

## Welcome to the Latest Newsletter from the Institute for Retail Studies

This newsletter provides a round-up of some of the activities, stories and events concerning the Institute for Retail Studies in 2007. The year has seen significant geographical diversification of our management development and education activities as well as a continued stream of research output. Staff and Alumni have been as active as ever. We welcome suggestions and observations about activities we have missed and about this newsletter.

Leigh Sparks – Professor of Retail Studies

### IRS Expertise in Global Demand

2007 has seen a number of major education initiatives come to fruition. New programmes have started in Singapore and continental Europe and existing programmes in Singapore, South Africa and the UK have had new and an expanded range of intakes.

The MBA in Retailing has variants now running with students in Singapore (covering many countries in South-East Asia), South Africa (in association with discount and clothing retailer Edcon), across continental Europe (as a management development programme for the multi-national entertainment and electronics retailer Media-Saturn), as well as in the UK with our open programme and a company-specific programme with Deloitte. The UK open MBA in Retailing has attracted students from across Europe as well as our first central American student.



In Singapore we are preparing for the launch of our undergraduate degree with Nanyang Polytechnic, the result of patient negotiation with the Singapore Government to attain Foreign Specialist Institute status. Soon IRS will have a formal presence on Nanyang's campus in Singapore. Intakes of the MBA in Retailing in Singapore continue to flourish and the Diploma in Retail Management is now on its 35<sup>th</sup> cohort.

At Stirling, our full-time MSc in Retail Management has attracted its largest ever intake, and has a substantial presence of both Chinese and, for the first time, Indian students. We have also taught in Iceland on retail programmes through an association with Bifröst University.

The IRS remains open to offers to internationalise our programmes and invites individuals and companies to contact us to discuss their needs and the opportunities.

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## Chancellor Addresses Global Challenge

The Chancellor of the Exchequer, the Rt Hon Alistair Darling, visited the University of Stirling on 8th November to give the annual Andrew John Williamson Memorial Lecture. The subject of Mr Darling's address was the challenge of globalisation for Scotland and the UK. During his speech he made especial mention of the IRS in noting that "Stirling's retail marketing experts are helping improve skills and expand the tertiary education market in Singapore and South Africa".

Ahead of his speech, Mr Darling explained how the University of Stirling is meeting global challenges: "Stirling is one of the UK's leading universities in the fields of enterprise and the economy, sport, health and well-being, culture and society and the environment. Its graduates, staff and students are helping shape the world at a local, national and international level; from the economics of Scotland's ageing population and upskilling the retail sector in Singapore, to international development work in Bangladesh and HIV education through sport in Zambia."



## Internationalisation: Ryerson and Stirling

Stirling has long-standing links with Ryerson University in Toronto. These have recently been extended. Elizabeth Evans, Associate Professor and Director of the Ted Rogers School of Retail Management at Ryerson University spent the summer at the IRS commencing her part-time studies for a PhD. Under the supervision of Steve Burt and Leigh Sparks, Liz is exploring the impact that retail internationalization may have on foreign retailers and the domestic retail sector in the host country. She will be returning to Stirling on a regular basis as her research progresses.

## IRS-ITQM, University of the Punjab Collaboration

In May 2007, a senior delegation from the Institute of Quality and Technology Management, University of the Punjab, Lahore visited IRS. The delegation was lead by Dr Niaz Ahmad, Director, accompanied by assistant professor Ayyaz Ahmad and senior lecturer Muhammad Shafique. The main purpose of the visit was to discuss potential long term collaboration between both institutes.

Initial collaboration has involved Muhammad Usman Awan, a PhD student of IQTM being based in Stirling for a year. During this time he has been advised on his PhD (Development of Pharmaceutical Distribution Model for Customer Satisfaction) by Leigh Sparks.



## Stirling awarded BCSC Educational Trust Funding

Retail property organisation The British Council of Shopping Centre's Educational Trust has awarded grants to four universities in the United Kingdom. The BCSC Educational Trust has given £4,000 each to Cambridge, Reading and Stirling Universities and the College of Estate Management in Reading. The Funds are to be awarded to provide encouragement and assistance to students of merit.

BCSC Educational Trust Trustee Ian Mashiter commented "We are delighted to be able to fund retail property-related educational programmes at these four important institutions. Stirling University will use monies to provide awards for their best students in the second and third year retail courses."

The 2007 awards allowed three different activities to be funded. First, prizes of £350 each were awarded to the best students on the main retail studies module in Spring 2007 (Fiona Turner and Andrew McGregor). Secondly, two project awards were made to teams of students to investigate property issues and retail space demands and then thirdly an individual award enabled Carolyn Parker to undertake supervised research activity during the summer of 2007.

## Media–Saturn Internship

In June, Andy Archibald, an undergraduate studying Marketing at Stirling spent three months on an internship in Germany. The internship was offered by Media–Saturn and Andy was based at the company’s Head Office in Ingolstadt, Germany. Media–Saturn are part of the Metro Group. They are one of Europe’s leading Electrical and Electronic retailers operating two fascias (Media-Markt and Saturn), which control over 550 stores in 15 countries.



While at Media-Saturn, Andy was mostly involved with secondary research that looked at the two main English speaking markets - US and UK. Although Media-Saturn is not present in either market, these markets are of interest to the company, not least because they contain the two biggest competitors to Media-Saturn - DSG International and Best Buy. Andy’s work provided Media-Saturn with market and competitive analysis as well as helping him in his studies and his future career plans.

## S\$1.7 Million in Scholarships for IRS Management Programmes

Between 2007-2012, 80 National Retail Scholarships will be awarded to potential leaders in Singapore’s retail industry. These will cover the fees for the Diploma in Retail Management, BA in Retail Marketing and the MSc in Retail Management, which are taught by academic staff from the Institute for Retail Studies. This is the first time that the Singaporean government and the retailing industry have awarded scholarships for tertiary study in this sector. That these have been awarded only for Stirling programmes represents a major achievement and recognition for the IRS, and for Paul Freathy who has led our work in Singapore.

In announcing the scholarships, Mr Lee Yi Shyan, the Singaporean Minister of State for Trade and Industry stated ‘The retail industry is an important contributor not only to the economy, but also to the quality of life in Singapore. Therefore, we must invest in people so that Singaporean retailers can compete against the best in New York, London and Milan’.

Professor Paul Freathy, Director of the Institute for Retail Studies noted that the scholarships were testament to the established track record that the IRS has developed for over a decade in delivering high-quality retail education tailored to the Singaporean market.

## President Deputy Principal Steve Burt

At the Biennial EAERC Research Conference held in Saarbrücken in July, Steve Burt was yet again returned unopposed as President of the European Association for Education and Research in Commercial Distribution. He has now held this position since the last century.

At home, Steve has also taken up a new job within the University. Since August 2007 he has been Deputy Principal with responsibilities for strategy and resources. Whilst this means that day to day he is less around in IRS, it probably means that MBA and other Management Development Programme students will see rather more of him, as teaching occurs outside standard University times. As Deputy Principal he has already made it to Singapore, something he failed to do in ten years as a Professor!

## Successful PhD Defence

It is always good to report successful completion and defence of a PhD. Full-time PhDs involve a considerable investment of time, effort and energy. Doing one part-time at the same time as continuing to work is a mammoth task. It is therefore great (not least for his supervisor Leigh Sparks) that David Smith was awarded his PhD in 2007 for his thesis on The Role of Retailers as Channel Captains in Retail Supply Chain Change: the example of Tesco. David was an early graduate from the MBA in Retailing, which he undertook whilst developing Tesco’s primary distribution system. In addition to his PhD, David is also a Fellow of the Chartered Institute of Logistics and Transport and has co-authored papers and books on Packaging Logistics and Temperature Controlled Distribution Chains.



## Alumnus Wins Planet Retail Award

Planet Retail's Innovation Awards recognise the best and most innovative ideas in retailing worldwide. In 2007 the winning retailer in Entertainment, Electronics and Office Supply (EEO) was Courts Singapore, whose CEO is Terry O'Connor, an alumnus of our MBA in Retailing.

The citation for the winning store read "Redefining the retail experience, Courts has revamped its flagship unit in Tampines Retail Park, Singapore. Trading from 10,000 square metres over three storeys, exciting promotional features have been incorporated into the design. The Countdown Corner for example comprises promotional deals that are only available for a limited period, with oversized yellow countdown clocks showing the time left for each deal to run. In addition, the Hot off the Docks area resembles a giant open shipping container showcasing the latest deals on pallets, straight from the docks of Singapore".

Congratulations to Terry and his team, who would be delighted to show you round their store when you visit Singapore.

## Research



Arts & Humanities  
Research Council



### Productivity and Globalisation Research

An important but under-researched issue in globalisation is the effect on the productivity of firms involved in international distribution. Popular accounts describe activities of firms such as Wal-Mart in China but such accounts only serve to highlight the dearth of substantive knowledge and research in the generic area of the impacts of the globalisation of the supply chains and store operations on productivity processes in the retail sector.

The IRS in association with partners at the Université de Rennes 1 and the University of Oxford has been awarded seed corn research funding by the leading French and British Research Councils to look at the possible research topics in this area.

### Expertise on Retail Planning

Land-use planning for retailing has been a hot topic in the UK in 2007 with accusations about land-banks and questions over the role of land-use planning as a barrier to entry and a brake on competition.

The IRS has worked with the National Retail Planning Forum for many years to further understanding of issues in retail planning.

In November 2007 the NRPF's Bi-annual Review of Retail Planning saw key note presentations by Leigh Sparks and Anne Findlay. The IRS annual update for the NRPF knowledge base has been published and further briefing papers on The Need Test, the Sequential Test and Evidence Based Retail Planning Policy: Data Crisis have provided informed commentary to the debates. All this material can be found at [www.nrpf.org](http://www.nrpf.org)

The AHRC/ESRC/CNRS funded network and seminar series focuses on The Interactions of Globalisation and Productivity Processes in the Retail Sector. Taking an international perspective through British-French co-operation is particularly useful because the different management approaches to retailing and different research traditions bring complementary approaches to the debate and analyses. The seminar series is led by Professor Gerard Cliquet from the IGR-IAE, Université de Rennes 1 and Professor Steve Burt from the IRS. The first seminar was held in Rennes in September 2007, with further meetings scheduled for Oxford in April 2008 and in Stirling in September 2008. Full details can be found on the IRS web-site.

## 2007: What Really Happened?

*John Dawson is a member of the Retail Think Tank, set up by KPMG/SPSL. The Retail Think Tank was conceived and created to provide an authoritative, credible and trusted window on what is really happening in retail and to develop thought leadership on the key areas influencing the future of retailing in the UK.*

How was 2007 for you? According to the RTT it was a tougher year for retailers than many before it, especially for the non-food sector. A heavy cost base continued to affect retailers, with swingeing increases in both utility prices and business rates. However, the real issue was consumer resilience, flying in the face of growing economic pressure. However by the end of the year all three key drivers of demand, margin and costs had contributed to the deteriorating overall state of health in the UK retail sector. This was borne out by the difficult trading conditions which were widely reported and the subsequent downbeat trading statements from retailers.

As demand growth weakened, the need to incentivise through discounts and promotions in order to stimulate sales became increasingly necessary.

With the exception of high street fashion and footwear, most managed to avoid going to full Sale before Christmas, but many deployed selective damage-limitation campaigns to nurture consumer spend.

For 2008, the RTT expects the state of health to deteriorate further and at a faster rate and has produced its most pessimistic set of predictions since it was formed. Full details can be found at: [www.retailthinktank.co.uk/](http://www.retailthinktank.co.uk/)

## Collaborative Research with Japan

John Dawson's long-standing collaborative links with Japan have seen him visit Japan on a number of occasions in 2007 and Japanese visitors come to Europe and IRS in return. In 2007 new projects started by John include with Professor Mukoyama, UMDS Kobe on international retailing and the international development of portfolios of store formats, with Professor Suyama, Kansai University on brand communication strategy by retailers in Japan, UK and USA, Professor Minami, Kobe University, on CRM using loyalty card data from Kobe Coop and with Professor Usui, Saitama on comparisons of historical development of electronics retailing in Japan and UK. All the projects are supported by the Japan Ministry of Education and Science.



## Wholesale Distribution

In September 2006 the Institute for International Integration Studies (IIIS) at Trinity College Dublin hosted an inaugural international conference on research frontiers in wholesale distribution. The conference brought together a group of leading academics from Europe, the US and Japan whose common interest lay in building an international research agenda in the area of wholesale distribution.

The output of this conference has resulted, so far, in the publication of a special issue of the International Review of Retail, Distribution and Consumer Research in September 2007 and the development of tracks and panel sessions at a number of international conferences.

The Special Issue of the Review was edited by Leigh Sparks and Jim Quinn (TCD) and contained papers by John Dawson, Keri Davies and Leigh Sparks on topics including Soga Shosha in Japan, Wholesale Distribution in Ireland and Britain since 1930 and the Changing Role of Wholesale Distribution in Modern Economies.

## IRS Publications and Presentations

IRS members are actively involved in publishing their research and making academic and business presentations. Our research output comes in many forms: journal articles, books and book chapters, presentations and finally, media commentary. The output below covers the period from the 1st of August 2006 to the end of 2007. We have, where necessary, altered the ordering of the authors by placing the lead IRS author first.

### Academic Journal Articles

Broadbridge, A., 'Dominated by Women: Managed by Men? The career development process of retail managers', *International Journal of Retail & Distribution Management*, 35.12, pp 956-974, 2007.

Broadbridge, A., Barron, G., Maxwell, G. and Ogden, S., 'Careers in Hospitality Management: Generation Y's Experiences and Perceptions', *Journal of Hospitality and Tourism Management*, 14.2, pp 119-128, 2007.

Broadbridge, A., Maxwell, G. and Ogden, S., 'Students' Views of Retail Employment – key findings from Generation Ys', *International Journal of Retail & Distribution Management*, 35.12, pp 982-992, 2007.

Broadbridge, A., Maxwell, G. and Ogden, S., '13\_2\_30: experiences, perceptions and expectations of retail employment for Generation Y', *Career Development International*, 12.6, pp 523-544, 2007.

Broadbridge, A and Parsons, E., 'Charity, Retail or Care? Gender and managerialism in the charity retail sector', *Women in Management Review*, 22.7, pp 552-567, 2007.

Broadbridge, A., Swanson, V. and Karatzias, A., 'Earning and Learning: role congruence, state/trait factors and adjustment to university life', *British Journal of Educational Psychology*, 76, pp 895-914, 2006.

Burt, S., Johansson, U. and Thelander, A., 'Retail Image as seen through Consumers' Eyes: studying international retail image through consumer photographs of stores', *International Review of Retail Distribution and Consumer Research*, 17.5, pp 447-467, 2007.

Burt, S. and Mavrommatis, A., 'The International Transfer of Store Brand Image', *International Review of Retail, Distribution and Consumer Research*, 16.4, pp 395-413, 2006.

Davies, K., 'Co-operative Principles and International Expansion – the example of NTUC Fair Price', *Journal of Co-operative Studies*, 39.2, pp15-28, 2006.

Davies, K. and Burt, S., 'Consumer Co-operatives and Retail Internationalisation: problems and prospects', *International Journal of Retail & Distribution Management*, 35.2, pp 156-177, 2007.

Davies, K. and Calderwood, E., 'The Impact of Community Co-operatives on Shopping Behaviour in Rural Communities in Scotland', *Review of International Co-operation*, 99.1, pp 53-61, 2006.

Davies, K. and Larke, R., 'Recent Changes in the Japanese Wholesale System and the Importance of the Sogo Shosha', *International Review of Retail, Distribution and Consumer Research*, 17.4, pp 377-390, 2007.

Dawson, J., 'Scoping and Contextualising Retailer Internationalisation', *Journal of Economic Geography*, 7.4, pp 373-397, 2007.

Dawson, J., 'Wholesale Distribution: the chimera in the channel', *International Review of Retail, Distribution and Consumer Research*, 17.4, pp 313-326, 2007.

Dawson, J. and Chang, F.Y., 'The Acceptance and Adaptation of a Foreign Retail Format: the case of the convenience store in Taiwan in the 1980s and 1990s', *International Journal of Entrepreneurship and Small Business*, 4.1, pp 17-40, 2007.

Dawson, J., Sparks, L., Anderson, A., Dewar, J., Marshall, D., Cummins, S. and Taylor, M., 'The Development of a Healthy Eating Indicator Shopping Basket Tool (HEISB) for Use in Food Access Studies', *Public Health Nutrition*, 10.12, pp 1440-1447, 2007.

Findlay, A. and Sparks, L., 'Is the Devil in the Detail? Retail land use planning and the Planning White Paper', *European Retail Digest*, 54, pp 32-37, 2007.

Findlay, A., Sparks, L., Petticrew, M. and Cummins, S., 'Validating Health Impact Assessment: prediction is difficult (especially about the future)', *Environmental Impact Assessment Review*, 27, pp 101-107, 2007.

Paddison, A. and Calderwood, E., 'Rural Retailing: a sector in decline?' *International Journal of Retail & Distribution Management*, 35.2, pp 136-155, 2007.

Sparks, L., Palmer, M. and Owens, M., 'Interdisciplinary (retail) research: the business of geography and the geography of business', *Environment and Planning A*, 38, pp 1775-1783, 2006.

Sparks, L. and Quinn, J., 'The Evolution of Grocery Wholesaling in Ireland and Britain since the 1930s', *International Review of Retail, Distribution and Consumer Research*, 17.4, pp 391-411, 2007.

### **Edited Works: Contributions**

Sparks, L.

Distribution Channels and Sports Logistics, in Beech J and Chadwick S (eds) *The Marketing of Sport*. FT Prentice Hall: Harlow pp 342-364 (Ch 16) 2006.

Sparks, L., 'Sports Goods Retailing', of Beech J and Chadwick S (eds) *The Marketing of Sport*. FT Prentice Hall: Harlow pp 365-395 (Ch 17) 2006.

### **Academic and Professional Conference Presentations**

Broadbridge, A., 'Gender and Barriers to Senior Management in Retailing', *EURAM Annual Conference*, Paris, May 2007.

Broadbridge, A., 'The Relevance of Human Capital and Social Capital Theory in Explaining Ascension to Senior Management Roles', *British Academy of Management Annual Conference*, Warwick, September 2007.

Broadbridge, A., Maxwell, G. and Ogden, S., 'Perceptions and Expectations of Graduate Entrants in UK Retailing: initiating a longitudinal study', *BAM Annual Conference*, September 2006.

Broadbridge, A., Maxwell, G. and Ogden, S., 'Retailing, Careers and Generation Y', *14th International Conference on Research in the Distributive Trades*, Germany, June 2007.

Broadbridge, A., Maxwell, G. and Ogden, S., 'Wise Up! Generation Y's Work Experiences and Career Perceptions of Retailing', *7th International Conference on Diversity*, Amsterdam, July 2007.

Broadbridge, A., Maxwell, G. and Ogden, S., 'Generation Y's Anticipation for Career Success: why the challenge for Retailers?', *British Academy of Management Annual Conference*, Warwick, September 2007.

Broadbridge, A. and Parsons, E., 'Gender and Identity at Work: the case of charity shop managers', *BAM Annual Conference*, Belfast, September 2006.

- Broadbridge, A. and Parsons, E., ‘“You Seem to have to be Fifteen People Rolled into One”: the emotional demands on women in charity shop management’, *EURAM Annual Conference*, Paris, May 2007.
- Broadbridge, A. and Singh, V., ‘Women Directors in FTSE 350 Retailing Companies’, *British Academy of Management Annual Conference*, Warwick, September 2007.
- Davies, K. and Calderwood, E., ‘Co-operation Between Co-operatives: the role of community-run shops in local communities’, *AMS/ACRA Triennial Conference*, Orlando, November 2006.
- Davies, K. and Larke, R., ‘Recent Changes in the Japanese Wholesale System and the Importance of the Sogo Shosha’, *Conference on Research Frontiers in Wholesale Distribution*, Dublin, September 2006.
- Dawson, J., ‘Wholesale Distribution: the chimera in the channel’, *Conference on Research Frontiers in Wholesale Distribution*, Dublin, September 2006.
- Sparks, L., ‘Retail Research and Retail Journal Metrics’, *ACRA/AMS Triennial Conference*, Orlando, November 2006.
- Sparks, L., ‘The Retail Challenge for Scotland’, *The Association of Charity Shops Annual Conference*, Edinburgh, February 2007.
- Sparks, L., ‘The Impact of Regulation of Retail Performance and Retailer/manufacturer Relationships in the UK’, *the Paris Chamber of Commerce (Negocia) Colloquium on Reglementation, concurrence et performance du commerce*, Paris, March 2007.
- Sparks, L., ‘Internationalized trade and Consumers’ Taste: how industry and trade work together in innovation’, *The Finnish Food Congress*, Helsinki, May 2007.
- Sparks, L., ‘Retail Change and Challenges in Scotland’, *The IDOX Latest Trends in Retailing and Town Planning Conference*, Glasgow, May 2007.
- Sparks, L., ‘Retail Journals and Retail Research Metrics’, *EAERC Research Conference*, Saarbrücken, June 2007.
- Sparks, L., ‘Retail Change: Drivers, Characteristics, Competencies and Outcomes’, *The Di-Tech Research Seminar*, Milan, November 2007.
- Sparks, L., ‘Retailing, Retail Planning, Town Centres and Some Other Random Observations’, *The LGA/NRPF Bi-Annual Review of Retail Planning*, London, November 2007.
- Sparks, L., ‘Leadership Challenges in Retailing’, *The Co-op Nordic High Performance Seminar*, Manchester, November 2007.
- Sparks, L. and Quinn, J., ‘The evolution of grocery wholesaling and grocery wholesalers in Ireland and Britain since the 1930s’, *Conference on Research Frontiers in Wholesale Distribution*, Dublin, September 2006.
- Sparks, L. and Quinn, J., ‘Institutional Change in Grocery Wholesaling in Britain and Ireland: The Role of Government Activism’, *The Strategic Management Society Conference*, Vienna, September 2006.
- Sparks, L. and Quinn, J., ‘Government Activism and Channel Change: the structural evolution of British and Irish Wholesaling’, *the University of North Florida Conference on Wholesale Distribution*, Jacksonville, FL, February 2007.
- Sparks, L. and Quinn, J., ‘The Evolution of British Grocery Wholesaling: 1930–2006’, *The CHORD and Association of Business Historians Joint Conference*, Wolverhampton, June 2007.

Sparks, L. and Quinn, J., 'The Evolution of Grocery Wholesaling in Britain and Ireland: The Role of Government Activism', *EAERCD Research Conference*, Saarbrücken, June 2007.

Stead, M., Sparks, L., MacKintosh, A., Eadie, D. and Anderson, A., 'Can Marketing Narrow Health Inequalities in Diet? An Investigation into the Potential of Marketing to Encourage Healthier Food Purchasing Behaviour by Low Income Consumers', *The VIth International Congress on Public and Non Profit Marketing*, Braga, Portugal, July 2007.

### Research Reports and other Output (External)

Burt, S. and Findlay, A., 'Urban Planning of Commercial Centres in the UK'. Report prepared for *Emerging Markets Group*, 2006.

Dawson, J., Sparks, L., Marshall, D., Taylor, M., Cummins, S. and Anderson, A., 'Assessing Healthy Food: A sentinel mapping study of healthy food retailing in Scotland'. Report prepared for the *Food Standards Agency (Scotland)*, Executive Summary pp17, Main Report pp 125, Appendices pp 90, 2007.

Findlay, A. and Sparks, L., *National Retail Planning Forum Briefing Papers* ([www.nrpf.org/briefings.htm](http://www.nrpf.org/briefings.htm)): Neighbourhood Retailing, 2006 Competition in Food Retailing, 2006 Scottish Retail Planning Policy, 2007 The Need Test, 2007.

Findlay, A. and Sparks, L., The Retail Planning Knowledge Base (Annual Update). *National Retail Planning Forum* ([www.nrpf.org](http://www.nrpf.org)), 2007.

Sparks, L., Further Commentary on the Retail Sector in Jersey, pp 25. Prepared for and published by the *Jersey Chamber of Commerce*, 2006.

## IRS in the News

*Rose blooms for the retail icon – Herald, 10 January 2007, p11.*

Marks and Spencer has been resurrected by chief executive Stuart Rose. Professor **Paul Freathy**, director of the Institute for Retail Studies at Stirling University is quoted

*Lidl and Aldi cut the competition down to size; no frills supermarkets challenge the Big Four chains – Herald, 1 February 2007, p3.*

German discount supermarkets Aldi and Lidl have beaten the “big four” chains in customer satisfaction, a poll published yesterday showed. Professor **Leigh Sparks**, director of the Institute of Retail Studies at Stirling University, said Aldi and Lidl had enjoyed success with a simple business model that customers could understand. But the companies had also adapted their approach to fit with the expectations of British consumers...”, he said.

*Branding – Central FM, 2 February 2007.*

Professor **Leigh Sparks** is interviewed.

*Shop around the clock: centre's plans to stay open until midnight; Buchanan Galleries asks customers their opinion. – Herald, 23 February 2007, p8.*

Midnight shopping is being planned for Glasgow as the city bids to bolster its reputation as the UK's top shopping destination outside London. The Buchanan Galleries owners are planning to double the size of the centre and link it to the bus and rail stations. The revamped bus station will also have a new concourse,

shops, cafes and passenger waiting lounge. Professor **Leigh Sparks**, director of the Institute for Retail Studies at Stirling University, said "This idea with restaurants and late night opening is about attracting a different clientele and keeping them in the city centre for longer.

*Shop and savvy – Western Telegraph, 21 February 2007, p62.*

New research has revealed that although the majority of British consumers view themselves as savvy shoppers, few know the price of items they buy. Professor **Leigh Sparks** is quoted.

*Looking for new reasons to shop at Morrisons – Herald, 16 March 2007, p4.*

£450m bid to change chain's image. Professor **Leigh Sparks**, a retail expert from Stirling University, is quoted.

*Battle of high street as Next to shake up brand to fight off M&S – 23 March 2007, p13.*

NEXT is to revitalise its brand. Professor **Paul Freathy**, director of the Institute for Retail Studies at Stirling University, is quoted.

*Woolies unravelling as high street name loses direction – Scotsman, 29 March 2007, p14.*

**Paul Freathy**, a professor in retail management at Stirling University, said Woolies future lay with a different strategy. Almost everything you can buy in a Woolworths can be bought elsewhere.

*New retail challenges demand pick-and-mix charm strategy – Aberdeen Press and Journal, 29 March 2007, p14.*

Professor **Paul Freathy**, an authority in shopping habits at Stirling University, comments as Woolworths admits it is struggling against the rise of supermarkets and the internet.

*Why the high street faces the end of the road – Herald, 6 April, 2007, p13.*

**Paul Freathy**, director of the Institute for Retail Studies at Stirling University comments on what is required to rebuild the high street, seeing a holistic approach as the answer.

*Adult fans put sales of Easter eggs on a roll – Scotland on Sunday, 8 April 2007, p3.*

**Leigh Sparks**, professor of retail studies at Stirling University, comments on the shift towards higher-quality eggs as adult shoppers increasingly look for new ways to pamper themselves.

*Jenners closes airport shops – Scotsman, 21 April 2007, p5.*

Jenners is to close its shops at Edinburgh and Glasgow airports following a drop in sales caused by tighter security rules. **Paul Freathy**, a professor of retail marketing at the University of Stirling, said: "The security restrictions on liquids and the one-piece-of-luggage rule has had a negative impact on sale at airport shops in the UK. It is nonsensical because it doesn't apply to other parts of Europe, meaning passengers will buy items such as cashmere, further into their journey."

*Shops learn from experience to win back customers' trust – Scotsman, 30 April, 2007, p40.*

Some shops are turning back the clock when it comes to customer service, rediscovering well-trained...in a bid to fight competition from the internet. "Things change – sometimes the market is driven particularly by price," said **Paul Freathy**, professor of retail management at the University of Stirling. "...When DIY stores first became popular everyone went there because they were cheaper and convenient, but there was often a trade-off between price and assistance..."

*So how much does your store card say about you? - Scotsman, 9 May 2007, p10.*

Information about what we spend, what we eat and how we shop is being collected through loyalty schemes run by chain stores in order to build a profile of customer habits. **Paul Freathy**, professor of retail management at the University of Stirling comments.

*On-line shopping sales hit the £100bn mark – Scotsman, 19 May 2007, p22.*

Shoppers swapping the High Street for their home computer have spent more than £100bn since online shopping began 12 years ago, according to new research released by the Interactive Media in Retail Group (IMRG), which show this year's internet retail sales are expected to rise to £42bn compared with the £100m spent in 1995. Professor **Paul Freathy**, of the University of Stirling's Institute for Retail Studies, said the figures reflected growing computer literacy and changing work patterns.

*280 jobs go as Global DVD chain collapses; Administrators called in – Herald, 14 June 2007, p9*

Global DVD the Scottish-based company has gone into administration after a 30% decline in sales in the past year as the market for DVD rentals has deteriorated. Professor **Leigh Sparks**, of the Institute for Retail Studies at Stirling University, said: “There is a range of different businesses, some of whom will be selling DVDs, others are download online rental operations, which are picking up some market share.”

*Jobs fear as Saga and AA announce merger – Herald, 26 June, 2007, p3.*

Travel company Saga and the AA have announced a surprise £6bn merger raising long-term fears over jobs. Professor **Leigh Sparks**, a retail expert based at Stirling University said “It is one of those where both businesses are thinking that both groups of consumers will benefit equally.

*Glenmorangie takes a oui step towards luxury on the continent; Distiller plans to re-brand famous names for exotic tastes - Herald, 7 August 2007, p5.*

Glenmorangie plans to change the name of some of its brands to move into the luxury goods market across the world by shedding its Gaelic image for one a little more Gallic. The prosaically named Port, Sherry, Madeira and Burgundy Wood Finish whiskies will be re-born under new names such as The Quinta Ruban, Nectar d’Or and La Santa. Professor **Paul Freathy**, Director of the Institute for Retail Studies at the University of Stirling said, “The French sounding names are an unusual innovation because what makes whisky unique is the traditional tie to Scotland. It’s a brave thing to do.”

*Takeover of Dobbies – BBC Reporting Scotland, 9.August, 2007.*

**Leigh Sparks** is interviewed on Tesco vs Tom Hunter in the takeover of Dobbies.

*Healthy food advance fails to hit makers of crisps, pop and chocolate – The Scotsman, 21 August 2007, p21.*

Several of Britain’s best selling food brands still include the manufacture of crisps, chocolate and fizzy drinks, despite a bid to turn the nation into healthy eaters. Professor **Paul Freathy** is quoted.

*Oops! Upsy Daisy turns a whiter shade of pale – The Scotsman, 25 August 2007, p13.*

A doll from a character called Upsy Daisy from a BBC children’s series, which is dark-faced on the screen, has become white in versions on sale in the shops. **Steve Burt**, professor of retail marketing at Stirling University, said “The question that has to be asked is ‘why would they do this?’ It doesn’t make commercial sense because children tend to notice differences between toys and screen characters much more than adults. It also draws attention to the very issue that the makers may have been trying to avoid – the stigma associated with black dolls...”

*Supermarkets - Today, BBC Radio 4, 27 August 2007.*

Professor **Leigh Sparks** is interviewed as part of a week long report on supermarkets.

*Why would you buy a ceramic lobster? Because you’ve got ‘terminal boredom’ - The Scotsman, 8 September 2007, p3.*

A new report has quantified for the first time just how much money British holidaymakers are prepared to spend on kitsch souvenirs – an incredible £250m every summer. **Paul Freathy**, professor of retail at Stirling University, said it was not simply shedding spare currency that drives people to pick up tacky souvenirs: “When people are departing from an airport, if it is an international flight, they have to go through quite lengthy process to book in. Once they’ve gone through the stressful process and reached airside they have a sense of relaxation ... and airports are cleverly designed so that the first thing you do once through security is walk through a retail section...people become less price sensitive and buy mementoes as a way to hold on to memories of a holiday”.

*Sofa so good as John Lewis takes on discounters at own game - The Scotsman, 10 September 2007, p40.*

Hidden away in the darkest and quietest corner of a shopping centre, it looks more like a warehouse than a branch of Britain’s most successful department store. The John Lewis Clearance Store, an Aladdin’s Cave of bargain-priced furniture, scratched washing machines and unwanted curtain material, has been trading for several months in the St James Centre in Edinburgh. The clearance shop accounts for 0.6% of John Lewis sales in Edinburgh which is worth more than half a million pounds annually. **Paul Freathy**, professor of retail management at the University of Stirling, said “It is important not to create anything that will simply cannibalise the core business of attracting customers away from the main store. There can be great advantage to this kind of project if it is done carefully – it is a classic case of cutting your losses”.

*The woman who changed our lives - The Herald, 12 September 2007, p17.*

Anita Roddick, Body Shop founder, was a pioneer, entrepreneur and campaigner. Her career symbolised a change in the way we live and a move to a world where shoppers are now as interested in the environmental and ethical cost of a product as the price. **Leigh Sparks**, professor of retail studies at Stirling University said "The Body Shop changed our retail culture for ever. Anita's success was significant in opening up retail to all talents and she spawned lots of female entrepreneurs. She was a high-profile and role model for women and the Body Shop was pivotal to the success of Sophie Mirman of Sock Shop, Belinda Earl of Debenhams and Kate Swan of WH Smith...".

*Another retailer may close at Lomond Shores - The Herald, 20 September 2007, p8.*

Another enterprise has failed at troubled tourist attraction Loch Lomond Shores with the loss of 19 jobs (as) All Terrain Clothing Ltd has gone into liquidation. **Andrew Paddison**, an expert at the Institute for Retail Studies at the University of Stirling said: "Given its great location, Loch Lomond Shores taps into the coach market and is a key route to the West Highlands. However, this also means an inherent problem of seasonality."

*Tesco shocks fashion industry with plans to sell clothing online – The Herald, 29 September 2007, p2.*

Tesco is to become the first supermarket to sell clothes on the internet, a move set to send shockwaves through the UK fashion industry. Professor **Leigh Sparks**, professor in retail studies at Stirling University, warned that the move appeared to be timed to have maximum impact on the competition. He said, "Timing is interesting. Internet sales get to a peak at Christmas and that is continually rising. Customers also have the concern of (ordering before Christmas but)...Tesco have good experience of delivering under pressure." He added that Tesco was unlikely to draw shoppers from "high fashion" outlets, because its clothing range was not in the same league.

*What your supermarket says about you – The Scotsman, 10 October 2007, p10.*

More than half of shoppers believe the choice of supermarket reflects their social status, according to a poll of more than 1,600 consumers, while a quarter feel they are judged by their chosen store. "Something like 78% of shoppers don't switch their main choice of supermarket every year", says **Leigh Sparks**, professor of retail studies at the University of Stirling. "But that might be just because customers are familiar with their most frequent choice. Most weekly shopping is done by rote, so knowing where everything is can be just as important as brand image".

*Better customer service is as easy as ABC for one major retailer – The Scotsman, 15 October 2007, p38.*

British shoppers may have perfected the art of queuing, but they are fast losing patience with shops which give poor service. A major survey published last week revealed surly and poorly trained staff were among the problems frequently encountered on the high street. John Lewis' "secret formula" is ensuring that staff make themselves available to customers without being overbearing. They are trained to operate ABC guidelines by acknowledging customers who walk into each department within 2 minutes, to build the sale by identifying what the customer wants and to close the sale with a satisfied customer. **Leigh Sparks**, professor of retail studies at Stirling University says "Shoppers are savvy enough to see through the most superficial greetings. The more American service rituals, such as 'Have a nice day' have become a little tired and customers expect something a little more genuine... but giving high quality service remains the best way of building a relationship with the customer that can be turned into good sales figures.

*John Lewis still never knowingly undersold – but not there's a catch – The Scotsman, 18 October 2007, p14.*

John Lewis' pledge to be "never knowingly undersold" is being watered down in the face of tougher competition from internet "shops" and discount warehouses and will no longer match the price offered by independent retailers more than 8 miles from its stores, under a pilot scheme in Scotland. **Leigh Sparks**, professor of retail studies at the University of Stirling said, "There is a risk that, if a lot more customers are turned down when requesting a price promise, the bad publicity about this change will damage the reputation of John Lewis".

*Whole new mall game for retail; Shopping: Silverburn £350m development promises eco-friendly architecture and the feel of an old-fashioned high street – The Sunday Herald, 21 October 2007, p24.*

The first "next generation" megamall in Scotland, featuring sushi bars, rainwater flushing toilets, Peruvian limestone and an artificial river, will open its doors to shoppers this week. Silverburn, with more than one million square feet of retail space, is expected to become the country's leading out-of-town shopping destination. **Leigh Sparks**, professor of Retail Studies at Stirling University said, "The next generation of

shopping centres is having to work hard to establish its green credentials and is thinking much more cleverly about idiosyncratic ways of doing things.

*Retailer of the year award is in the bag for the John Lewis chain – Edinburgh Evening News, 1 November 2007, p34.*

Leading department store chain John Lewis has been named retailer of the year at the Scottish Retail Excellence Awards. It is the second year in a row that John Lewis has claimed the title. The awards were judged by a panel of top business experts including Professor **Paul Freathy** from the Institute for Retail Studies.

*&pound – Sunday Times, 11 November 2007, p9; Daily Record, 12 November 2007, p12; Daily Mail, 12 November 2007, p6.*

A Scottish victory over Italy in this week's Euro 2008 qualifier would be worth more than £100m to the country's economy, a report has revealed. According to a study by the Centre of Economic and Business Research, a leading London consultancy, the surge in high street sales would be worth £66m in the run up to the group and knockout stages of the tournament. Spending in pubs is expected to rise by £34m either way, as fans toast victory or drown their sorrows. "Sport has an emotional element and the emotion of gaining victory for a small nation over bigger teams creates a real sense of celebration and triumph, which can create an enormous boost for retailers", said **Leigh Sparks**, professor of retail studies at Stirling University.

*Retailers urged to be ready for rise of wrinkly big spenders - The Scotsman, 26 November 2007, p32.*

Spending on the high street by those over 65 is predicted to rise faster than in any other group in a further sign of the growing power of the "grey pound", researchers have reported. Verdict Research found that 65 to 74-year-olds would each spend an average of £4,379 in the shops this year. By 2017 that was expected to increase by almost 40% with spending significantly higher in the traditionally youth-oriented fields of fashion, beauty and electrical goods. Professor **Leigh Sparks**, of the Institute for Retail Studies at the University of Stirling, said "Shoppers in their early fifties were part of the punk generation. It is hardly surprising their tastes and outlook will be different from the previous generation".

*Whispa it, Cadbury's success is down to a bar they ditched – The Scotsman, 12 December 2007, p3.*

It was dropped because of poor sales, a relic of the 1980s that had outlived its purpose, but it has come to the rescue of a beleaguered Cadbury's in the wake of an extraordinary internet campaign for its reintroduction. Almost all of the 23m Wispa bars produced as a one-off trial have been sold. Professor **Paul Freathy**, of the Institute for Retail Studies at Stirling University, said "The use of new channels such as websites, e-mails and text messaging is becoming more sophisticated and these are also areas which can be the focus of consumer power... It is easier for a firm to reintroduce a product which has an established brand. There is less of a risk than launching a whole new product".

*Festive season shopping down on last year Sales bid to boost trading – Aberdeen Press & Journal, 12 December 2007, p20; The Herald, 17 December 2007, p9.*

A slow November has added to Scottish retailers' pre-Christmas jitters it emerged today... with like-for-like sales last month just 0.5% higher than in November 2006. Scotland's performance was slightly weaker than that across the UK, which grew by 1.2%. Professor **John Dawson** said that consumers continued to appear to be spooked by the gloom in the financial markets.

*Scottish high-street sales growth cools with mild November weather – Aberdeen Press & Journal, 12 December 2007, p20.*

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*Oh my God my feet are sore. It feels like someone has taken an iron to my soles – Glasgow Evening Times, 27 December 2007, p16.*

Sheila Hamilton survives the Boxing Day sales – just – and offers wise advice to all sales shoppers... Hide your credit cards and forget where you put them and chain yourself to the sofa... Professor **Paul Freathy**, director of the Institute for Retail Studies at Stirling University, points out that the January sales aren't what they used to be.