



RETAIL
INNOVATION
PLATFORM

#RINPseminar

Retail Innovation Platform

5 jaar samenwerking in retailonderzoek

Jesse Weltevreden

Lector Digital Commerce, Hogeschool van Amsterdam



“

Retail in transitie

”



Van crisis naar crisis

STOKEN WORDT ONBETAALBAAR

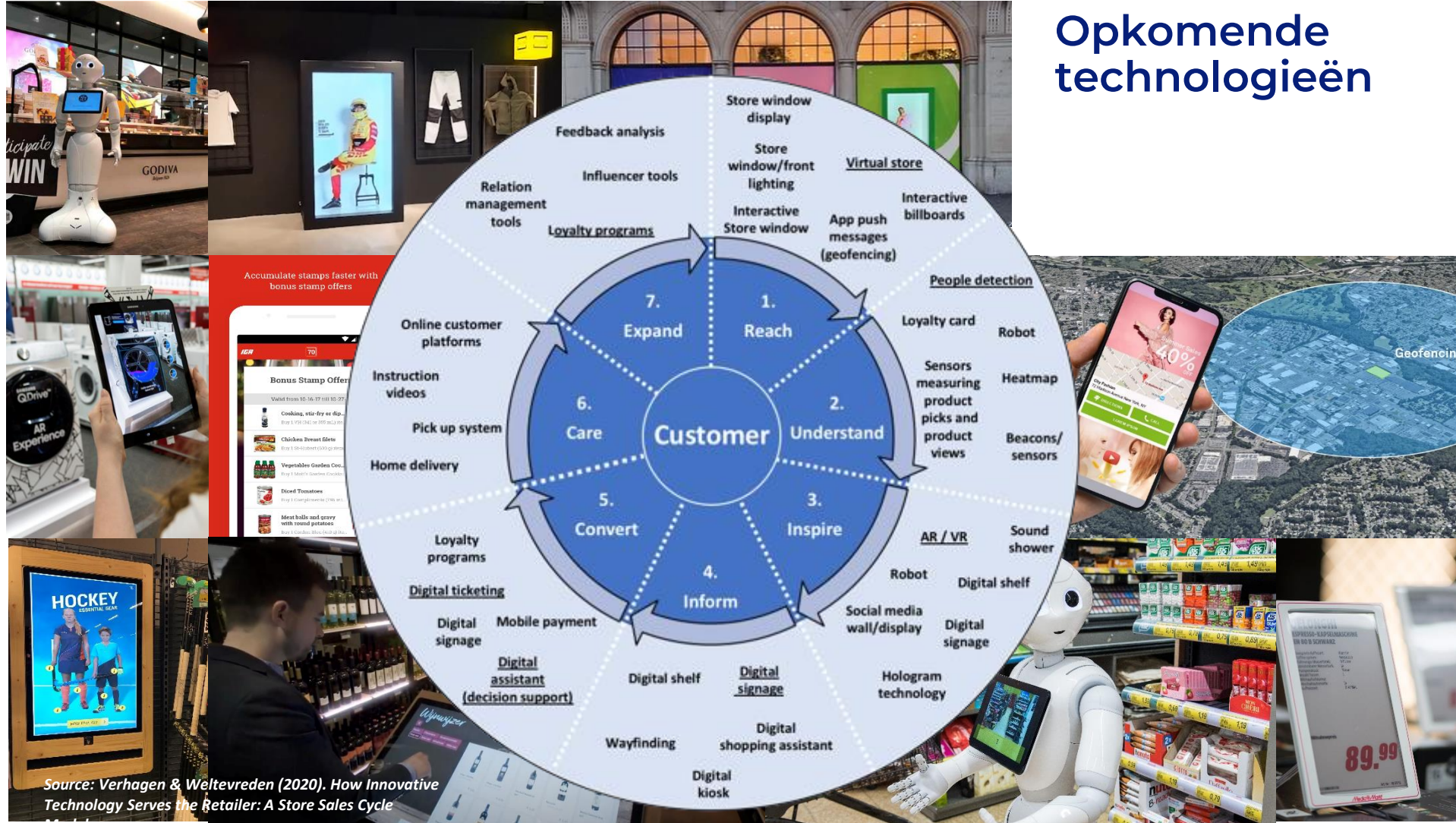


©EVA TEXEIT

Veranderende consumenten voorkeuren



Opkomende technologieën





Duurzaamheid





“

Het Retail Innovation Platform

”



Missie

*Door uitvoering en bundeling van **praktijkgericht onderzoek** naar **retailinnovatie** willen wij een structurele bijdrage leveren aan de innovatie-, concurrentiekracht en duurzaamheid van de retailsector.*

*Aan de hand van gerichte **thema's** werken onderzoekers, docenten en studenten van verschillende kennisinstellingen samen met en voor de retailsector aan **vernieuwende onderzoeksprojecten**.*

Thema's



Werk met ons samen



**Studenten-
onderzoek**



**Afstudeer-
opdrachten**



**Praktijkgericht
onderzoek**



“

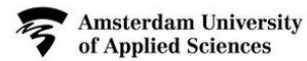
5 jaar

Retail Innovation Platform

”

Ons netwerk

Wat begon als een initiatief
van 5 hogescholen...



Is uitgegroeid tot een netwerk van bijna 20
kennisinstellingen in België en Nederland...



“

Meer dan
2 miljoen euro

”

Projecten Retail Innovation Platform

- **Future-Proof Retail 1.0**     
- **Klantdata voor winkelgebieden** 
- **Retail en cultuur**  
- **Evaluatie Koopstromenonderzoek Noord-Brabant** 
- **Bedrijveninvesteringszones (BIZ) in Nederland**  
- **Robots in Retail 2020**     
- **Innovative Retail Technology**   
- **Future-Proof Retail 2.0**       
- **NEXT Fashion Retail**   
- **Service Robots in de Winkel**  
- **Sprong aanvraag Responsible Applied AI**  
- **Cultuur, Retail en Stedelijke kwaliteit in de Binnenstad**
- **Beleef de Fysieke Winkel op Afstand**   
- **De mogelijkheden van sociale robots voor mijn winkel**  
- **NWA project Conversational AI**  
- **Living Lab Social Robots**   

“

Andere samenwerkingen

”

Andere samenwerkingen

- **Fontys opdrachtgever voor afstudeerstudenten TMO Fashion Business School**



- **Ontwikkeling Library Guide 'Functies in Binnensteden'**



- **Strategiesessies Retailagenda met studenten**



Eerste hulp bij online retail (EHBOR)

- Editie 1 (mei 2020): 70 aanmeldingen, 17 matches
- Editie 2 (sep 2020): 25 aanmeldingen, 19 matches
- Editie 3 (apr 2020): 31 aanmeldingen, 31 matches
- Editie 4 (mrt 2022): 30 aanmeldingen, 25 matches





“

Ambitions

”



Ambities

- **Programmatisch werken**
- **Onderwijs innovatie**
- **Uitbreiding netwerk**
- **Internationale samenwerking versterken**



“

Nieuwe website

”

www.retailinnovationplatform.com



RETAIL INNOVATION PLATFORM

Cooperation between universities

The collaboration between international universities means a broader scope of research and greater exchange of knowledge, funding opportunities and more visibility for your research. We are always looking for new professors and researchers whose areas of expertise are tangential to the retail industry. Join us!

Discover the opportunities for cooperation

International network for research about retail innovation

A cooperation between twenty universities and more than 50 researchers makes us the leading platform for applied and scientific research in retail innovation in the Benelux. The insights that emerge from our research can be applied by retailers in their strategy and used to realise innovations. Our network is therefore always open to new researchers and retailers.

For retailers

For researchers

We are already examining this in the retail sector

Latest publications

Building the centre for responsible applied AI
Amsterdam, Rotterdam and Utrecht Universities of Applied Sciences have received a SPRING grant from Regieroiaan-SIA, with which they – together with 24 partners from the field – can...

The impact of organic specialist store entry on category performance at incumbent stores
Journal of Marketing

Doucet, L.
The Effect of High,

Cooperation between universities



The collaboration between international universities means a broader scope of research and greater exchange of knowledge, funding opportunities and more visibility for your research. We are always looking for new professors and researchers whose areas of expertise are tangential to the retail industry. Join us!

Discover the opportunities for cooperation

International network for research about retail innovation

A cooperation between twenty universities and more than 50 researchers makes us the leading platform for applied and scientific research in retail innovation in the Benelux. The insights that emerge from our research can be applied by retailers in their strategy and used to realise innovations. Our network is therefore always open to new researchers and retailers.


For retailers

For researchers

Focus on the following themes



In-store technology



RETAIL INNOVATION PLATFORM

About Us | Projects | Publications | For retailers | For researchers | News & Events | Contact

International network for research about retail innovation

A cooperation between twenty universities and more than 50 researchers makes us the leading platform for applied and scientific research in retail innovation in the Benelux. The insights that emerge from our research can be applied by retailers in their strategy and used to realise innovations. Our network is therefore always open to new researchers and retailers.

For retailers

For researchers

We are already examining this in the retail sector

Building the centre for responsible applied AI Amsterdam, Rotterdam and Utrecht Universities of Applied Sciences have received a SPRING grant from Regieroiaan-SIA, with which they – together with 24 partners from the field – can...	Next Fashion Retail – sustainable clothing Although consumers indicate that they value sustainable aspects of clothing, (INFR)...	Experiencing physical shops in the virtual realm Most brick-and-mortar shops have been increasingly impacted by the adverse amplified this...
---	---	---

Read more

Read more

Read more

Show all ongoing research



Cooperation between universities

The collaboration between international universities means a broader scope of research and greater exchange of knowledge, funding opportunities and more visibility for your research. We are always looking for new professors and researchers whose areas of expertise are tangential to the retail industry. Join us!

Latest publications

- Maesen S., Lamey L.(2022)
The impact of organic specialist store entry on category performance at incumbent stores
Marketing
- Maesen S., Lamey L.(2022)
The Effect of High, Partial, and Low Multisensory Congruity between Scent and Scent on Consumer Evaluations and Approach Behavior.
Psychology
- Adams, C., Peik, O., & Nijholt, A. (2022)
Modal Congruency Between Background Music and the Online Environment: The Moderating Role of Shopping Goals. Frontiers in Psychology, 13, 883920.
Psychology

News & events



Seminar "The future of Retail"
19th September 2022
10:00 - 12:00
100+ attendees

Register now: "The future of retail"

For the past two years, the retail sector has been creaking and grinding. Corona measures have had a major impact on the functioning of the industry. But there are more...

Update | 2 days ago

Partnering universities



Who we are

Together with retailers and other stakeholders, such as government bodies and local stakeholders, the Retail Innovation Platform conducts research aimed at the development and (commercial) application of new practices, developments and (commercial) applications of new products, innovations in their position. The central objective is to apply the latest digital and sustainable innovations to retail practices. The central objective is to enhance research that directly contributes to retail innovation. Retail innovation makes us the leading platform for applied and scientific research in retail innovation in the Netherlands.

Our mission

By carrying out and commissioning digital and scientific research about retail innovation we help our retailers, we will not hold a neutral position in the innovation through comprehensive and sustainability of the retail sector. On the basis of digital business, research, science and practice from various disciplines work together on innovative research projects both with and for the retail sector.

[Read more about our targets](#)

Connection with education

Besides research our researchers also educate future retail professionals. Our researchers can offer interesting career and study opportunities for students. It is valuable for both parties. The education sector and research can work together on current challenges and thus train a new generation. They can learn from practice and carry out research for the future.

[View our activities](#)

Our researchers

RESEARCHER	RESEARCH CONSULTANTS	UNIVERSITY
Josje Willemssen @josjewillemssen	Care for better insights	Hogeschool van Amsterdam
Els Bruggmans @elsbruggmans	Marketing Manager	WU Vienna
Karlijn Querier @karlijnquerier	Retail Design Lab	Norfolk University
Robert Verhagen @robertverhagen	Care for better insights	Hogeschool van Amsterdam
Evelien Donkers @eveliendonkers	Digital Marketing & Brand Management	Jacobs University
Michael Plooten @michaelplooten	Entrepreneurial system	Utrecht
Marc Widdag @marcwiddag	Retail Design Strategy	Utrecht Hogeschool
Melissa Bruggman @melissabru	Marketing and consumer behavior	Hogeschool van Amsterdam
Daghaire van de Cammen @daghaire	Marketing and consumer behavior	Hogeschool van Amsterdam
Ralph Frensela @ralphfrensela	Digital Marketing & Brand Management	WU Vienna

Our members

County universities with a variety of expertise in the Netherlands and Belgium focusing on applied and scientific research. We are active in the Retail Innovation Platform, both from the perspective of their contribution we work together to keep the retail industry future proof.

Utrechtse Hogeschool
Human Geography and Spatial Planning
The research team uses geospatial information to investigate the spatial context, whether an urban or rural area, which is relevant for the urban planning and development.

Utrechtse Hogeschool
Marketing Management
The research team focuses on the development of marketing strategies for retail companies.

Utrechtse Hogeschool
Marketing and consumer behavior
The research team focuses on the development of marketing strategies for retail companies.

Utrechtse Hogeschool
Creative Business
The research team focuses on the development of marketing strategies for retail companies.

Utrechtse Hogeschool
Entrepreneurship in transition
The research team focuses on the development of marketing strategies for retail companies.

Utrechtse Hogeschool
Smart Cities

Hogeschool van Amsterdam
Merid Design Strategy
The research team focuses on the development of marketing strategies for retail companies.

Hogeschool van Amsterdam
Family Business
The research team focuses on the development of marketing strategies for retail companies.

Hogeschool van Amsterdam
Marketing Management
The research team focuses on the development of marketing strategies for retail companies.

Hogeschool van Amsterdam
Innovative Entrepreneurship
The research team focuses on the development of marketing strategies for retail companies.

Hogeschool van Amsterdam
Retail Design Lab
The research team focuses on the development of marketing strategies for retail companies.

Hogeschool van Amsterdam
Design & Decision Support systems
The research team focuses on the development of marketing strategies for retail companies.

Hogeschool van Amsterdam
Regional Development
The research team focuses on the development of marketing strategies for retail companies.

Hogeschool van Amsterdam
DevelopmentLab
The research team focuses on the development of marketing strategies for retail companies.

Hogeschool van Amsterdam
Ontwikkelings & Retail

Publications

Empirical research of our university members, regularly published academic articles for specific topics within the retail industry. On this page you can find references to these articles. Publications for the retail sector that arise from applied research such as practical tests, reports, interviews, developments, editors, profiles or blogs are mainly written in Dutch and can be found on our [Retail studies](#) customer page (Dutch).

2022

- Research: J. L. (2022)**
The impact of digital specialization on entry on category performance at incumbent stores
Journal of Retailing
[View details](#)
- Research: J. L. (2022)**
The Effect of High, Partial, and Low-Motivation Category Entry on Sales and Consumer Evaluation and Approach Behavior
Journal of Retailing
[View details](#)
- Research: J. L., A. A., & B. (2022)**
Crossmodal Congruency Between Background Music and the Online Store Environment: The Moderating Role of Shopping Goals
Journal of Retailing, 98 (2022)
[View details](#)
- Research: J. L., A. A., & B. (2022)**
Digital marketing activities by Dutch plus management partnerships: A research-based view
Journal of Retailing
[View details](#)
- Research: J. L., A. A., & B. (2022)**
Addressing food loss and waste prevention
British Food Journal
[View details](#)
- Research: J. L., A. A., & B. (2022)**
Does the product size affect the size of stock? Effects of substitution policy on online grocery marketing
Journal of Retailing
[View details](#)
- Research: J. L., A. A., & B. (2022)**
It is not there, I am at this reference to objective needs of an omnichannel user experience, store design and behavior
Journal of Retailing
[View details](#)
- Research: J. L., A. A., & B. (2022)**
Development of 360° Free-Form Presentation Effects: The Role of Loyalty Program Membership and Category Characteristics
Journal of Retailing
[View details](#)
- Research: J. L., A. A., & B. (2022)**
Using video for generation Z consumers: Effects of format, content and author reputation
Journal of Retailing
[View details](#)

Next Fashion Retail – sustainable clothing

Although consumers indicate that they value sustainable aspects of clothing, this does not directly translate into their purchase behavior. This study explores the barriers that prevent consumers from buying sustainable clothing. The research will cover the role of consumer research and the role of retailers in this process. This research is part of the Next Fashion Retail project, funded by the Dutch Research Council (NWO).

Although consumers indicate that they value sustainable aspects of clothing, this does not directly translate into their purchase behavior. This study explores the barriers that prevent consumers from buying sustainable clothing. The research will cover the role of consumer research and the role of retailers in this process. This research is part of the Next Fashion Retail project, funded by the Dutch Research Council (NWO).

The research in this project is part of the Next Fashion Retail project, funded by the Dutch Research Council (NWO).

Although consumers indicate that they value sustainable aspects of clothing, this does not directly translate into their purchase behavior. This study explores the barriers that prevent consumers from buying sustainable clothing. The research will cover the role of consumer research and the role of retailers in this process. This research is part of the Next Fashion Retail project, funded by the Dutch Research Council (NWO).

[Get in touch](#)

Copyright © 2022 Retail Innovation Platform. All rights reserved.
Leidsche Rijkswaard 100, 3720 BX Leiden