JOURNAL OF RETAILING

AUTHOR INFORMATION PACK

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DESCRIPTION

The *Journal of Retailing* is devoted to advancing the state of knowledge and its application with respect to all aspects of **retailing**, its **management**, **evolution**, and current theory. The field of retailing includes both **products** and **services**, the **supply** chains and **distribution** channels that serve retailers, the relationships between retailers and members of the supply channel, and all forms of direct **marketing** and emerging electric markets to households. Articles may take an economic or behavior approach, but all reflect rigorous analysis and a depth of knowledge of relevant theory and existing literature. Empirical work is based upon the scientific method, modern sampling procedures and statistical analysis.

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