Thought Leaders' Conference on Privacy in the Retail Environment June 6-8, 2019 Florence, Italy Session Participants and Papers

Friday, June 7 Registration 98:30 - 08:30 Registration 98:30 - 08:30 Session 1: Keynote 99:15 - 10:00 Session 2: Privacy and the Retail Environment: Challenges and Opportunities 10:30 - 11:30 Global Privacy Trends with Implications for the Retail Environment Martin, Kelly and Robert W. Palmatier Privacy Susses in the Retail Environment: Challenges and Opportunities Kroschke, Mirja, Manfred Kraff, and Patrick E. Murphy Research Agenda Privacy Susses in the Retail Environments Martin, Kelly and Robert W. Palmatier Customer Journey in the Retail Context Session Chair: Lena Steinhoff Heß, Nicole, Maura L. Scott, Martin Mende, Jan H. 11:30 - 12:30 Goiss Meter View Policie Environments Schumann, and Connec Kelley Schumann, and Conne Kelley 12:30 - 12:35 Logitic Suddate Raffaele Donvito Tran, Ch, Brandon J. Reich, and Hong Youan 12:30 - 12:35 Logitic Suddate Raffaele Donvito Session Chair: Costas Katsikeas 12:30 - 12:35 Logitic Suddate Raffaele Donvito Session	Time	Event	Presenter
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20:15 - 23:00 Conference Dinner	17:30-17:35	Logistics Update	Raffaele Donvito
	20:15 - 23:00	Conference Dinner	

Saturday, June 8

08:30 - 09:00	Coffee and check-in	
	Session 7: Journal of Retailing	
09:00 - 09:30	Co- Editor-in-Chief, Journal of Retailing	Roggeveen, Anne
	Session 8: Understanding Critical Privacy Tradeoffs	
09:30 - 10:30	Personalization-Privacy Paradox: The Effect of Information Transparency on Online Customer Experience	Lambillotte, Laetitia, Yakov Bart, and Ingrid Poncin
	The Promise and Peril of Sensitive Consumer Data: A Relational Exchange Perspective	Haji, Iftakar, David Dose, and Christof Backhaus
	Privacy Concerns and the Willingness to Provide Personal Information to Retail Companies: Modeling Heterogeneity among Customers, Retail Contexts, and Cultures	Grosso, Monica, Sandro Castaldo, Hua Li, and Bart Lariviere
	Session Chair: Frank Germann	
10:30 - 11:00	Coffee break	
	Session 9: The Role of Privacy in Sustaining Customer Relationships	
11:00 - 12:00	Uncovering Data and Process-Related Privacy Risks in Retail Logistics: The Case of Last Mile Delivery	Backhaus, Christof and David Woisetschläger
	The Inoculation Effect of Past Data Breaches	Vadakkepatt, Gautham and Jessica Hoppner
	B2B Customer Relationship Marketing and Marketing Capability	Lee, Hangeun, Chang Mo Jung, and Youngchan Kim
	The Role of Service Recovery after Privacy Failure in Retailing Session Chair: Michael Martin	Negri, Francesca and Marco leva
12:00 - 12:30	Farewell Remarks and Logistics Update	Robert W. Palmatier, Gaetano Aiello, and Raffaele Donvito
13:00 - 14:00	Lunch	