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## **Editorial**

This issue includes a variety of topics including developing efficient product-location strategies, the moderating effect of experience on the relationship of certain antecedents with satisfaction and the relationship of satisfaction with intention to repurchase, logistics performance management practices and the impact of store flyer characteristics on store performance for different formats.

The first contribution by Battista, Fumi, Laura and Schiraldi focuses on possible improvements in the allocation of SKUs, numerically evaluating how these can lead to a reduction of both overall required warehouse space and material handling times. Developing efficient product-location strategies represents a critical issue in Retail Management, due to its impact on service level and operation costs. The undertaken approach focused on translating the Warehouse Management Problem into a Vertex Colouring Problem, modelling it as a multi-criteria problem and solving it through a properly modified algorithm. The heuristic validation on a real industrial case demonstrated its high optimization potential, and its benchmarking simulations showed performances significantly close to the best conceivable case. This work presents an original multiproduct slot allocation heuristic developed by taking cue from Vertex Colouring Problems and its pragmatic evaluation on a real case.

The second paper by Pappas, Giannakos, Pateli and Chrissikopoulos aims to verify the moderating effect of experience on two types of relationships: the relationship of certain antecedents with satisfaction, and the relationship of satisfaction with intention to repurchase. It applies Structural Equation Modelling (SEM) and multi-group analysis to examine the moderating role of experience in a conceptual model estimating the intention to repurchase. The research shows that experience has moderating effects on the relationships between a) performance expectancy and satisfaction and b) satisfaction and intention to repurchase. This study empirically demonstrates that prior customer experience strengthens the relationship between performance expectancy and satisfaction, while it weakens the relationship of satisfaction with intention to repurchase. Practitioners should differentiate the way they treat their customers based on their level of experience. Specifically, the empirical research demonstrates that the expected performance of the online shopping experience (performance expectancy) affects satisfaction only on high-experienced customers. Instead, the effort needed to use online shopping (effort expectancy) and the user's belief in own abilities to use online shopping (self-efficacy) influence satisfaction only on low-experienced customers. The effect of trust and satisfaction is significant on online shopping behaviour on both high- and low-experienced customers.

The third contribution by Forslund explores logistics performance management practices and lessons learned in some supplier/retailer dyads across retail industries with a secondary purpose to suggest a continued research agenda for logistics performance management across retail industries. Case studies were conducted in four supplier/retailer dyads in different retailing industries in Sweden. The analysis is of a cross-case character and uses a pattern matching approach. The descriptions of logistics performance management practices showed differences within and between dyads. Problems, such as lack of trust; difficulties in developing a collaborative culture; difficulties in relating metrics to customer value and lacking IT support were found. A previously unknown problem in logistics performance management, the internal collaboration with category management was identified. A good example was found in an industry standard. State-of-the-art descriptions, international comparisons, exploring the

interface with the stores and combating identified problems were found to be relevant topics for continued research on logistics performance management in retail.

The final contribution by Luceri, Latusi, Vergura and Lugli aims to investigate the impact of store flyer characteristics on store performance for different formats (hypermarket and supermarket) and customer segments (additional and regular shoppers). Specifically, the paper tests propositions on how flyer duration, variety of featured purchasing options, the category and brand mix on feature and the method used to communicate the deal price affect store traffic and sales. Data were made available for analysis by a grocery chain that utilizes a Hi-Lo pricing strategy. The results indicate that optimal store flyer configuration is related to the store format. Moreover, the response to flyer promotion programs varies across customer segments in relation to their degree of store loyalty. Findings can assist marketers to develop more effective promotional strategies with regards to the bundle of promotions to be offered and the way they should be communicated.

Title	Author 1	Author 2	Authors 3 & 4	First Submitted	Revised Date	Final Acceptance
Multiproduct slot allocation heuristic to minimize storage space ( <b>see IJRDM-Mar-2012-0024.R3</b> )	Claudia Battista	Andrea Fumi	Luigi Laura Massimiliano M. Schiraldi	7 <sup>th</sup> March 2012	14 <sup>th</sup> June 2013	22 <sup>nd</sup> June 2013
Moderating effects of online shopping experience on customer satisfaction and repurchase intentions (See <b>IJRDM-Mar-2012-0034.R3</b> )	Ilias O. Pappas	Michail N. Giannakos	Adamantia G. Pateli Vassilios Chrissikopoulos	27 <sup>th</sup> March 2012	31 <sup>st</sup> May 2013	25 <sup>th</sup> June 2013
Exploring logistics performance management in supplier/retailer dyads ( <b>See IJRDM-01-2013-0020.R2</b> )	Helena Forslund			9 <sup>th</sup> Jan 2013	17 <sup>th</sup> June 2013	5 <sup>th</sup> July 2013
The impact of store flyers on store performance: A format and customer related approach ( <b>See IJRDM-11-2012-0101.R1</b> )	Beatrice Luceri	Sabrina Latusi	Donata Tania Vergura Gianpiero Lugli	13 <sup>th</sup> November 2012	7 <sup>th</sup> Feb 2013	11 <sup>th</sup> July 2013