on a Swedish Radio evening programme. Between Christmas and New Year's, Professor Annika Olsson appeared on Swedish TV News where she was interviewed on the importance of eco-labelling for food packaging.





The Centre for Retail Research at Lund University is an interdisciplinary centre of excellence with a research focus on the flow of goods and interactions with customers – two crucial aspects of well-fun-

ctioning and efficient retail. The research is carried out within the framework of two overarching themes – *Competent Consumers* and *E-Commerce* – which are presented in the following sections.

## Theme: Competent Consumers

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Today's savvy consumers are placing new demands on contemporary retail. They have expectations on the assortment of products, service, availability, logistics and expertise. Customers also expect information about the origin and environmental impact. By studying the relationship between the different practices in retail trade, the interaction with customers and flow of goods can be highlighted from competent consumers' demands for co-creation, information and transparency. The flow of goods, services and knowledge between these practices is of an economic as well as a cultural nature.

The research group's overall knowledge goal is to highlight retail's future competence needs in a market of increasingly competent consumers. Which demands on the flow of goods give rise to the expectations for increased transparency? Are new business and innovation models needed? What are the new demands of consumers in different retail contexts? The aim is to highlight how the relationship between practices in the supply chain can support the customer's value-creating processes. Here, supply chain is defined as the entire flow of goods, money and knowledge from production to consumption (and finally recycling). Based on different perspectives of the concept of "customer", the research group will focus on a number of value-creating processes that deal with different forms of learning and learning processes: "How is knowledge and understanding about the consumer created?"

In 2014 the research group has worked with a review of the literature, the design of a theoretical and methodological framework, interdisciplinary research questions, case studies and the collection of empirical data. Focus groups have been carried out dealing with various shopping practices. They have examined payment practices in-store and for on-line shopping, customers'

demands for sustainability, customers' return practices and their digitalised shopping practices. These thematic areas are central to the research group. Increased knowledge of customers' shopping practices contributes to clarifying the retail sector's future competence needs. The increasingly competent consumers are driving development of, for example, new systems, techniques and technology, routines and training. That is why retail needs to be at the forefront and to understand the customers' practices as to how and why they do as they do, and think as they think about their practices.

Some of the questions that we seek answers to deal with customers' payment practices in fashion purchases both in-store and on-line, customers' return practices in online fashion shopping, the consequences of customers' sustainability demands on shopping practices such as traceability, manufacturing, distribution, availability as well as customer's digitalised shopping practices with the starting point being the mobile practice in the shop context.

During the year, the research group has presented its results at seminars, workshops and conferences. The group has specific expertise in supply chains, logistics, e-commerce, consumer behaviour, consumption culture, qualitative and quantitative methods, value creation, practice theory and new payment systems. The combination of the disciplines presents both opportunities and challenges for research. Based on our different research questions, the shared ambition is to illustrate how the relationship between various practices can support the customer's value-creating processes.

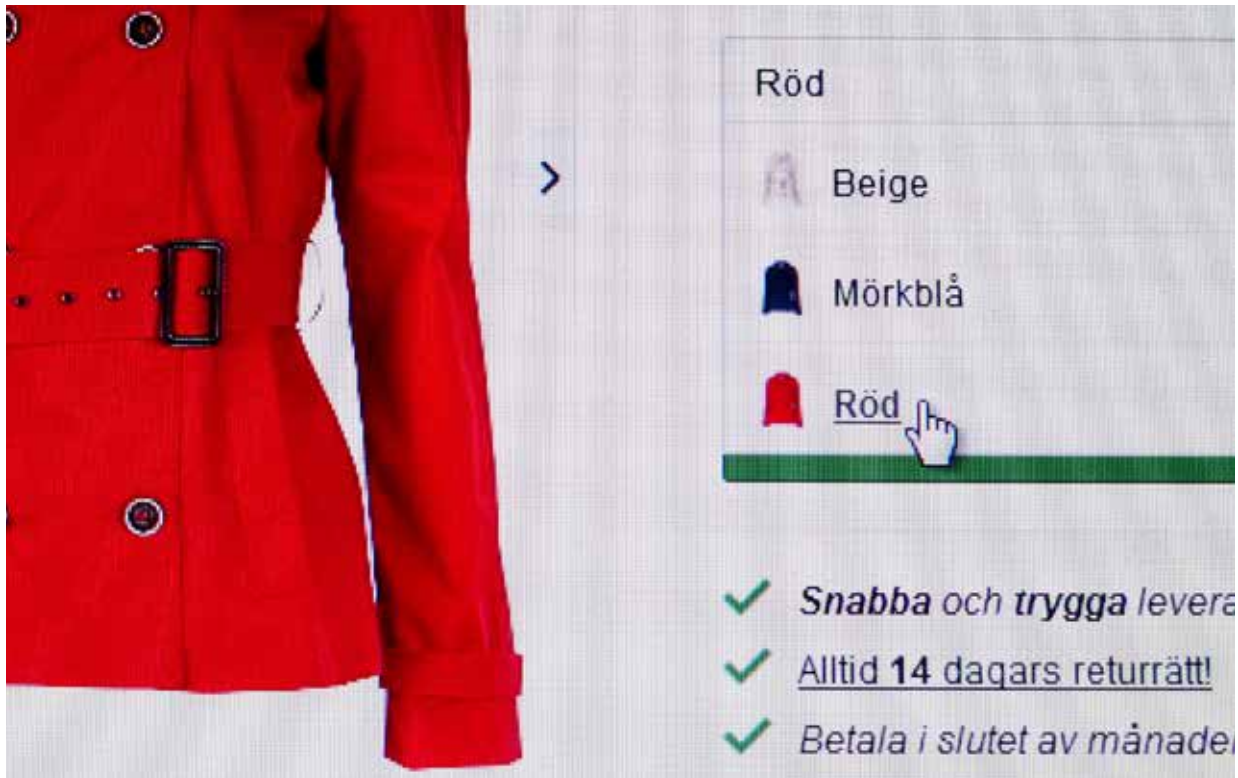
*Cecilia Fredriksson*

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## Theme: E-Commerce



In the last few years, the Swedish retail business models and business patterns have been going through major changes. An increasing share of retail customers are choosing to shop online and in recent years e-commerce, including technology gadgets, clothing and furnishings, has increased significantly. The use of new technologies such as smartphones and tablets, combined with an increased degree of technological maturation among both customers and retailers, has created new opportunities for retailers to meet customers in everyday life by means of more channels than the brick and mortar shop. With the help of new technology, the customer often initiates his or her purchase before entering the shop, and even continues after.

Our review of the research literature in the field of multichannel shows that retail trade in shops and online complement each other – the customer chooses different channels for different purposes. Even though the purchase may not be actually carried out online, the customer still expects to be able to plan his or her purchase by examining the assortment in advance, seeing if the product is in stock and to getting detailed product information prior to visiting the physical shop. The customer moves freely and quickly between the different channels that are offered throughout the entire purchasing process, and expects that retail trade is prepared to respond to these altered business patterns.

To create a uniform and integrated experience in the purchasing process, however, involves a major challenge for retailers. Many of the central issues such as service and product assortment, pricing, branding, staffing and competence, flow of goods and

flow of product returns needs to be re-evaluated and adjusted.

In 2014, the research group working on e-commerce at the Centre for Retail Research at Lund University has initiated a comprehensive review of Swedish retail based on the following questions: How do consumers shop in the new retail landscape? How well-equipped are retailers to meet the expectations and demands of consumers for e-commerce? What do the retail business models for e-commerce look like and how do retailers work with e-commerce as a strategic issue? In 2014, the group has worked with several sub-projects and conducted a survey of Swedish retail companies aimed at increasing knowledge of retail's management and development of e-commerce and multichannel offerings, conducted a literature review of retailers' work with multichannel questions, and also initiated case studies where both consumer behaviour and retail management and development of e-commerce is in focus.

The multidisciplinary research group consists of senior and junior researchers with diverse methodological approaches. It has presented and established its work by conducting research seminars. In 2014, the group has also organised a workshop on the multichannel theme in which 50 practitioners attended and where the keynote speaker was Martin Hansson from IKEA. During the year, the research group has presented its research at research conferences in Sweden, Finland, Great Britain and France.

*Jens Hultman*

# People at the Centre

## MANAGEMENT GROUP

- CECILIA FREDRIKSSON** PROFESSOR, CAMPUS HELSINGBORG
- JENS HULTMAN** ASSOCIATE PROFESSOR, SCHOOL OF ECONOMICS AND MANAGEMENT, CENTRE COORDINATOR
- ULF JOHANSSON** PROFESSOR, SCHOOL OF ECONOMICS AND MANAGEMENT, CENTRE DIRECTOR
- ANNIKA OLSSON** PROFESSOR, FACULTY OF ENGINEERING (LTH)



From left: Annika Olsson, Cecilia Fredriksson, Ulf Johansson, Jens Hultman.

## REFERENCE GROUP

- RENÉ ANDERSSON** CSR DIRECTOR, INDISKA
- ANDERS DAHLVIG** FORMER CEO, IKEA GROUP, BOARD MEMBER OF H & M AND OTHER RETAIL COMPANIES
- JOHN DAWSON** PROFESSOR EMERITUS, UNIVERSITY OF EDINBURGH
- ÅSA GABRIEL** HR DIRECTOR, ICA GROUP
- KERSTIN GUSTAFSSON** STREETS AND PARKS DIRECTOR, CITY OF MALMÖ, SWEDEN
- PETER JELKEBY** CEO/EXECUTIVE, CLAS OHLSON
- THERESE MÖLLER** HR SPECIALIST, LAWS & CONTRACTS, IKEA
- ROBERT OLSSON** HR DIRECTOR, BERGENDAHLS FOOD
- KARIN M EKSTRÖM** PROFESSOR, UNIVERSITY OF BORÅS

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## RESEARCHERS

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- JENS HULTMAN** SCHOOL OF ECONOMICS AND MANAGEMENT
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- VERONIKA TARNOVSKAYA** EKONOMIHÖGSKOLAN

## DOCTORAL STUDENTS

- PERNILLA DERWIK** FACULTY OF ENGINEERING (LTH)
- NIKLAS JONSSON** SCHOOL OF ECONOMICS AND MANAGEMENT
- CARIN REHNCRONA** CAMPUS HELSINGBORG

## AFFILIATED RESEARCHERS

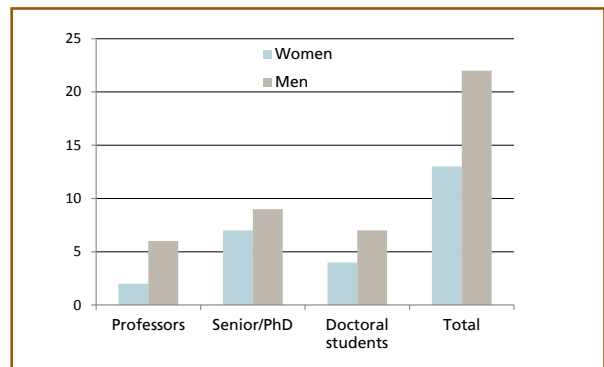
- JOHAN ANSELMSSON** SCHOOL OF ECONOMICS AND MANAGEMENT
- JON BERTILSSON** SCHOOL OF ECONOMICS AND MANAGEMENT
- MICHAEL BJÖRN** SCHOOL OF ECONOMICS AND MANAGEMENT
- KRISTINA BÄCKSTRÖM** CAMPUS HELSINGBORG
- ULF ELG** SCHOOL OF ECONOMICS AND MANAGEMENT
- LENA ESKILSSON** CAMPUS HELSINGBORG
- KERSTIN GIDLÖF** THE FACULTIES OF HUMANITIES AND THEOLOGY
- MATS JOHNSON** FACULTY OF ENGINEERING (LTH)
- MAGNUS LAGNEVIK** SCHOOL OF ECONOMICS AND MANAGEMENT
- JONAS NORDSTRÖM** SCHOOL OF ECONOMICS AND MANAGEMENT
- OLA THUFVESSON** CAMPUS HELSINGBORG
- SOFIA ULVER** SCHOOL OF ECONOMICS AND MANAGEMENT
- ANNIKA WALLIN** THE FACULTIES OF HUMANITIES AND THEOLOGY

## AFFILIATED GUEST PROFESSORS

- STEPHEN BRAMMER** UNIVERSITY OF BIRMINGHAM, UK
- DANNIE KJELLGARD** UNIVERSITY OF SOUTHERN DENMARK

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- FRANCISCO VALENCIA** SCHOOL OF ECONOMICS AND MANAGEMENT
- JÖRGEN WETTBO** SCHOOL OF ECONOMICS AND MANAGEMENT



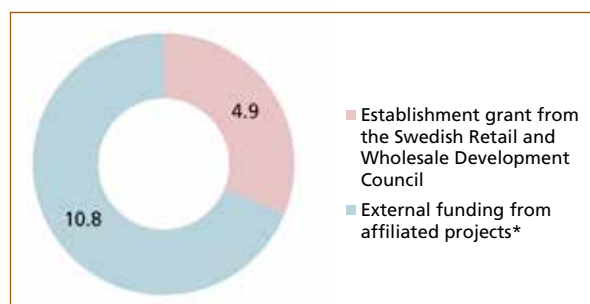


## Popular science presentations and visibility in the media – a selection

|   |  |           |                      |
|---|--|-----------|----------------------|
| Trend in Food – Structural Developments and Future Consumer Behavior in Sweden                        | BSR (Baltic Sea Region) Food Cluster Network & Tekes, Helsingfors, Finland                     | January   | Ulf Johansson        |
| Packaging from a Logistics Perspective  | Logistics Network Scania, Lund, Sweden   | February  | Daniel Hellström     |
| In the Era of Internet – Does the Stone and Mortar Shop Have a Future?                                | Fastighetsmässan (Real Estate Trade Fair), Malmö, Sweden                                       | February  | Ulf Johansson        |
| ReLog – The Next Generation of Logistics in Retail  | Inauguration of the Centre for Retail Research at Lund University, Lund, Sweden                | March     | Daniel Hellström     |
| Consumer Returns – A Strategic Question for E-Commerce?   | ABG Sundal Kollier, Stockholm, Sweden  | March     | Klas Hjort           |
| Future Customers in Landskrona  | Lunch Meeting, Landskrona, Sweden  | April     | Devrim Umut Aslan    |
| Packaging Design for Sustainable Shops  | Final Presentation for the Swedish Retail and Wholesale Development Council, Stockholm, Sweden | April     | Annika Olsson        |
| How Are Everyday Decisions Made?  | KVIT Symposium, Cognitive Sciences and Information Technology, Linköping, Sweden               | May       | Annika Wallin        |
| Consumer Returns in E-Commerce  | Packbridge after 3, Helsingborg, Sweden  | May       | Daniel Hellström     |
| Ideas and Myths about Consumption   | Research Relay, Hx Summer Event, Helsingborg, Sweden   | August    | Cecilia Fredriksson  |
| Incorporating User Behaviour into Packaging Innovation  | EuroPack Summit, Cascais, Portugal   | September | Annika Olsson        |
| Effective Return Processes  | LOAD, Logistic and E-commerce Day Bring, Oslo, Norway  | September | Klas Hjort           |
| Fast or Indecisive is What Counts in Large and Small  | Interview in Sydsvenskan (Swedish newspaper), 9 September                                      | September | Annika Wallin        |
| In the Shadow of the Internet – Future Business Models for the Physical Shop (In-Store)               | SRC's (Scandinavian Retail Centre) Super Trust Day, Arlanda, Sweden                            | October   | Ulf Johansson        |
| On the Horn of a Dilemma  | Science Café, Halmstad, Sweden   | November  | Annika Wallin        |
| Room for Creativity and Passion. Women and Trading in Coastal Commerce                                | Work We Love, Museum of Work, Norrköping, Sweden   | November  | Ida de Wit Sandström |
| Connoisseurship, Snobbery and Engagement: The Cultivation Trend's Colonisation of Mundane Consumption | Centre for Retail Research at Lund University, Lund, Sweden                                    | December  | Marcus Klasson       |
| Tougher Requirements for Food Packaging   | Swedish Television News, 30 December   | December  | Annika Olsson        |

## Funding

### RESEARCH GRANTS AT THE CENTRE FOR RETAIL RESEARCH AT LUND UNIVERSITY (MSEK)



\*) Funding from Hakon Swenson Foundation, The Swedish Retail and Wholesale Development Council, Helsingborg Retailers' Association, City of Helsingborg, Lund University, Ragnar Söderberg Foundation, Vinnova (Sweden's Innovation Agency) and in the form of externally funded doctoral candidates.

# Publications

## JOURNAL ARTICLES

Anselmsson, J & Johansson, U (2014) **Manufacturer brands versus private brands – Hoch's strategic framework and the Swedish food retail sector.** *The International Review of Retail, Distribution and Consumer Research*, 24(2): 186-212

Anselmsson, J, Bondesson, N & Johansson, U (2014) **Brand image and customers' willingness to pay a price premium for food brands.** *The Journal of Product & Brand Management*, 23(2): 90-102

Anselmsson, J & Johansson, U (2014) **A comparison of customer perceived service quality in discount versus traditional grocery stores. An examination of service quality measurement scales in a Swedish context.** *International Journal of Quality and Service Science*, 6(84): 369-386

Bertoluci, G, Leroy, Y & Olsson, A (2014) **Exploring the environmental impacts of olive packaging solutions for the European food market.** *Journal of Cleaner Production*, 64(1): 234-243

Burt, S, Johansson, U & Dawson, J (2015) **International retailing as embedded business models.** Forthcoming in *Journal of Economic Geography*

Egan-Wyer, C, Muhr, S, Pfeiffer, A & Svensson, P (2014) **The ethics of the brand.** *Ephemera*, 14(1): 1-11

Elg, U, Ghauri, P & Schaumann, J (2014) **Internationalization through sociopolitical relationships: MNEs in India.** *Long Range Planning*. 2014. In press

Fuentes, C (2014) **Enacting green consumers: The case of the Scandinavian preppies.** *Culture Unbound: Journal of Contemporary Cultural Research*, 6: 963-977

Fuentes, C (2014) **Managing green complexities: Consumers' strategies and techniques for greener shopping.** *International Journal of Consumer Studies*, 38(5): 485-492

Fuentes, C (2014) **Green materialities: Marketing and the socio-material construction of green products, business strategy and the environment.** *Business Strategy and the Environment*, 23(2): 105-116

## CONFERENCE ARTICLES AND ABSTRACTS

Aslan, DU (2014) **Recording consumer practices.** The 3rd Nordic Conference on Consumer Research (NCCR), Vaasa, Finland, 21-22 May 2014

Bertilsson, J, Egan-Wyer, C, Johansson, U, Klasson, M & Ulver, S (2014) **Nerdery, snobbery and connoisseurship: Developing conceptual clarity within the area of refined consumption.** Competitive paper at the 2014 Consumer Culture Theory Conference, Helsinki, 26-29 June 2014

Björn, M & Johansson, U (2014) **Shopping in cities in the future – consequences for retail.** Paper abstract accepted for presentation at the 4th Nordic Retail and Wholesale Conference (NRWC), Stockholm, 5-6 November 2014

Burt, S, Dawson, J & Johansson, A (2014) **Internationalization of retailing – embeddedness and business models.** Paper abstract accepted for presentation at Nordic Retail and Wholesale Conference (NRWC), Stockholm, 5-6 November 2014

Bäckström, K, Thufvesson O & Fredriksson C (2014) **Purchasing as an ongoing process: An exploration of consumers' practices in retail store settings.** Abstract presented at the 3rd Nordic Conference on Consumer Research (NCCR), Vaasa, Finland, 21-22 May 2014

Derwik, P & Hellström, D (2014) **Supply chain competence: A literature review.** In: The 26th NOFOMA annual conference on logistics and supply chain management research, Copenhagen, Denmark, 11-13 June 2014. Gammelgaard, B, Prockl, G, Kinra, A, Aastrup, J, Andreasen, PH, Schramm, HJ, Hsuan, J, Malouf, M & Wieland, A (eds.), 219-234

Egan-Wyer, C (2014) **Whatever happened to hobbies? Exploring leisure as employability-enhancing labour.** Paper presented at the 32nd Standing Conference on Organizational Symbolism, Utrecht, the Netherlands, 7-10 July 2014

Elg, U & Tajeddini, K (2014) **Enhancing organizational performance of international SMEs through inter-firm marketing collaborations.** 40th Annual Conference of the European International Business Academy (EIBA), Uppsala, Sweden, 11-13 December 2014

Elg, U & Hultman, J (2014) **CSR in retailing - coordinating corporate activities, store employees and consumers.** The 4th Nordic Retail and Wholesale Conference (NRWC), Stockholm, 5-6 November 2014

Fredriksson, C (2014) **Putting green words in your bag – On sustainable retail and value creating practices.** Abstract presented at the 3rd Nordic Conference on Consumer Research (NCCR), Vaasa, Finland, 21-22 May 2014

Fuentes, C (2014) **Cultural retail strategies go online: The socio-material scripts of e-tailing.** The 4th Nordic Retail and Wholesale Conference, NRWC, Stockholm, 5-6 November 2014

Fuentes, C & Hansson, N (2014) **Green shopping apps as market devices: materialities, competences and moralities.** The 4th Nordic Retail and Wholesale Conference, NRWC, Stockholm, 5-6 November 2014

Hjort, K & Hellström, D (2014) **Experiment on consumer behaviour in fashion E-commerce – experience and insights.** In: Nordic Conference on Consumer Research 2014, Vaasa, Finland, 21 May 2014. Berg, P (ed.), 1-6



Klasson, M (2014) **The nordic street food evolution: One food truck at a time.** Association for Consumer Research North American Conference, Baltimore, MD, USA, 23-26 October 2014

Svingstedt, A, Hellström, D & Hjort, K (2014) **Consumers' value creating processes in distribution services for online shopping.** The 4th Nordic Retail and Wholesale Conference, NRWC, Stockholm, 5-6 November 2014

Tarnovskaya, V (2014) **Re-inventing market orientation. Digital marketing practices of e-tailers in Sweden.** The 4th Nordic Retail and Wholesale Conference, NRWC, Stockholm, 5-6 November 2014

Thufvesson, O, Fredriksson C & Eskilsson, L (2014) **From consumer behaviour to urban behaviour. On the role of retail in the development of cities.** Abstract presented at the 4th Nordic Retail and Wholesale Conference (NRWC), Stockholm, 5-6 November 2014

Wettbo, J & Hultman, J (2014) **Walk the talk of sustainable business practices? – the case of ICA and its UN global compact membership.** The 4th Nordic Retail and Wholesale Conference, NRWC, Stockholm, 5-6 November 2014

Östberg, J, Ulver, S, Molander, S & Klasson, M (2014) **What's cooking? The different practices and meanings involved in the same consumption situation.** Special session at the 2014 Consumer Culture Theory Conference, Helsinki, Finland, 26-29 June 2014

## REPORTS

Fredriksson, C & Fuentes, C (2014) **Att sälja hållbara produkter: Detaljhandelsföretagens strategier för att skapa mening och värde för kunderna.** Handelsns Utvecklingsråds forskningsrapport: 2014:3

## BOOK CHAPTERS

de Wit Sandström, I (2014) **Det här bär sig inte, det här är det någon som finansierar. Företagande i kvinnomarginalen.** In: Andersson Cederholm, E & Sjöholm, C (eds.). Servicearbetets förvandlingar och förhandlingar. Lund: Institutionen för service management och tjänstevetenskaps skriftserie

Ulver, S, Bertilsson, J, Klasson, M, Egan-Wyer, C & Johansson, U (2014) **Emerging market (sub)systems and consumption field refinement.** NA - Advances in Consumer Research Volume 41, Botti, S & Labroo, A (eds.) Duluth MN, USA: Association for Consumer Research





**LUND**  
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