

Call for chapters, edited book “**Omni-channel retailing – new business model**” (working title)

Omnichannel can be defined as a new concept where all sales and interaction channels are merged and “aims to deliver a seamless customer experience regardless of the channel” (Piotrowicz and Cuthbertson 2014). While omnichannel is listed among emerging retail trends, there is a scarcity of research in this area. The primary aim of the book is to collect the current state of knowledge, case studies and examples related to each of the barriers to omnichannel retailing, demonstrating success stories and also failures. The book should allow readers to think about omnichannel strategy and implementation, give some guidelines and stimulate discussion around this topic.

The book, aimed at master and executive level students. will cover issues such as (examples in brackets, this is not full list):

- channel integration (multit-, omni-, cross-channel, click and collect)
- impact of mobile technologies (m-commerce, technology for store staff)
- influential role of social media (co-design, branding)
- changing role of the physical brick-and-mortar store (store in the future, technology instore)
- diversity in customer requirements (how to serve different groups)
- balance between personalization and privacy (regulations, practices)
- need for supply chain redesign (inventory management, returns)

More details can be found in: [Piotrowicz, W., & Cuthbertson, R. \(2014\). Introduction to the Special Issue Information Technology in Retail: Toward Omnichannel Retailing. *International Journal of Electronic Commerce*, 18\(4\), 5-16.](#)

Chapters that are based on primary data and regional/thematic analyses based on secondary data are preferred. Chapters should cover, for example: retail chains, B2C, make/design to order in B2C, so “pure” online or brick-and-mortar chapters will not fit the book, unless discussing alternative channels and their similarities and differences.

Here is the **proposed structure** of the chapter (this may differ for primary/secondary data papers)

- Introduction (introduce theme, present structure of your chapter)
- Literature review (refer to papers already published about the topic, focus on books and academic papers, not conference outputs)
- Methodology, research design (briefly describe research design, list research limitations)
- Findings (present main findings from your research)
- Discussion (compare findings against literature)
- Conclusions and recommendations (conclude work, write recommendations for academia and practice)
- Add ten questions for discussion and review

Chapters will be peer-reviewed (so you may also be asked to review one or two chapters).

Deadline for chapter submission – 15th of March 2016, but please do not wait until last moment

If you are considering submitting chapter please contact: Wojciech Piotrowicz, University of Oxford, Oxford Institute of Retail Management, e-mail: Wojciech.Piotrowicz@sbs.ox.ac.uk