



Literature for SMMV24, Retail Marketing: Theoretical Perspectives and Concepts applies from spring semester 2020

Literature established by the board of the Department of Service Management and Service Studies on 2020-01-29 to apply from 2020-02-01

See appendix.

Litteraturlista för Retail marketing: Teoretiska perspektiv och begrepp (SMMV24), 7,5 hp.

Litteraturlistan är fastställd av styrelsen för Institutionen för service management och tjänstvetenskap 2020-01-29.

Litteraturlistan börjar gälla 2020-01-29

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- Helme Falk, Miralem & Hulten, Bertil. (2017). "Multi-sensory congruent cues in designing retail store atmosphere: Effects on shoppers' emotions and purchase behavior", *Journal of Retailing and Consumer Services*, 38, ss. 1-11. Doi: 10.1016/j.jretconser.2017.04.007
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- Zogaj, Adnan, Olk, Stephan, Tscheulin, Dieter K. (2019). "Go pop-up: Effects of temporary retail on product- and brand-related consumer reactions", *Journal of retailing and consumer services*, 50, ss. 111-121. Doi: 10.1016/j.jretconser.2019.05.002

Tillkommer artiklar inom retail marketing (inklusive artiklar valda av lärare och studenter). Cirka 200 sidor.

Totalt antal sidor: ca 770