

Research Talk

Professor Brent McKenzie

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Lang School of Business and Economics

“Evolution of Retail Service Quality in Estonia: From Communism, to Capitalism, and Covid”

From the Soviet planned economic system to one of free enterprise through capitalism, the retail sector represented one of the most overt changes in Estonia. The concept of retail service quality had to be developed through education and practice. More recently, the COVID19 pandemic had a significant impact on retail shopping, in general, and service quality specifically. This research is based on the analysis of Estonian customer retail service quality survey data collected over 5, 5-year, periods (1999; 2004; 2009; 2014; 2019), as well as personal interviews with Estonian retail management personnel, post Covid.

Dr. Brent McKenzie, PhD (Marketing, Griffith University); MBA (Finance/International Business, Dalhousie University); BA (History, McMaster University); is a Professor in the Department of Marketing and Consumer Studies, in the Gordon S. Lang School of Business and Economics. Dr. McKenzie is a leading expert on marketing, tourism, and management related issues in the Baltic States of Estonia, Latvia, and Lithuania. He is arguably the leading academic researcher on the retail sector in this region and has extensively published both academic and industry research in this field. He has conducted wide-ranging research projects in the region, while also serving as a visiting professor at such leading institutions as Tartu University, the Estonian Business School, and TalTech in Estonia; Stockholm School of Economics-Riga in Latvia, and ISM University of University of Management and Economics in Lithuania. Prior to academia, Dr. McKenzie served in leading positions in the corporate planning, treasury, and supply chain management divisions of Canada's leading hard goods retailer, Canadian Tire.

Date

Time

Room

May 15th 2023

18:00 - 19:30 h

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