

Product Returns in a Retail Setting

Dionysius Ang

University of Leeds

Maarten Gijsenberg

University of Groningen

Alexander Mafael

Stockholm School of Economics

Sara Valentini

Bocconi University, Italy

Stijn Maesen

Imperial College Business School

Cite as:

Ang Dionysius, Gijsenberg Maarten, Mafael Alexander, Valentini Sara, Maesen Stijn (2025), Product Returns in a Retail Setting. *Proceedings of the European Marketing Academy*, 54th, (126305)

Paper from the 54th Annual EMAC Conference, Madrid, Spain, May 25-30, 2025

