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Nineteen papers address aspects of innovation in the retail food sector amidst the challenges of recession and rapid technological innovation. Papers discuss institutional innovation as a factor of food retail development; technological innovation in retail; innovations in retail food formats—the case of the Polish market; innovation and formats of retail business units; identifying food retail mix adjustments to elderly consumers in Croatia; the improvement of management in the supply chain of fruits and vegetables in Bosnia and Herzegovina; innovations in developing competitive advantage in food retailing—the case of the Polish national chain “Piotr i Paweł”; customer perception and attitude toward innovations in the Croatian retail market; the trade sector in the Republic of Serbia—waiting for a new strategic document; systematic shopper marketing for sustainable competitive advantage; food safety and food quality in the supply chain; smartphones and mobile applications as tools for grocery shopping; a profile of socially responsible food retailing—the case of Serbian supermarkets; delighting customers and beating the competition—insights into mainstreaming fair trade; a review of corporate responsibility policies in food retailing; policies and practices of consumer protection in food retailing in the Republic of Serbia; consumer policy in food retailing and sustainable consumer choices; the social supermarket in Rijeka as an example of social innovation in food distribution; and the role of internal audit in food retailing. Knego, Renko, and Knezevic are with the Faculty of Economics and Business at the University of Zagreb. No index.