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INFORMATIONS

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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 Ouest Nanterre La Défense

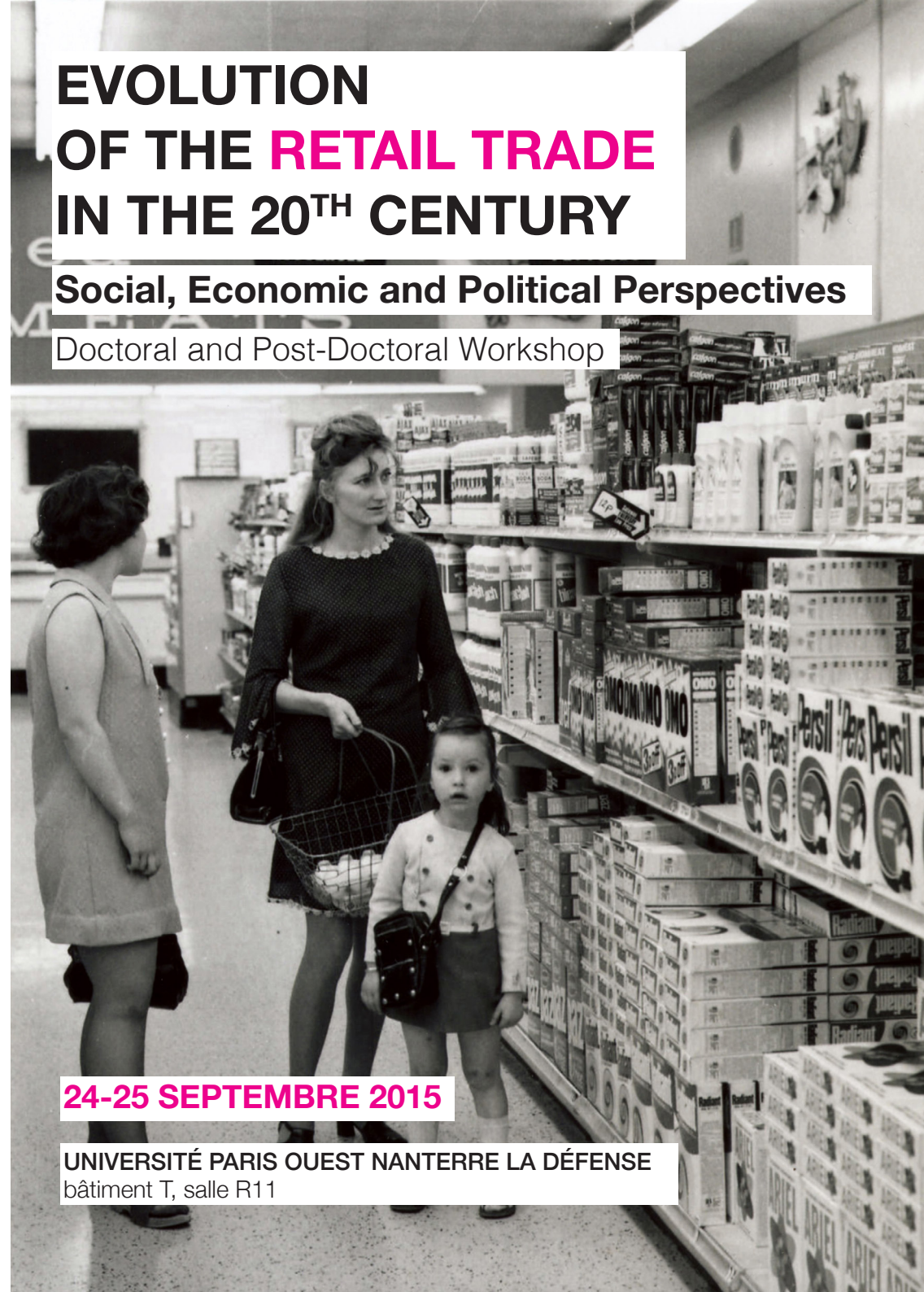
Professeurs référents

Sabine Effosse, Professeure d'histoire contemporaine, Université Paris Ouest Nanterre La Défense
 Michel Margairaz, Professeur d'histoire contemporaine, Université Paris 1

EVOLUTION OF THE **RETAIL TRADE** IN THE 20TH CENTURY

Social, Economic and Political Perspectives

Doctoral and Post-Doctoral Workshop



24-25 SEPTEMBRE 2015

UNIVERSITÉ PARIS OUEST NANTERRE LA DÉFENSE
bâtiment T, salle R11



THURSDAY, SEPTEMBER 24TH

13.30 Welcoming of the participants

14.00–14.30 INTRODUCTION

Thomas **B**UCKLEY and Tristan **J**ACQUES

14.30–18.00 SESSION 1

RETAILERS AND CONSUMERS

President-discussant: Sabine **E**FFOSSE

Olivier **L**ONDEIX

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

Jenny **E**VANS

“Change and Continuity in the Hodson Shop Collection and Archive”

16.00-16.30 Break

Bethan **B**IDE

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

Fredrik **S**ANDGREN

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

FRIDAY, SEPTEMBER 25TH

08.45–12.00 SESSION 2

PUBLIC POLICY AND THE RETAIL INDUSTRY

President-discussant: Michel **M**ARGAIRAZ

Peter **H**EYRMAN

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

Tristan **J**ACQUES

“Small Shops, Hypermarkets and the State. Retail Evolutions and Retail Policies in France, 1945-1973”

10.15-10.30 Break

Adam **D**EWITTE

“Regulatory Constraints and Business Models Evolution. The Case of the French Food Chains’ Sector”

Sébastien **B**ILLOWS

“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 **W**ALKER

Andrew **H**ULL

“Managing Performance: Lessons from Chain Store Retailers in the 1920’s”

Thomas **B**UCKLEY

“Store Location and Retail Performance in the UK 1950-1980”

14.30-14.45 Break

Sakari **S**ILTALA and Anitra **K**OMULAINEN

“The History of Finnish Retail Co-op HOK-Elanto”

Kristoffer **J**ENSEN

“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 **S**COTT