



UNIVERSITÀ DEGLI STUDI DI PARMA

EAERCD

Conference June 2011

Call for Papers

The 16th Conference of the European Association for Education and Research in the Commercial Distribution (EAERCD) will be held from

Wednesday 29 June to Friday 1 July 2011

and hosted by the Dipartimento di Economia Area Marketing at the University of Parma, Italy

Conference Chair:
Prof. Gianpiero Lugli

Submission deadline:
Papers on any major issues that concern the general field of distribution and retailing are welcome. Full papers submission deadline

Friday 31 December 2010

Notification of acceptance by **1 April 2011**

Please submit papers by e-mail to
eaercdconference2011@unipr.it

Please follow guidelines for the International Review of Retail, Distribution and Consumer Research. Word limit: 5000 words. A book of Conference Proceedings will be issued. Selected papers presented at the conference will be published in the International Review of Retail, Distribution and Consumer Research.

Full details regarding the Conference will follow in due course. For all information please email
Prof **Cristina Ziliani** or Dr **Francesca Negri** at
eaercdconference2011@unipr.it

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