

**REPORT for AMAC-UK AWARD for the 'Oxford-Zagreb RETail-CONNECTION' project**



In order to improve my research skills and scientific output, I applied for and received AMAC-UK award for the '*Oxford-Zagreb RETail-CONNECTION*' project, which included a travel grant to visit *Professor Jonathan Reynolds*, Academic Director of the Oxford Institute of Retail Management (OXIRM), Associate Professor in Retail Marketing and Associate Dean of Degree Programmes at Säid Business School. The purpose of the visit was to discuss current hot scientific topics in the field of retailing

management and future activities for career development. Due to my research interest in retail location, potential research collaboration on the topic of *Training needs of retail data analysis & location planning professionals* was also discussed. The aim of this collaboration is to conduct research about training needs of retail data analysis and location planning professionals in Croatia, a growing retail market.

Visiting OXIRM was very important for gathering new insights on retail location in general and the changing shapes of location management in Britain, which will be useful for my further teaching career. Together with *Professor Sanda Renko*, I will be teaching the proposed new course *Retail Location Management and Visual Merchandising* on the specialist graduate professional study programme *Retail Management and Marketing*.

During my research visit, I also had the opportunity to meet *Dr. Richard Cuthbertson*, Senior Research Fellow and Research Director at the OXIRM, who gave me a valuable research feedback regarding the paper I am currently working on, on the topic of green

supply chain management in food retailing. I also exchanged ideas with *Dr. Wojciech Piotrowicz*, a colleague at OXIRM, whose advice regarding my research field, supply chain management, had always been of great help.



*In front of the Säid Business School*

To conclude, in addition to the opportunity to meet *Professor Jonathan Reynolds* in person again and discuss future collaboration opportunities in retail location analysis domain, the AMAC-UK award helped me to meet some old and make some new friends and colleagues in retailing and supply chain management, the two research topics I am most interested in.

I would like to thank *Dr. Mira Malović-Yeeles* from the bottom of my heart for her kindness and generosity during my research stay in Oxford. Happy and prosperous New Year to all the AMAC-UK members from Zagreb, Croatia and thank you again for supporting the '*Oxford-Zagreb RETail-CONNECTION*' project!

*Kristina Petljak, PhD; AMAC-UK scholar*