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### Abstrak

The aim of European retail research is to publish interesting manuscripts of high quality and innovativeness with a focus on retail researchers, retail lecturers, retail students and retail executives. As it has always been, retail executives are part of the target group and the knowledge transfer between retail research and retail management remains a part of the publication's concept. European retail research welcomes manuscripts on original theoretical or conceptual contributions as well as empirical research, based either on large-scale empirical data or on the case-study method.