

**Call for Book Chapter Proposal**  
**Book Title: Supermarkets in Africa**  
Editors

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**Introduction**

Modern retail landscape is changing in Africa and has been of major interest and importance to both researchers and practitioners. In general, the impact of modern retails to the economy of the continent is undeniable. With the swelling of middle income and urbanization in Africa, modern retail emergence is very common from Cairo to Cape Town and from the Indian Ocean to the Atlantic Ocean. In the same note the continent has witnessed the arrival of foreign retail companies from America (Wal-Mart) and Europe (Carrefour).

Generally, Africa has witnessed the emergence of modern retail in food, electronic appliances and fashion stores. Kenyan and South African retail firms are expanding in Africa too. For example, a South African retailer Mass Mart (Which owned by Wal-Mart by 51%) operates 42 stores in 14 countries in Africa. Apparel store Woolworth, a South African retail Apparel shop is operating in 12 countries in the continent through different modes of business such as franchising, and whole owned.

Despite these successes, modern retailers have failed at domestic and foreign markets in Africa. For example, Nakumatt Supermarkets collapsed in Tanzania and Uganda and closed its stores in Kenya from 48 to 12 stores. Uchumi supermarket, a Kenyan retail shop closed its stores in Uganda and Tanzania in 2017 due to financial crisis. The same situation occurred to South African retail such as Shoprite and Pick n' Pay which closed their stores in Tanzania and Uganda. In general both local and international retailers have failed in Africa. This situation has raised a need to understand the future of modern retail in Africa through a Book.

The Book will provide a unified understanding on the current modern retail and discuss its growth and future, as well as identify the frameworks, stakeholders, and strategies used by retailers in Africa to attract customers, manage relationship with suppliers and other actors in different value chains. The proposed Chapters should be based on empirical or theoretical perspectives. Authors are kindly invited to submit their original contributions based on cases, qualitative, quantitative and mixed methods. Topics of interest include but are not limited to:

- Consumers preference on supermarkets display
- Factors motivating consumers to visit supermarkets in developing economies
- Supermarkets and merchandising strategies
- Pricing strategies to attract bottom of the pyramid consumers
- Supermarket-local manufacturers relationship in developing Africa
- Brand image of supermarkets and consumers preferences
- Supermarkets location and consumers
- Impact of policies on the future of supermarkets in Africa
- Royalty cards and retail preferences
- ICT and supermarkets

### Instructions for Abstract Submissions

An abstract with a maximum of 200 words should be sent in Word document using Times New Roman Font Size 12 and must include: title of the study, author name(s), title, and affiliation, full address, contact no and e-mail. Please submit your proposal via email to [nandonde@sua.ac.tz](mailto:nandonde@sua.ac.tz) or [nandonde@gmail.com](mailto:nandonde@gmail.com)

### Deadlines

No	Activity	Date
1	Submission of Abstract	30 September 2019
2	Proposal acceptance notification	10 October 2019
3	Submission of first draft Chapters	10 December 2019
4	Review process	10 February 2019
5	Contributions reviewed returned to authors (Accepted/Rejected)	11 February 2019
6	Submission of the final revised version	11 March 2019
7	Book editorial process	12 March 2019 to 30 May 2020
8	Expected date of publication	1 June 2020

### Publisher

The work will be published by Routledge, a reputable academic publishing house.