

19TH

Conference of the
**European Association for Education and
Research in Commercial Distribution**

Dublin Institute of Technology, Ireland • July 4-6th 2017



19th EAERCD Conference Venue

DIT School of Retail & Services Management, located in the heart of Dublin City Centre, will host the 19th International Conference on Research in the Distributive Trades of the European Association for Education and Research in Commercial Distribution (EAERCD).



About the EAERCD

The EAERCD was formed in 1990 to act as a contact point for academics involved in research and teaching in the distributive trades. The EAERCD biennial international research conference aims to stimulate discussion and contribute to an international exchange of ideas, through the presentation and analysis of research and practical experience amongst researchers and practitioners within the distributive trades.

School of Retail & Services Management, DIT

The Dublin Institute of Technology is one of Ireland's largest providers of third and fourth level education, with almost 20,000 students. The College of Business, Ireland's largest business school, is renowned for the breadth of high quality executive offerings. The School of Retail & Services Management has a rich heritage in retail education in the city of Dublin, nationally and internationally. It is one of the oldest schools within the Dublin Institute of Technology, and is currently one of the largest specialist retail business schools in Europe.

Papers on any major issue concerning the general field of retailing and distribution are welcome. Papers may be submitted for any of the following tracks:

- Strategic Retailing
- International Retailing
- Branding & Private Labels
- Retail Management
- Retail Marketing
- Consumer Behaviour
- E-Commerce in Retailing
- History of Retail & Distribution
- Supply Chain Management

Full Paper submission deadline Friday February 3rd 2017