



SYMPOSIUM CODE: 01

Title: European retailers strategies on sustainable development

Name and affiliation of Symposium responsible persons:

<i>Person who will chair the symposium session</i>		
Name	Affiliation	E-mail
COLLA Enrico	Novancia Business School Paris	ecolla@novancia.fr
<i>Chairs and organisers of the symposium</i>		
Name	Affiliation	E-mail
LAVORATA Laure	University East of Paris – Institute of Research in Management	lavorata@u-pec.fr
VERNIER Marie-France	Esdes Lyon	mfvernier@univ-catholyon.fr

Name and affiliation of the invited speakers (e.g. panellists, keynote speaker...)

<i>Persons participating as a speaker, panellists...</i>		
Name	Affiliation	Short bio statement (75-100 words)
COLLA Enrico	Novancia School Paris	Enrico Colla is Emeritus Professor of International Retailing in Novancia Business School in Paris, currently in charge of Centre for Research in Commerce, where he coordinates research on Marketing Channels, Multichannel retailing, E-commerce and Sustainable Development. He has published ten books and over fifty academic articles in different retail subjects: strategies of international retailers, comparative retailing, industry-distribution relationships, and the impact of legislation on retailing. He has mainly based his research on

		extensive field surveys, with the support of firms and professional bodies.
DOMANSKI Tomacz	International and Political Studies Faculty, University of Lodz	Tomacz Domanski runs the Department of International Marketing and Retailing of University of Lodz. He carries out research and teaching programs in international marketing with special emphasis on international retailing strategies and marketing communications.
LAVORATA Laure	University East of Paris – Institute of Research in Management	Laure LAVORATA is professor at the University East of Paris (UPEC). She supported her HDR in December 2010 on the theme of "the study of applied ethics in marketing: theoretical and empirical contributions" and coordinates an ANR project on the following theme: "Food Retail, Consumption and Sustainable Development." Her research focuses on the ethics of retailers, marketing ethics, and sustainable marketing. Her latest publication is "Influence of retailers' commitment to sustainable development on store image, consumer loyalty and consumer boycotts: Proposal for a model using the theory of planned behaviour," published in Journal of Retailing and Consumers Services, in 2014.
RUIZ MOLINA Maria Eugenia	Department of Marketing and Market Research, University of Valencia	Maria-Eugenia Ruiz-Molina is Associate Professor in the Marketing Department of University of Valencia, where she earned her Ph.D. in Business Administration and Management. She has been also a lecturer at several universities – Universitat Jaume in Castellón, Polytechnical University of Valencia, University at Albany and the Open University of Catalonia (Universitat Oberta de Catalunya). Her current research interests are retailing, ICT, and consumer behaviour.
SPARKS Leigh	University of Stirling	Leigh Sparks is Professor of Retail Studies at the Institute for Retail Studies, University of Stirling, Scotland, and UK. He was an undergraduate at the University of Cambridge and completed his Ph.D. at St. David's University College, Lampeter. His research concentrates on aspects of the broad areas of structural and spatial change in retailing. Since arriving at Stirling he has been involved in the generation of over c£2m of research funding. This research has been disseminated widely through a number of books, many reports and over 125 academic and professional articles.
ZENTES Joachim	Institut für Handel & Internationales	Joachim Zentes is a Professor of Business Administration, Director of the Institut für

	Marketing Universität des Saarlandes	Handel & Internationales Marketing (H.I.MA.) and serves as Department Director of Economic Science at the European Institute of Saarland University. He serves as Chairman of several Supervisory Boards and is Co-editor of the journal "Marketing ZFP – Journal of Research and Management".
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**Please specify when you prefer your symposium to take place and estimated capacity
(remember that symposia are expected to have a 90 minutes duration)**

<i>Indicate when you prefer the symposium to take place.</i>	
Wednesday afternoon (14:00)	Thursday afternoon (14:00)
<i>Indicate the estimated number of attendants</i>	
Estimated number of attendants (required room capacity):	50

Brief description of the topic and the symposium dynamics

<p><i>Describe the content of the symposium (max. 300 words)</i></p> <p>Defined by the Brundtland (1987) report as “development that meets the needs of the present without compromising the ability of future generations to meet their own needs”, sustainable development has increasingly figured in company policies and is today regarded as an important business goal by many stakeholders (Sheth et al., 2011). This topic concerns also retailers: as active intermediaries between producers and manufacturers, and customers, they can be in a singularly powerful position to drive sustainability (Jones & al., 2007). Retailers have been implementing various practices that take account of sustainable development, : elimination of plastic bags at checkouts, reduction of CO2 emissions, internal codes of good conduct (e.g.in relation to child labour), improvement of employment practices (male/female wage parity, hiring of handicapped workers, etc.), and so forth. In the UK, Tesco uses wood products from certified sources and Sainsbury’s tries to combating obesity. In France, Monoprix encourages people to change their consumption patterns by purchasing products for their quality-of-life characteristics, including sustainable development in their design. Until now, researchers analysed only sustainable development from the firms’ point of view but there are still relatively few academic studies that focus on sustainable development in the field of retailing. As said Susan Hackerman: "Retailing with a difference. Retailing with a conscience. Retailing is not about maximizing profits" (quoted by Morrison and Humlen, 2013). Confronting the views of researchers from different countries (Poland, UK, Spain, Germany and France), this symposium aims to analyse and compare sustainable development strategies in European field of retailing, focusing particularly on store brand strategies During this times of crisis and uncertainty, retailers can choose to focus more on economic topics than sustainable problems. Thus, the panellists will compare different European retailer's strategies in order to analyse the place of sustainable development and its role in economic performance.</p>

Keywords

<i>Indicate keywords here</i>		
Sustainability	Retailers	Strategies
Europe	Store brands	

Indicate the EURAM SIGs whose members could be most interested in this Symposium

<i>Mark SIGs with a cross (X) here</i>	
1. Business for Society	X (1)
2. Corporate Governance	X(4)
3. Entrepreneurship	
4. Family Business Research	
5. Gender, race and diversity in organisations	
6. Innovation	
7. International Management	X (3)
8. Managing Sports	
9. Organisational Behaviour	
10. Project organizing	
11. Public Management	
12. Research Methods & Research Practice	
13. Strategic Management	X (2)
14. General Conference Theme: <i>Uncertainty is a great opportunity</i>	

Identify who is expected/invited to attend this symposium and how potential participants can get in contact with the proponents

Describe the target of participants and contact methods/procedures

The aim of this symposium is to analyse and compare sustainable development strategies in European field of retailing. Seen as a think tank, this symposium will be the time to share the best practices and initiatives of retailers on sustainable development and to imagine and develop new perspectives for tomorrow.

We hope to attract European researchers specialized in marketing or retailing in order to cooperate on subjects of common interest associated to sustainability (such as CSR, ethics...).

The final aim of the symposium will be to prepare a common publication between researchers about retailing and sustainability in Europe.

Addendum: Overview of the Symposium

Plenary Session: European retailer's strategies on sustainable development

Presentations:

The important role of retailers in facilitating a shift towards sustainable consumption and production patterns was recognised in the EU *Sustainable Consumption and Production and Sustainable Industrial Policy Action Plan* launched by the European Commission in July 2008 (EC, 2008).

In this symposium, each speaker will present national case studies that can be considered as the retailers' best practices in his or her country on this topic. We will try to identify the place and the role of sustainable development in different European food retailer's strategies, taking account of its environmental, economic and social dimensions. Different topics will be approached, such as the reduction of ecological footprint and the limitation of atmospheric emission, the collaboration, and engagement with the various stakeholders (consumers, employees, banks and other financial institutions, manufacturing firms, etc.).

This symposium will try to answer to different following questions:

- How the main European retailers are addressing sustainability agenda?
- How they recognize the impact, their businesses have on the environment, the economy and society.
- How are they looking to measure and benchmark their performance on sustainable development?
- What is the role of the store brand in the sustainable development strategies of retailers?
- What is the difference between retailers in Europe?
- What is the place of sustainable development in the corporate strategy?
- What kind of benefits for the retailers and the consumers?
- How companies may contribute to a reduction of the environmental footprint with different consumer practices (commuting with private cars, redecorating the house, tourist traveling abroad, dining out, heating and cooling the house, taking a bath, etc.) by incorporating into these practices new rules, meaning, products and technologies as they are gradually becoming available?