



Laurens M. Sloot (PhD, MSc) is professor of Entrepreneurship in Retailing at the university of Groningen. He started his academic career in 1992 as an assistant professor at the Erasmus University Rotterdam and was awarded lecturer of the year in 1994. He finished his dissertation on assortment management at ERIM in 2006.

In 2011 he was appointed as Anton Dreesmann Professor of Retail Marketing and in 2020 as distinguished professor of Entrepreneurship in Retailing (LRO-chair). Laurens is also an entrepreneur himself and

While working at the Erasmus University he founded and co-owns several companies.

he founded EFMI Business School in 1997. The institute gradually developed to a leading educational and research institute for senior and top executives of food retailers and food manufacturers. In 2000 he launched the Master of Food Management program, which is one of the most successful senior executive programs in the Dutch food industry. Together with the University of Groningen Business School this program was further developed to an Executive MBA for food and retail professionals. Each year he gives about hundred keynote speeches, workshops and in-company trainings for top and senior executives in the field of grocery retailing and CPG manufacturing. For his work at EFMI Business School and independent role as knowledge developer he was elected as “Food Manager of the Year” (see www.foodmanagervanhetjaar.nl). As a scientist he was awarded the Insight Scientist of the Year Award 2019 by MOA. His areas of expertise include entrepreneurship in retail, business models in retailing, retailer-supplier collaboration, digital & data driven retail and the impact of the retail-mix on retail sales. He has written about many articles in leading marketing journals, including the Journal of Marketing Research and the Journal of Retailing. The Dutch media frequently interviews Laurens about issues in retailing and brand manufacturing.

Selected list of international books and publications

- Steenkamp, Jan-Benedict and Laurens Sloot (2019), Retail Disruptors: The Spectacular Rise and impact of the Hard Discounters, Kogan Page

- Hunneman, Auke, Peter C. Verhoef, and Laurens M. Sloot. "The impact of hard discounter presence on store satisfaction and store loyalty." *Journal of Retailing and Consumer Services* (2020): 102405.
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- Sloot, L. M. (2018). Commentary: The Impact of Digitization on Grocery Retailing: Why Shopping Lists Might Be a Valuable Tool for Brick-and-Mortar Grocery Retailers. *Journal of the Association for Consumer Research*, 3(3), 410-411.
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