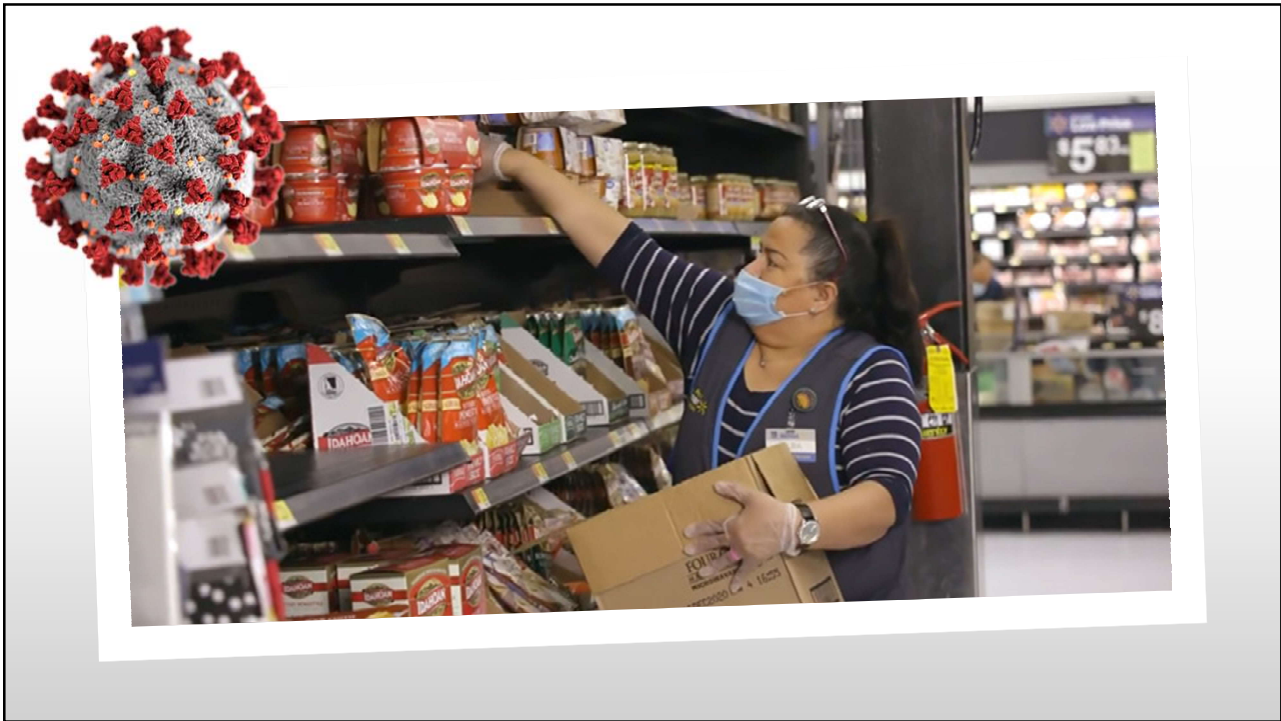




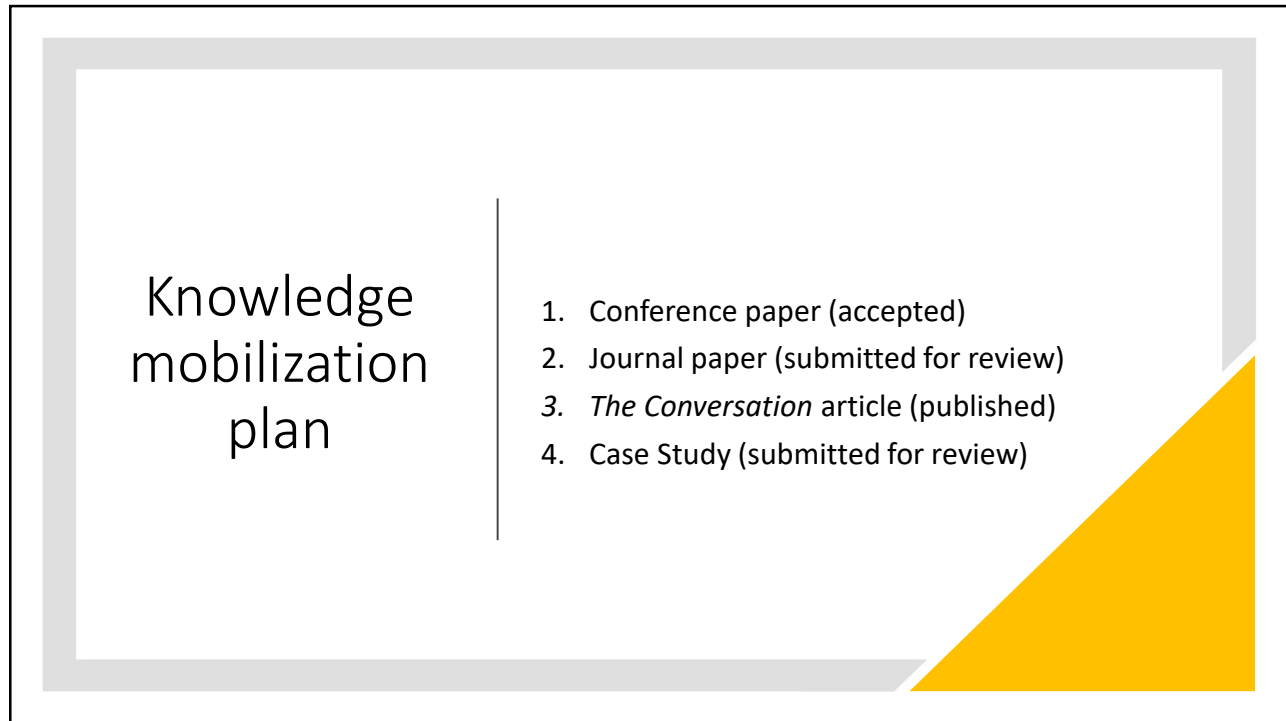
The Impact of COVID-19 on Brick-and-Mortar Retail Workers

Elnahla N., Neilson L.
Centre for Research on Inclusion at Work (CRIW)
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1



2



Knowledge mobilization plan

1. Conference paper (accepted)
2. Journal paper (submitted for review)
3. *The Conversation* article (published)
4. Case Study (submitted for review)

The slide features a light gray background with a white rectangular area containing the text. A vertical line separates the title from the list. A yellow triangular graphic is in the bottom right corner.

3



Data Collection

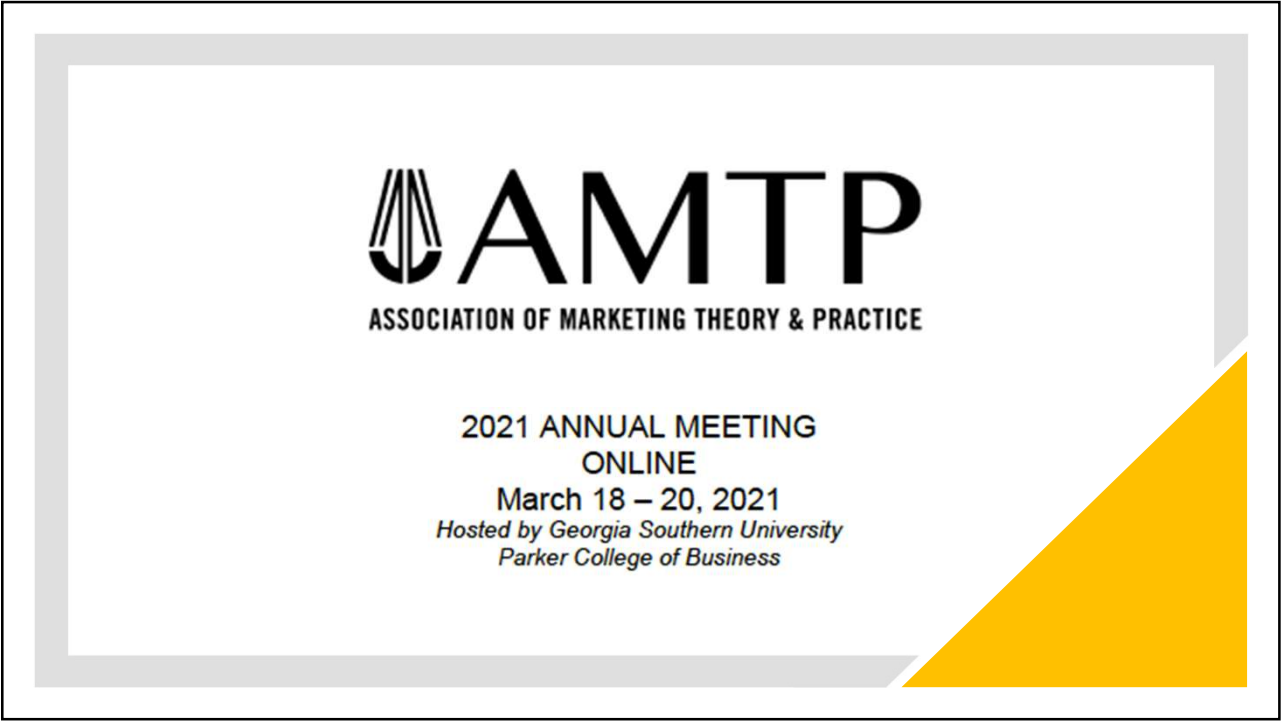
- **MTurk survey** (May – July 2020)
 - 77 current retail workers
- **21 semi-structured interviews** (Summer & Fall 2020)
 - 18 current retail workers
 - 3 retail managers

amazon
mechanical turk



The slide includes the Amazon Mechanical Turk logo and a large Facebook logo. A dashed yellow line connects the MTurk logo to the Facebook logo.

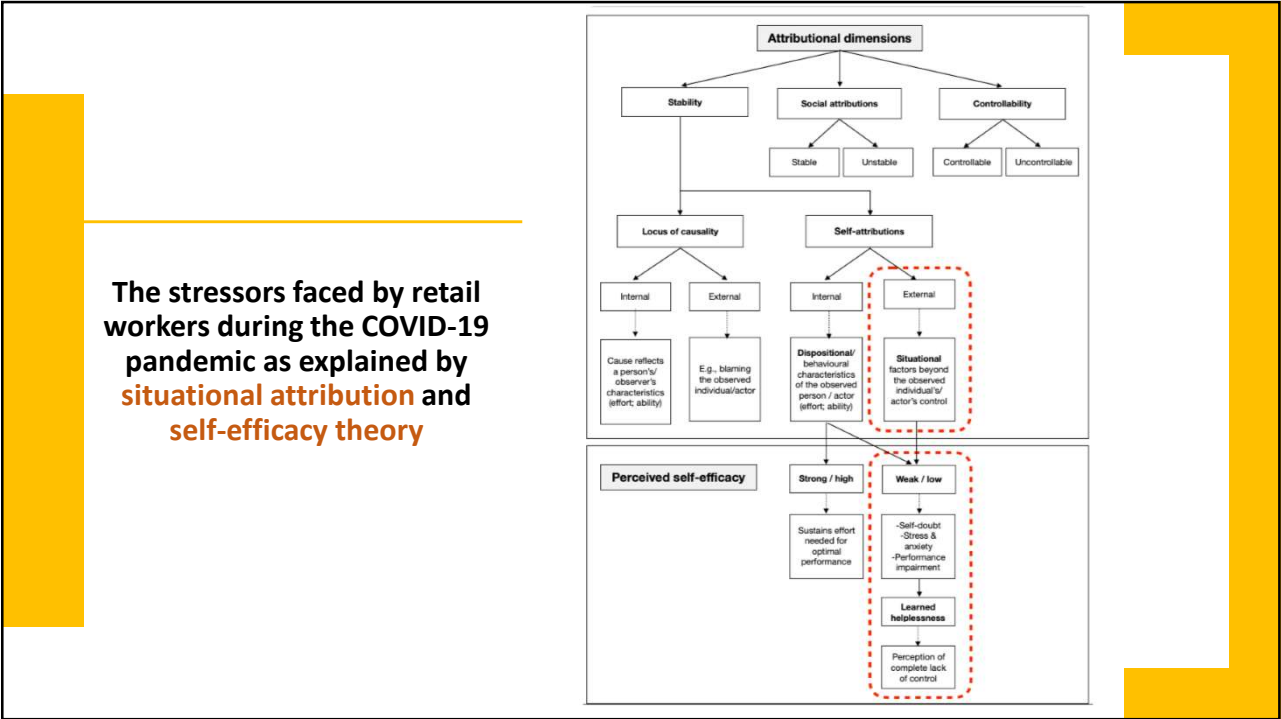
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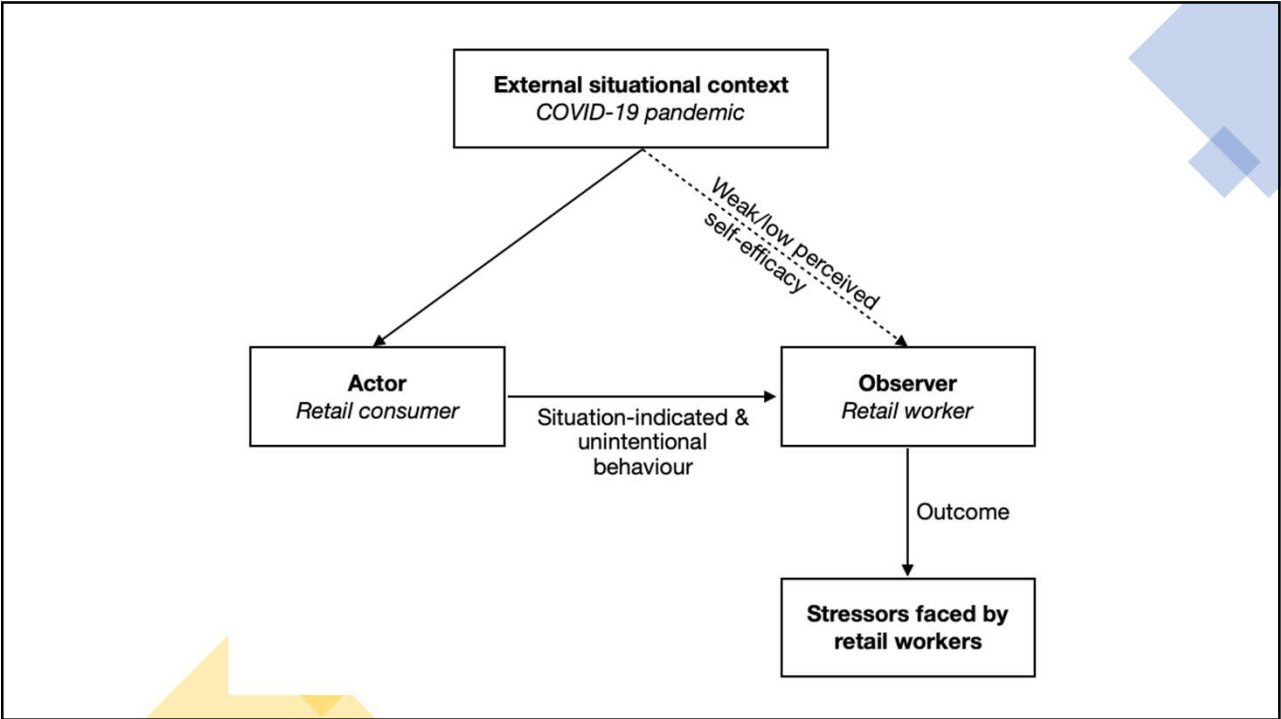
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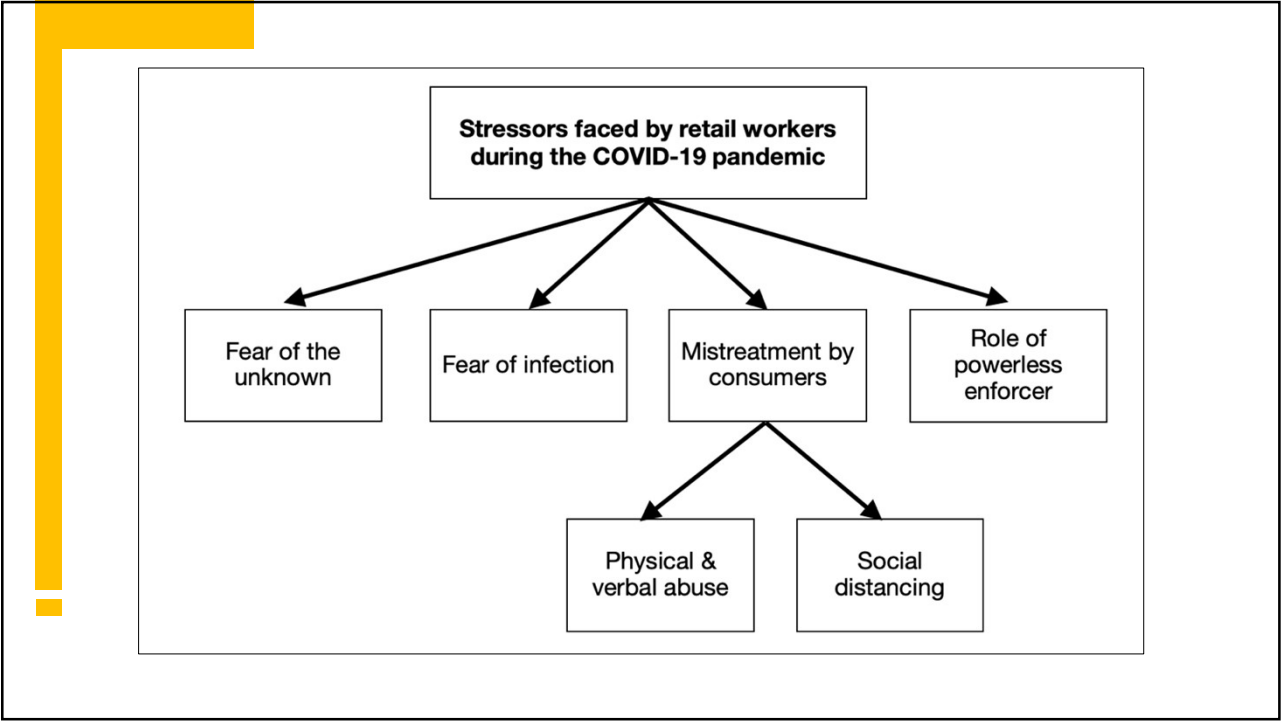
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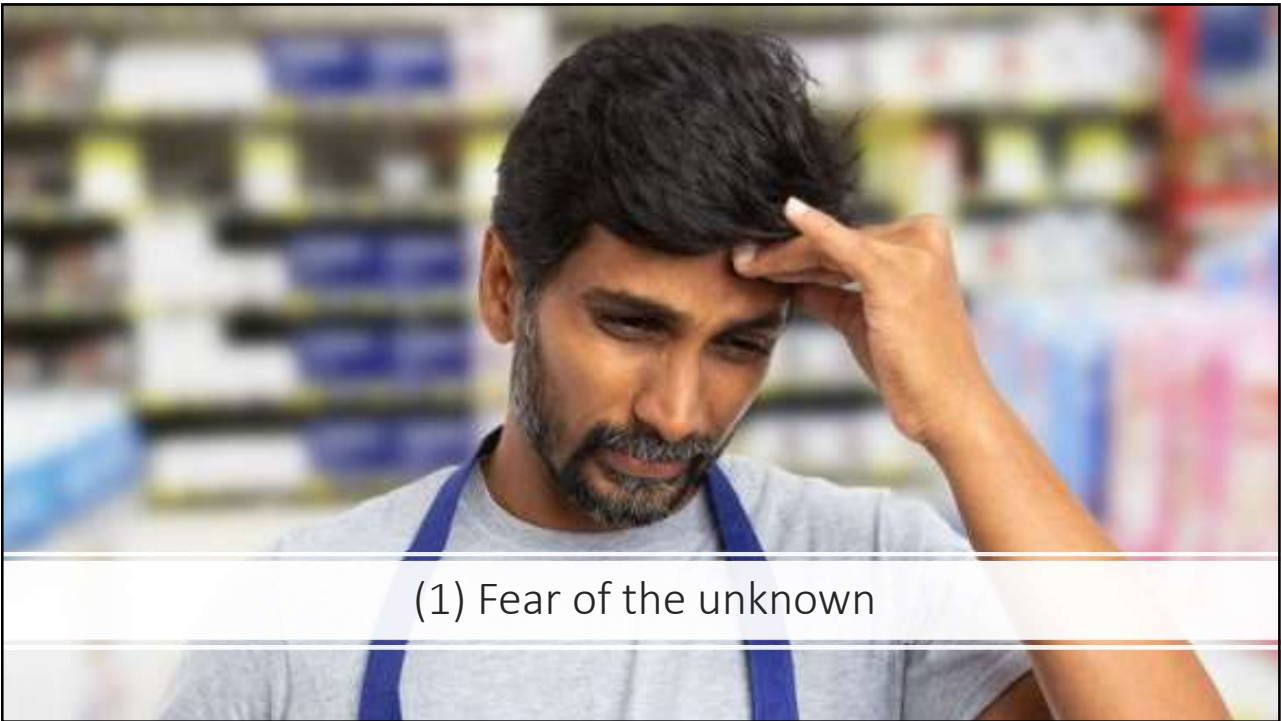
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(2) Fear of infection

11



(3) Mistreatment by consumers

12



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Directions for future research

- 1) Other stressors faced by retail workers outside the workplace
- 2) Coping mechanisms
- 3) How to manage new social dynamics
- 4) Evolving role of service workers and the future of their workplaces



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THE CONVERSATION

Academic rigour, journalistic flair

Podcasts COVID-19 Arts Business + Economy Culture + Society Education Environment + Energy Health Politics Science + Technology

Q Search analysis, ms.

Shopping for the holidays? Keep your distance from retail workers

December 15, 2020 10:23am EST

People wearing face masks to curb the spread of COVID-19 walk past a window display at a store in downtown Vancouver on Dec. 13, 2020. THE CANADIAN PRESS/Darryl Dyck

Email 6

Twitter 6

Facebook 78

LinkedIn

Print

Maintaining social distancing inside retail stores during the COVID-19 pandemic has become a daily source of contention between retail workers and customers.

Yet this distance is more than a safety regulation to front-line retail workers. Inside the store, this two-metre space has become a sign of respect and an acknowledgement of their humanity.

Nada Elnahla

PhD Candidate, Spratt School of Business

Leighann C. Neilson

Associate Professor, Mgt

15,551

Readers

15

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WINTER 2019

CASE
RESEARCH
JOURNAL

OUTSTANDING TEACHING CASES
GROUNDED IN RESEARCH

GINA GRANDY, EDITOR

PUBLISHED BY THE
NORTH AMERICAN CASE
RESEARCH ASSOCIATION

IN PUBLICATION
SINCE 1990

Submitted

Case Study & Teaching Notes

Business in the time of crisis:
ALDO's supply chain during the
COVID-19 pandemic

16

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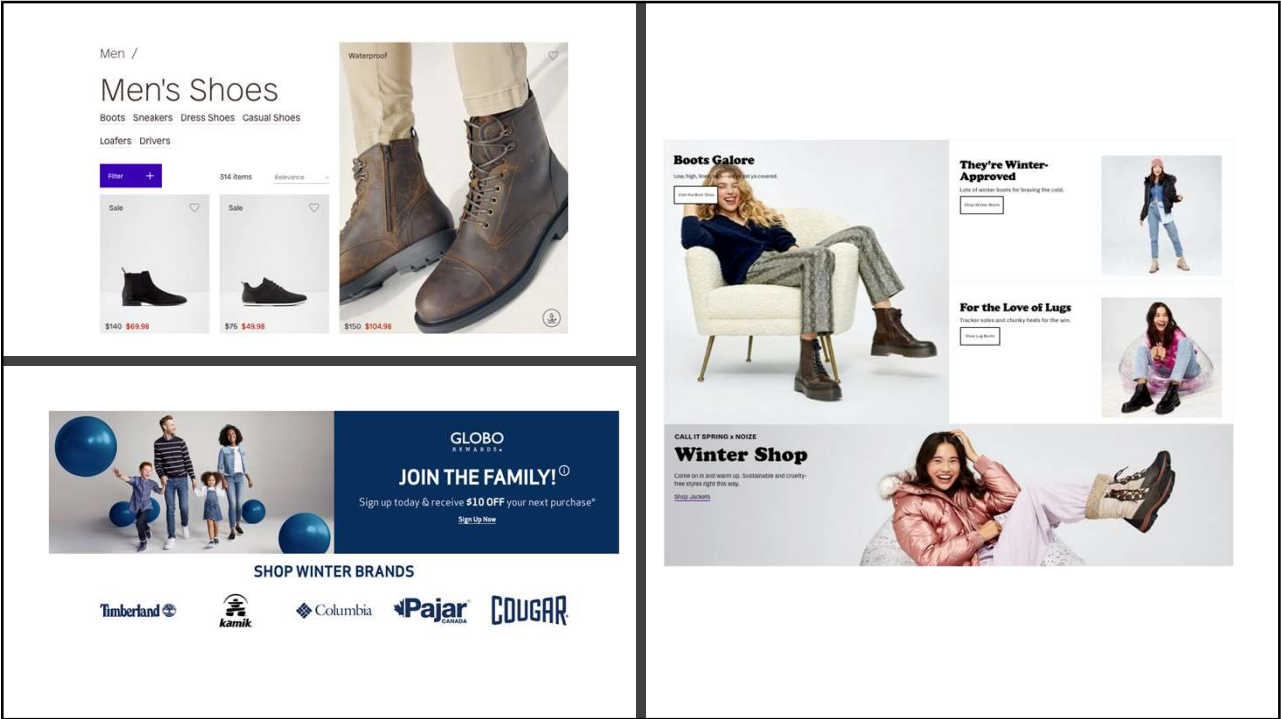


Case protagonist:
Patricia
Ex-Assistant Account Manager of Product Services
ALDO head office in Montreal, Canada

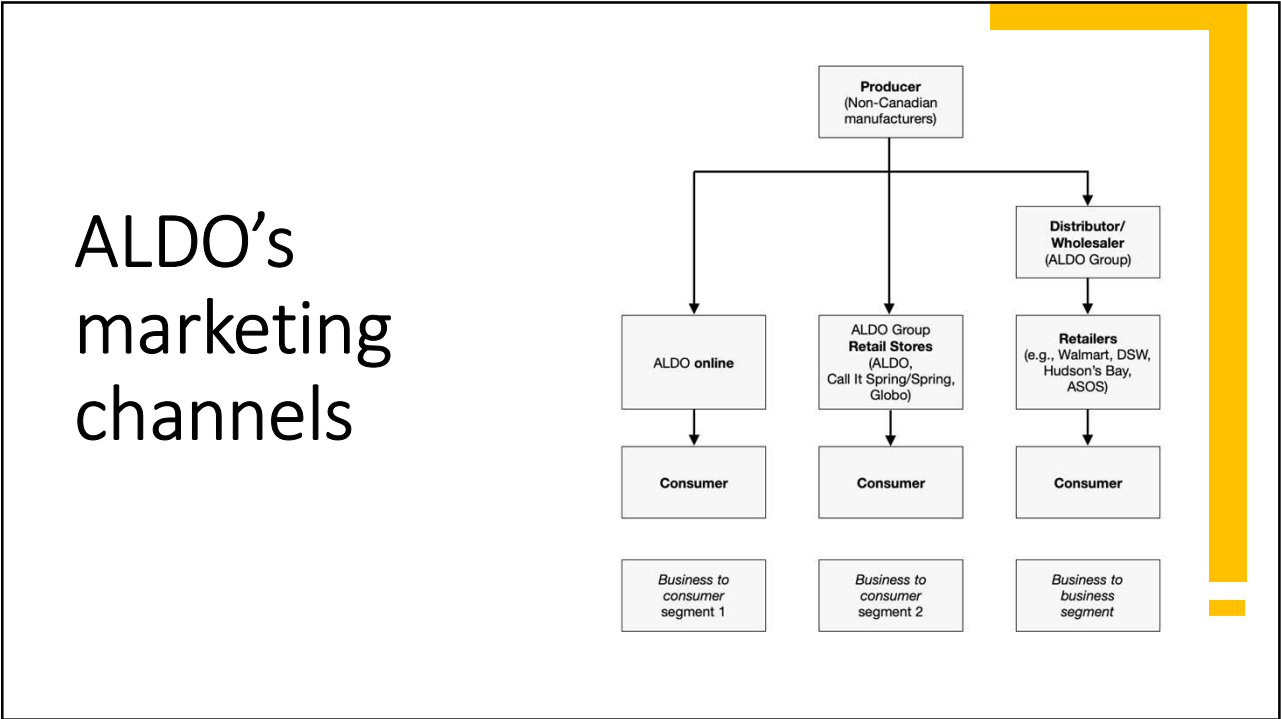
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Thank you for attending

For more information or to get updates about CRIW's research events and other activities, please visit carleton.ca/criw



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