

**Exchanging ideas and perspectives on the ever-evolving retail operations:
8th Annual Meeting of the EWG on Retail Operations in Barcelona**

Christoph Baldauf <christoph.baldauf@hhs.se>, **Alexander Hübner**
<alexander.huebner@tum.de>, **Laura Wagner** <lwagner@iese.edu>

From October 1st to 3rd, 2025, the 8th *Workshop on Retail Operations* took place at the campus of IESE in Barcelona, Spain (<https://www.iese.edu/faculty-research/ewg-retail-operations-annual-meeting-2025/>). The event, expertly organized by Laura Wagner and Victor Martínez de Albéniz, brought together more than 70 participants from Europe, the US, and Asia, all focused on the latest scientific advancements and innovations in retail operations. The community of the *EURO Working Group on Retail Operations* (<https://www.ewg-retail-ops.eu/>), led with great commitment by Alexander Hübner and Pedro Amorim, ensured, as always, a friendly atmosphere for everyone that enabled many fruitful discussions and interactions. Over the period of two days, 11 regular presentations and 19 poster presentations covered a wide range of different topics, including omni-channel optimization, returns management, and emerging retail technologies. It was an excellent opportunity to exchange ideas and gain fresh perspectives on the evolving landscape of retail operations.



The crowd at this year's meeting.

The workshop kicked off on Wednesday evening with a walking tour through Barcelona's city center and a dinner by the sea in Barceloneta, introducing the participants to the local cuisine and hospitality. Thursday started off with plenary talks, poster presentations, with a special highlight being the *keynote talk* by Kalyan Talluri on "Challenges in Automated Pricing". In the evening, participants were treated with an amazing *conference dinner* in town, where another highlight was waiting for the conference participants: the handing out of the second *Lifetime Award in Retail Operations*. This

year's award has been given to *Heinrich Kuhn* (Catholic University of Eichstaett-Ingolstadt) for his visionary force and foundational role in creating and establishing the *EURO Working Group on Retail Operations* in 2015. Through his career, *Heinrich* has shaped both academia and industry, with over 50 peer-reviewed papers and more than 100 publications in total.

The *Retail Operations Doctoral Dissertation Award*, which was also awarded at the *conference dinner*, has been given to *Ayse Cetinel*, and this year's runner up went to *Mert Cetin*, for their theses on the role of "Stores in an Omnichannel World" and the "Anatomy of Omnichannel Retail: Stores, Products, and Returns", respectively.

Thank you to all participants who contributed to making this year's meeting such a great success. We are looking forward to the 9th *Annual Meeting* of the *EURO Working Group on Retail Operations*, hosted by *Susana Relvas* and team in Lisbon, Portugal, from September 23rd to 25th, 2026.



European Lifetime Award in Retail Operations
winner: *Heinrich Kuhn* (second from left).