



NORDISK FÖRETAGSEKONOMISK FÖRENING • NORDIC ACADEMY OF MANAGEMENT



The 26th Nordic Academy of Management Conference

Bringing Research Together

24-26 August 2022

Örebro University School of Business, Sweden

Call for Papers

We invite you to submit your research to explore the theme of “*Bringing Research Together*” for the 26th biennial NFF Conference in Örebro. We are looking forward to receiving your submissions.

Track 5.2 – Consumer Behaviour Research in the Nordic Countries: What’s Happening?

Corresponding Chair:

Magnus Söderlund, Stockholm School of Economics, Sweden (Magnus.Soderlund@hhs.se)

Co-Chairs:

Hanna Berg, Stockholm School of Economics, Sweden

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Description:

Consumer behavior research deals with consumers’ acquisition, use, and disposition of products. All of these consumer activities, however, have not been studied to the same extent. And we do yet not have good theories for everything covered by these activities. At the same time, consumers are increasingly in focus for many firms. Much more research is thus needed. And much research is indeed carried out – so much that it is impossible for a single individual to know what goes on. So, what exactly is going on? The ambition of this track is to provide an overview of current consumer behavior research in the Nordic countries.

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We invite researchers to submit their research to this conference track and come to the conference to present what they do. Our scope is broad. Issues can be related to both goods and services; they can deal with consumers’ reactions to various marketing activities such as advertising, websites, and store environments; the employed methods can be everything from experiments to ethnography; and the data can comprise overt behavior, physiological aspects, and psychological reactions.

www.oru.se/NFF2022





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Keywords:

Consumer behavior, Marketing, Consumption

References:

No specific topic is proposed, the idea is to create an overview what is happening in the Nordic countries with respect to one particular research field.

Author guidelines:

Go to www.oru.se/NFF2022 for more information about how to submit a paper. The deadline for abstract submission is 31 January 2022. Full paper due: 20 June 2022.

We very much look forward to welcoming you in Örebro!

www.oru.se/NFF2022

