
**Innovation, Management, and
Governance for Sustainable Growth**

AWARD

FOR THE PAPER

**“DOES DELIVERY SERVICE DIFFERENTIATION MATTER? COMPARING
RURAL TO URBAN E-CONSUMER SATISFACTION AND RETENTION”**

BY

Yulia Vakulenko, Lund University, Sweden

Daniel Hellström, Lund University, Sweden

Jasenko Arsenovic, Karlstad University, Sweden

Poja Shams, Karlstad University, Sweden

14th Academy of Innovation, Entrepreneurship, and Knowledge Conference

June 14 - 16, 2021



NAVEEN DONTU

Georgia State University, USA

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