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Project Newsletter

INSiDR
Industrial Graduate School
in Digital Retailing

April 2020 Newsletter

INSiDR Network Conference

A network conference was intended to take place in mid-June. Due to ongoing challenges and uncertainties that to great extent have sprung out of the covid-19 situation, we have ultimately come to the decision of cancelling the event. The next INSiDR Network Conference will instead take place in November, 2020.

We are however planning a more informal gathering in October, only involving PhD students and INSiDR supervisors. More information regarding this to come, as the arrangements proceed.

Data analysis in the retail industry

The course Data analysis in the retail industry, mandatory for all INSiDR students, has been re-scheduled slightly. Rather than August, we now aim to have the course start in early November (2020).

Update regarding participating companies

The turbulence caused by the coronavirus has a widespread effect of overwhelming magnitude, not only affecting people's health and well-being, but also the economy and society on a large scale. Many businesses experience these challenges first hand, with many difficult albeit inevitable decisions and actions being taken as a last resort.

As a graduate school with tight bonds with companies in the private sector, many of which are in the retail industry, INSiDR is to a high degree influenced by this financial turmoil.

Since our last newsletter, we regret to inform that two more companies have terminated their participation in the INSiDR programme. Companies still involved with the project are Ellos Group, Eton, Gina Tricot, Hall Media and Odyssey.

Publications

On a more positive note, two INSiDR students have received approval of one new publication each:

- Sahlin, J., Sundell, H., Alm, H., Holgersson, J. (2020):
Short message service campaign taxonomy for an intelligent marketing system has been accepted for presentation at the 14th International FLINS Conference on Robotics and Artificial Intelligence (FLINS/ISKE2020) to be held in Cologne, Germany, from August 18-21, 2020.
- Löffström, H., Löffström, T., Johansson, U. (2020):
Interpretable Instance-Based Text Classification for Social Science Research Projects
[The publication can be viewed here.](#)

On the subject of publications, we would also like to remind/inform all PhD students to keep your ORCID updated with all publications ([information on how to add publications to ORCID here](#)). University of Borås also has its own platform [DiVA](#), where you are to register your approved publications. Also notify Jonas (jonas.gustafsson@hb.se) regarding new publications to make sure they are getting recognised in upcoming newsletters.

That is all for now!

Expect a new newsletter in June, at which point the pandemic situation has hopefully stabilised somewhat.

Until then – stay safe, everyone!

Jenny, Jonas and Cecilia

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