

VHL 3404 Introduksjon til Retail Management

View Online



[1]

Blázquez, M. 2014. Art 6: Fashion Shopping in Multichannel Retail: The Role of Technology in Enhancing the Customer Experience. *International Journal of Electronic Commerce*. 18, 4 (Jul. 2014), 97–116.

[2]

Brynjolfsson, ErikHu, Yu JeffreyRahman, Mohammad S Art 9: Competing in the Age of Omnichannel Retailing. *MIT Sloan Management Review*. 54, 4, 23–29.

[3]

Foros, Ø. et al. 2017. Art 11: Individuelle priser i dagligvaremarkedet. 4 (2017), 44–49.

[4]

Fredriksen, J.I. and Sørebo, Ø. 2017. Art 10: Omnikanal varehandel. 4 (2017), 59–78.

[5]

Fulgoni, G.M. and Lipsman, A. 2016. Art 2: The Future of Retail Is Mobile: How Mobile Marketing Dynamics Are Shaping the Future of Retail. *Journal of Advertising Research*. 56, 4 (Dec. 2016), 346–351.

[6]

Grewal, D. et al. 2017. Art 1: The Future of Retailing. *Journal of Retailing*. 93, 1 (Mar. 2017),

1-6.

[7]

Grewal, D. et al. 2017. Art 5: Enhancing Customer Engagement Through Consciousness. *Journal of Retailing*. 93, 1 (Mar. 2017), 55-64.
DOI:<https://doi.org/10.1016/j.jretai.2016.12.001>.

[8]

Grewal, D. et al. 2017. Art 12: Retailing in today's world: Multiple channels and other strategic decisions affecting firm performance. *Journal of Retailing and Consumer Services*. 34, (Jan. 2017), 261-263. DOI:<https://doi.org/10.1016/j.jretconser.2016.01.007>.

[9]

Hillesland, J. 2013. *Fundamentals of retailing and shopper marketing*. Pearson.

[10]

Inman, J.J. and Nikolova, H. 2017. Art 8: Shopper-Facing Retail Technology: A Retailer Adoption Decision Framework Incorporating Shopper Attitudes and Privacy Concerns. *Journal of Retailing*. 93, 1 (Mar. 2017), 7-28.
DOI:<https://doi.org/10.1016/j.jretai.2016.12.006>.

[11]

Institutt for bransjeanalyser *Detaljhandelsboken*. Andhøy.

[12]

Levy, M. et al. *Retailing management*. McGraw-Hill Education.

[13]

Line Lervik-Olsen Anders Gustafsson Pål R. Silseth Bengt G. Lorentzen 2015. Art 7: Bør vi involvere kundene? *4* (2015), 52-60.

[14]

Parasuraman, A. et al. 1985. Art 3: A Conceptual Model of Service Quality and Its Implications for Future Research. *Journal of Marketing*. 49, 4 (Autumn 1985). DOI:<https://doi.org/10.2307/1251430>.

[15]

Shostack, G.L. 1977. Art 13: Breaking Free from Product Marketing. *Journal of Marketing*. 41, 2 (Apr. 1977). DOI:<https://doi.org/10.2307/1250637>.

[16]

Sorensen, H. DOK 1: The three shopping currencies.

[17]

Ström, R. et al. 2014. Art 14: Mobile marketing: A literature review on its value for consumers and retailers. *Journal of Retailing and Consumer Services*. 21, 6 (Nov. 2014), 1001-1012. DOI:<https://doi.org/10.1016/j.jretconser.2013.12.003>.

[18]

Usha Ramanathan; ; Nachiappan Subramanian; ; Guy Parrott; 2017. Art 4: Role of social media in retail network operations and marketing to enhance customer satisfaction. *International Journal of Operations & Production Management*. 37, 1 (2017).

[19]

WEB 1: What you need to know to get results from ecommerce, social media and more: 2017. <http://www.giftsanddec.com/article/540097-retail-marketing-101>.

[20]

WEB 2: On the couch : Understanding consumer shopping behavior: 2015. https://www2.deloitte.com/content/dam/insights/us/articles/understanding-consumer-behavior-shopping-trends/DUP-1302_On-the-couch_vFINAL_9.10.pdf.

[21]

WEB 3: 8 Ways to Incorporate Brand Identity Into Your Retail Store:

<https://www.shopify.com/retail/8-ways-to-bring-brand-identity-to-life-in-your-retail-store>.

[22]

WEB 4: Retail Branding In The New Digital Age:

<https://martinroll.com/resources/articles/marketing/retail-branding-in-the-new-digital-age/>.

[23]

WEB 5: Dette må du vite om digital handel: 2019.

<https://kampanje.com/byraguiden/byraer/remedia/cases/dette-ma-du-vite-om-digital-handel/>.

[24]

WEB 6: The future of grocery - in store and online:

<http://www.mckinsey.com/industries/retail/our-insights/the-future-of-grocery-in-store-and-online>.

[25]

WEB 7: Study: Generation Z shoppers prefer physical retail stores to online shopping: 2017.

<http://www.businessinsider.com/study-generation-z-shoppers-prefer-physical-retail-stores-to-online-shopping-2017-1?r=US&IR=T&IR=T>.

[26]

WEB 8: Is the Retail Industry Catching Up with Changing Trends? 2016.

<https://www.zacks.com/commentary/87001/is-the-retail-industry-catching-up-with-changing-trends>.

[27]

WEB 9: Retail Trends and Predictions 2017 : 12 Retail trends and predictions to watch for:
<https://www.vendhq.com/uk/university/retail-trends-and-predictions-2017>.

[28]

WEB 10: 5 Trends That Will Change Online Retail in 2017 - IMRG:
<https://www.imrg.org/blog/5-trends-that-will-change-online-retail-in-2017/>.

[29]

9AD. AV 3: Retailing in 2020.

[30]

31AD. Markedsføring på fem minutter.

[31]

21AD. Markedsføring virkemidler.