

# Evolution Of The Retail Trade In The 20th Century. Social, Economic & Political Perspectives



## Date(s)

du 24 septembre 2015 au 25 septembre 2015

Thursday, September 24th : 13.30- 18.00

Friday, September 25 th : 08.45-16.45

## Lieu(x)

Bâtiment T (Ephémère 3)

Room TR11 (first floor)

## THURSDAY, SEPTEMBER 24TH

13.30 Welcoming of the participants

14.00-14.30 **INTRODUCTION**

Thomas BUCKLEY and Tristan JACQUES

### 14.30–18.00 - **SESSION 1: RETAILERS AND CONSUMERS**

President-discussant : Sabine EFFOSSE

Olivier LONDEIX

"The Customer-Retailer Relations in French Casino Chain Store (1898-1940)"

Jenny EVANS

"Change and Continuity in the Hodson Shop Collection and Archive" (title to be confirmed)

16.00-16.30 Break

Bethan BIDE

"More than Window Dressing: Visual Merchandising and the Changing Face of Consumerism in Post-War London, 1945-1951"

Fredrik SANDGREN

"An Easy Sell? The Introduction of a System for Deep Frozen Food in Sweden 1945-1960"

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## FRIDAY, SEPTEMBER 25TH

### 08.45–12.00 - SESSION 2: PUBLIC POLICY AND THE RETAIL INDUSTRY

President-discussant : Michel MARGAIRAZ

Peter HEYRMAN

"Unlocking the Padlock: Retail and Public Policy in Belgium, 1918-1958"

Tristan JACQUES

"Small Shops, Hypermarkets and the State. Retail evolutions and retail policies in France, 1945-1973"

10.15-10.30 Break

Adam DEWITTE

"Regulatory Constraints and Business Models Evolution. The Case of the French Food Chains' Sector"

Sébastien BILLOWS

"Below-cost Legislation and the Rise and Fall of "Marges arrière". An Overview of State Intervention in Retailer-Supplier Relations in France, 1996-2013

12.00-13.00 Lunch

### 13.00–16.15 - SESSION 3: MANAGEMENT AND ORGANIZATION IN THE RETAIL INDUSTRY

President-discussant: James WALKER

Andrew HULL

"Managing Performance: lessons from chain store retailers in the 1920's"

Thomas BUCKLEY

"Store Location and retail performance in the UK 1950-1980."

14.30-14.45 Break

Sakari SILTALA and Anitra KOMULAINEN

"The History of Finnish Retail Co-op HOK-Elanto"

Kristoffer JENSEN

"Americanization, Innovation and Market Logics: Consumer cooperation and the development of Danish food retailing in the 20th century"

### 16.15-16.45 CONCLUDING ADDRESS

Peter SCOTT

### COMITÉ D'ORGANISATION

Thomas Buckley, doctorant en gestion, Henley Business School, Université de Reading

Tristan Jacques, doctorant en histoire, IDHES, Université Paris 1

Olivier Londeix, doctorant en histoire, IDHES, Université Paris Nanterre

### Professeurs référents

Sabine Effosse, Professeure d'histoire contemporaine, Université Paris Nanterre

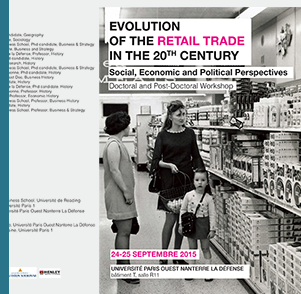
Michel Margairaz, Professeur d'histoire contemporaine, Université Paris 1

Photo : Paul Townsend, [\*The arrival of the supermarket...\*](#)

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