

INRA-IDEI Seminar

16 & 17 May 2011

Manufacture des Tabacs

Salle de Conférence MS003, Bât. S

Competition and Strategies in the Retailing Industry Program

Organized by : Fabian Bergès, Céline Bonnet and Sylvette Monier-Dilhan (Toulouse School of Economics)

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Program

Each presenter will have 40 minutes , followed by 10 minutes for the discussant and 10 minutes of questions and answers

Monday, May 16, 2011

08h30-09h00 Welcome
Patrick Rey (Toulouse School of Economics)

Session I : Retail Price Competition

Chair : Valérie Meunier (Autorité de la Concurrence)

09h00-10h00 **Paul Dobson** (Loughborough University Business School),
Michael Waterson (University of Warwick)
“Chain-store Competition : Customized vs. Uniform Pricing”
Discussant : Yassine Lefouili (Toulouse School of Economics)

10h00-10h30 *Coffee*

10h30-11h30 **Juan-Luis Jimenez** (University of las Palmas de Gran Canaria),
Andrés Gomez-Lobo (Universidad de Chile) & Jordi Perdigueró
(Universitat de Barcelona GiM & IREA)
“Entry under quality uncertainty : Lessons from supermarkets ”
Discussant : Jianyu Yu (Toulouse School of Economics)

11h30-12h30 **Tim Lloyd**, Wyn Morgan and Eviou Zgovu (University of
Nottingham), Steve McCorriston (University of Exeter)
“Do Sales Matter ? Evidence from UK Food Retailing”
Discussant : Vincent Réquillart (Toulouse School of Economics)

12h30-14h00 *Lunch*

Session II : Loyalty

Chair : Claude Crampes (TSE-GREMAQ- IDEI)

14h00-15h00 **Jens-Peter Loy** (University of Kiel)
“Price Promotion and Brand Loyalty : Empirical Evidence for the
German Ready-to-Eat Cereal Market” (joint with J. Empen and C. R.
Weiss)
Discussant : Sylvette Monier-Dhilan (Toulouse School of Economics)

15h00-16h00 **Lars Meyer-Waarden** (Strasbourg University)
“Retail loyalty program effects : Self-selection or purchase
behavior change ?”
Discussant : Pascal Lavergne (Toulouse School of Economics)

16h - 16h30 *Coffee*

Round Table : Strategies in the Retailing Industry

16h30-18h30 **Patrick Rey** (*Toulouse School of Economics*)
Jean-Pierre Bonvallet (Private Label Manufacturer's Association) ;
Paul Dobson (Loughborough University Business School) ;
Valérie Meunier (Autorité de la Concurrence).

20h00 *Dinner*

Program

Tuesday, May 17, 2011

Session III : Private Labels

Chair : Vincent Réquillart (Toulouse School of Economics)

- 09h00-10h00 **Fabian Bergès**, Sylvette Monier-Dilhan (Toulouse School of Economics)
“Retailers’ advertisement strategies towards competitors”
Discussant : Ailawadi Kusum (Dartmouth College)
- 10h00-10h30 *Coffee*
- 10h30-11h30 **Oscar Gonzalez-Benito** (University of Salamanca)
“Competitive effects of Private labels : the role of positioning”
Discussant : Steve Hamilton (Orfalea College)
- 11h30-12h30 **Ailawadi Kusum** (Dartmouth College)
“The Impact of Retailers’ Corporate Social Responsibility on Price Fairness Perceptions and Loyalty”
Discussant : Stéphane Turolla (INRA, Rennes)
- 12h30-14h00 Lunch

Session IV : Shopping Behavior and Localization

Chair : Fabian Bergès (Toulouse School of Economics)

- 14h00-15h00 **Howard Smith** (University of Oxford) and Oyvind Thomassen (University of Leuven)
“A demand model for grocery categories”
Discussant : Thierry Magnac (Toulouse School of Economics)
- 15h00-16h00 **Stéphane Turolla** (INRA, Rennes)
“Spatial competition in the French supermarket industry”
Discussant : Céline Bonnet (Toulouse School of Economics)