

7th annual meeting of the
EWG on Retail Operations

WU Vienna University of Economics and Business

September 18th 2024 – September 20th 2024



Conference Guidebook

Dear conference participants,

we are pleased to welcome you to WU Vienna University of Economics and Business for the 7th annual meeting of the EURO Working Group on Retail Operations from September 18th to 20th, 2024.

The EURO Working Group on Retail Operations was founded in 2015 with previous meetings in Beilngries (Germany), Porto (Portugal), Eindhoven (Netherlands), Mallorca (Spain), Istanbul (Turkey) and Stockholm (Sweden). The purpose of this EURO Working Group is to advance the development and application of methods, techniques and tools in the field of Retail Operations. We like to offer the international retail community opportunities to present state-of-the-art developments and to discuss current challenges in retailing operations and related fields.

We are delighted to host this year's meeting here in the world's most livable city in the heart of Europe and look forward to spending three days together full of academic discussions and presentations.

With this guidebook we hope to give you all the necessary information. It includes:

- Program
- Practical Information
- Meeting points and Locations
- List of Participants

See you in Vienna!

On behalf of the organizing committee,
Martin Waitz
Gerald Reiner
Institute for Production Management
WU Vienna University of Economics and Business

Program

Wednesday

18:00/18:30 - Dinner at Viennese 'Heurigen' (=wine tavern) "s'Pfiff"

Vienna and wine are inseparable: In fact, Vienna is the only world capital to produce significant quantities of wine within the city limits! In a worldwide first, a new law enacted at the start of 2015 stipulated that the capital's vineyards had to be used for winegrowing to prevent valuable growing regions from falling prey to real estate developers – effectively heritage listing the city's vineyards. That's how much we love wine around here.

Traditionally, Viennese wine is consumed at one of our wonderful Heurigen (which is what we call our wine taverns). The word "Heuriger" refers to wine from the current year which is "christened" on St. Martin's day (November 11) before receiving the title "Altwein" (old wine) on the same day a year later. The origin of our Heurigen dates back to Austrian monarchy: In 1784, Emperor Josef II issued a law allowing wine growers to serve wine they produced in their own vineyards right there on the spot. (For more information about 'Heurigen' see: <https://viennafood.tours/vienna-food-tours/blog/a-guide-to-heurigen-in-vienna>).

Thus, we are very happy to welcome all of you in a typical Viennese style at "s'Pfiff". For more information about the location/meeting point see the corresponding section in this guidebook.

Thursday

09:00-10:00 - Welcoming and keynote

We are very happy to welcome this year's keynote speaker, **Guillaume Roels**. He is the Timken Chaired Professor of Global Technology and Innovation at INSEAD. His research lies on the interface of operational excellence, people-centric operations, and the management of services. Some of his recent work has focused on collaborative dynamics in organizations, design of service experiences, and customer ownership in queuing systems. He is currently serving as the Editor-in-Chief of Service Science and as the President of the M&SOM Technology, Innovation, and Entrepreneurship (TIE) Specific Interest Group (SIG).

Keynote Abstract: Design of Service Experiences: A Co-Productive and People-Centric Approach

How should service organizations design and efficiently deliver service experiences that engage employees and delight consumers? In this talk, we propose to identify ways to achieve this triple objective by adopting a co-productive and people-centric approach to service design and innovation. Our underlying framework is the celebrated "service-profit chain" (Heskett et al. 1997), which links employees' engagement to consumer value, and which suggests, therefore, investing the service organization's resulting profit into the employees' development.

10:00-10:15 - Coffee break

10:15-11:45

Presentations

- 1: Laura Wagner, Miguel Godinho de Matos, Joren Gijbrecchts and Nicolo Bertani - Reminder policy effectiveness with heterogeneous agents and scarce resources: the case of mobile data
- 2: Fredrik Eng-Larsson, Olov Isaksson, Melika Khandan and Alireza Kabir Mamdouh - Having your ducks in a row: The value of accurate in-store availability data in omnichannel retail
- 3: Natalia Kosilova and Aydin Alptekinoglu - Retail Shopping as Sequential Search and Discrete Choice

11:45-13:00 - Lunch at Mensa WU (on campus)

13:00-14:30

Presentations

- 1: Borja Apaolaza, Gerard Cachon, Santiago Gallino and Antonio Moreno - Buyout Pricing in Circular Economy Fashion Retail
- 2: Christoph Baldauf, Jonas Colliander and Alexander Mafael - The Impact of Buy Now, Pay Later on Customer Sales and Returns in Online Retail
- 3: Naren Agrawal and Leela Nageswaran - Who Should Set Consumer Returns Policies in Online Marketplaces: Supplier or Platform?

14:30-15:00

Coffee break

15:00-16:30

Presentations

- 1: Björn Asdecker and Vanessa Felch - Examining e-commerce logistics - where do consumer returns actually end up?
- 2: Sandra Zajac, Moritz Hundhammer, Michael Sternbeck and Heinrich Kuhn - The shelf space sharing problem
- 3: Adhurim Imeri and Gerald Reiner - A fixed-weight neural network model to approximate perishable inventory dynamics

17:30-19:15 - Guided city tour

19:30-22:00 - Dinner at a Viennese restaurant

Friday

09:00-10:00

Presentations

- 1: Chenshan Hu, Xiaoyang Long, Jiankun Sun and Dennis J. Zhang - Green E-commerce: Environmental Impact of Fast Delivery
- 2: Oguz Sohret, Baris Yildiz and Gurhan Kok - Serving E-Commerce and E-Grocery Deliveries Together with Learning-Based Vehicle Dispatching

10:00-10:15 - Coffee break

10:15-11:45 - Poster session

- 1: Mostafa Rafienezhad Masouleh and Kai Hoberg - Navigating Retailers' Replenishment Strategies: Insights from the Travel Market
- 2: Houtian Ge, Miguel I. Gomez, Timothy J. Richards and Becca Jablonski - A Nash equilibrium simulation model of price competition and price premium for local foods
- 3: Tim Schlaich, Kai Hoberg and Yale Herer - Illuminating Unattended Inventories: IoT-driven Smart Replenishment Strategies
- 4: Lena Riesenegger and Alexander Hübner - Analysis of Markdown Policies for Perishable Products
- 5: Rob Broekmeulen - Estimating customer withdrawal behavior for perishables from empirical secondary data
- 6: Luigi Bobbio and Laszlo Torjai - The evolution of the Argos Assortment Optimisation solution
- 7: Mariana Sousa, Sara Martins, Maria João Santos and Pedro Amorim - Incorporating Substitution Effects in Demand Forecasting for Perishable Products
- 8: Junxia He and Benny Mantin - Who Benefits from the Right to Repair?
- 9: Margarida Gomes, Francisco Gaspar and Susana Relvas - An exploratory study on out-of-stock reduction in a Portuguese retailer by backroom operation digitization
- 10: Maria João Santos, Sara Martins and Pedro Amorim - Definition of the MLOR rule through a bilevel optimization model
- 11: Seyyed Iman Moosavi, Jan C. Fransoo and Eirini Spiliotopoulou - Behavioral considerations of automation
- 12: Konstantin Wink, Fabian Schäfer, Santiago Gallino and Alexander Hübner - The effect of store characteristics on food waste in grocery retail: An empirical analysis using Double Machine Learning
- 13: Pedro Amorim - The introduction of online operations to brick-and-mortar grocery stores and its impact on shrink

11:45-13:00 - Lunch at Mensa WU (on campus)

13:00-14:30

Presentations

1: Florian Cramer and Christian Fikar - Providing decision support for mobile stores: An evaluation of location choice policies

2: Rafael Escamilla, Jan C. Fransoo and Marcos Mogollon - Trade Credits and Visit Frequency: The Role of Order Financing on Nanostore Logistics Efficiency

3: Arno Kinzinger, Winfried Steiner and Christine Vallaster - The benefits of immersive virtual product presentations in physical retail locations

14:30-15:00

Coffee break

15:00-16:00

Award ceremony:

- European Lifetime Award in Retail Operations
- Retail Operations Doctoral Dissertation Prize
- Best Presentation Award
- Best Poster Award

Presentation by the winner (will be announced on Wednesday's dinner event) of the European Lifetime Award in Retail Operations

Farewell

Practical Information

Getting around in Vienna:

Public transport in Vienna is great (it runs from early morning until after midnight on weekdays) and is the best way to get around the city. Planning trips with Google Maps works quite well. Tickets for public transport (including nightlines) have to be bought in advance of boarding (e.g., here: <https://shop.wienmobil.at/en/products#iss=https://log.wien/auth/realms/logwien>)

We recommend that you get yourself a **48-hour (14,10€)** or **72-hour (17,10€)** ticket here: https://shop.wienmobil.at/en/products/244872_VIE

An overview about the options to get from the **airport** to **the city center** can be found here: <https://www.visitingvienna.com/transport/city-to-airport/>

In our view, the best option is again public transport, but be aware that even with a valid 48/72-hour ticket for Vienna you have to get a ticket (~2€) for the short distance from the airport (which is located outside the city limits) to Vienna at one of the vending machines before boarding a train. If you prefer to go by taxi/Uber (in Vienna both are available and highly regulated, resulting in almost identical prices), we recommend to organize one in advance for about 40€.

Communication and WIFI:

WIFI: Eduroam is available on WU campus. As alternative, you can use the following information to connect to the wu-conference network:

Wi-Fi-SSID: wu-conference

Username: wu0076

Password: S7bmfjpW4b=s

Communication: Important information will be sent out by email (ewg24@wu.ac.at) . Feel free to contact us through this channel at any time in case you need assistance. In addition, we set up a WhatsApp group to quickly share information between participants. Please access the group through the following QR-code or this link (<https://chat.whatsapp.com/l7GZ3A58K8a3EKnYD24Egn>).



Meeting points and Locations

Conference Venue Thursday/Friday

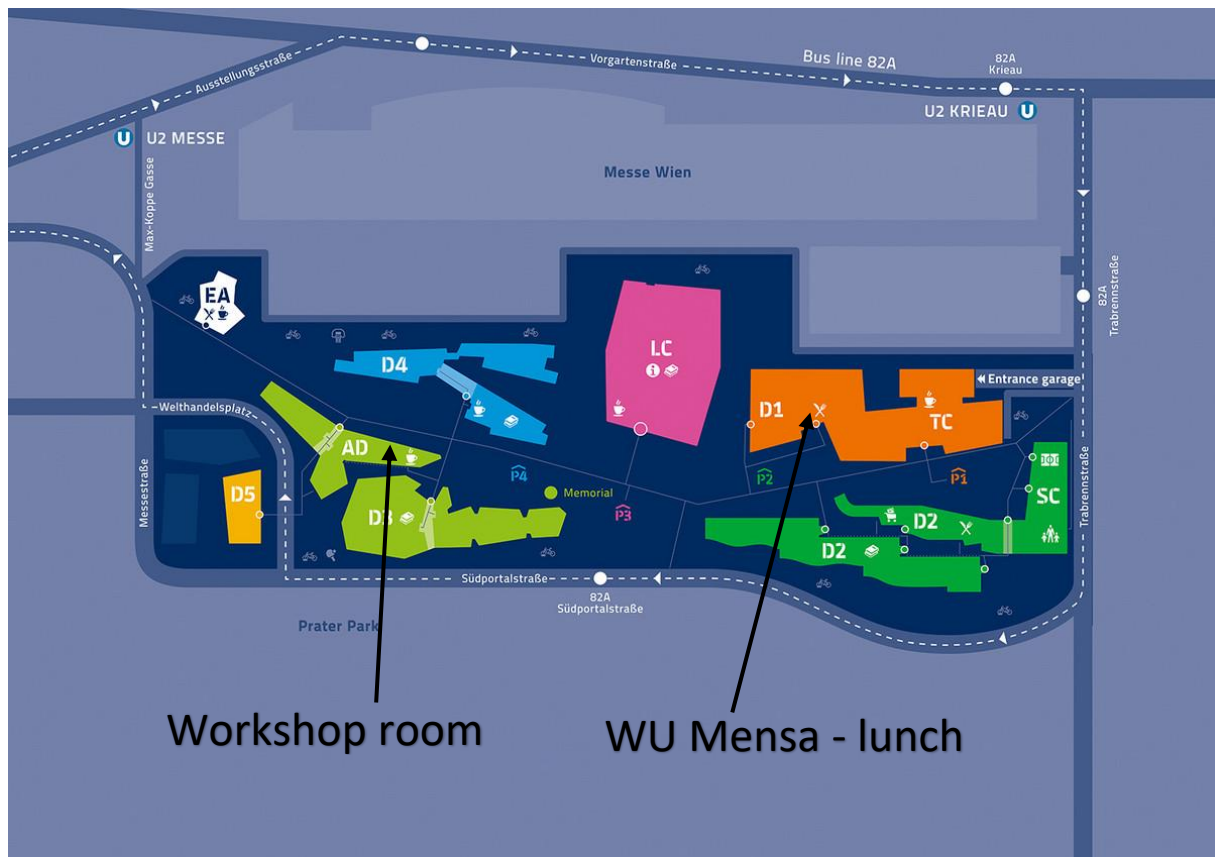
The workshop will be held on WU Campus (Location: <https://maps.app.goo.gl/i4X2hYiA42gTAzYLA>).

Information about how to get to the campus can be found here: <https://www.wu.ac.at/en/the-university/campus/orientation-directions>

Close to the entrance to the building AD you will find signposts guiding you to the room AD.0.114 (see interactive campus map: <https://campus.wu.ac.at/?q=AD.0.114>) located on the ground level and visible from the 'main street' of the WU campus.

We start there at 9am on Thursday and Friday.

The campus map below shows you the location of our room and our lunch location on both days.



Water and coffee will be available all day right in front of the workshop room.

Some snacks will be provided there in the coffee breaks.

Dinner on Wednesday at “s’Pfiff”

Please, arrive starting from 18:00 here: <https://maps.app.goo.gl/a46UQJfegoxD45M8>

We will kick off the workshop officially at 18:30.

You will get there by bus (Both 35A and 39A have a station right next to it). The ‘best’ station to board the bus will depend on your hotel’s location and timing of connections (just check Google Maps when you start your trip). In case your hotel is close to WU campus, the trip will need around 50 minutes. We might organize some ‘semi-guided travel groups’ in our WhatsApp group. However, it can make sense if not all participants try to get on the same bus so as not to exceed its capacity limits.

This event is partly funded by the mayor of the city, Dr. Michael Ludwig.

As some of you might arrive earlier in Vienna and want to start exploring the city: If the weather is decent, we can recommend to visit the ‘hills’ of Vienna prior to the dinner as they offer some (if not the) most scenic views over the city. (More information about city hiking paths 1/1a and 2: <https://www.wien.gv.at/english/leisure/hiking/paths.html>). For example, you could take the bus 38A uphill to ‘Cobenzl Parkplatz’ and enjoy the views there. The “s’Pfiff” would be a 40 minute walk from there.

For participants arriving not on time in Vienna, please, just join us late. Food and drinks should remain available.

City Tour on Thursday

The city tour will be a guided walking tour through the inner city of Vienna. We start at 17:30 in front of the main entrance of the St. Stephen's Cathedral: <https://g.co/kgs/PWbHEK9>

The St. Stephen's Cathedral has its own metro station (U1/U3). From WU campus we need ~20 minutes to get there.

Dinner on Thursday at “Melker Stiftskeller”

The guided walking tour will end close to our dinner location: <https://g.co/kgs/L9hAF8H>

The longest-running cellar vault in Vienna has a long history. In 1438, Melk Abbey acquired the land on which the Melkerhof is located today. From a simple house with a garden, it was transformed over the last few centuries through extensions into a larger complex with a chapel, observation tower and adjoining wine cellar. During the Turkish siege of 1683 the premises were used as a hospital for the seriously wounded and were damaged in the course of the attack and rebuilt by 1769. A document from 1629 shows that wines from the monastery's own vineyards were already being stored and sold at the time, and roast knuckle of pork can still be found on the menu today and is considered a specialty of the house.

List of Participants

| First Name | Last Name |
|------------|---------------------------|
| Naren | Agrawal |
| Aydin | Alptekinoglu |
| Pedro | Amorim |
| Borja | Apaolaza Emparanza |
| Björn | Asdecker |
| Zumbul | Atan |
| Christoph | Baldauf |
| Luigi | Bobbio |
| Rob | Broekmeulen |
| Marjolein | Buisman |
| Mert | Çetin |
| Florian | Cramer |
| Laurens | Debo |
| Fredrik | Eng Larsson |
| Rafael | Escamilla Gonzalez Aragon |
| Vanessa | Felch |
| Christian | Fikar |
| Jan | Fransoo |
| Houtian | Ge |
| Burak | Gokgur |
| Junxia | He |
| Andreas | Holzappel |
| Dorothee | Honhon |
| Alexander | Hübner |
| Moritz | Hundhammer |
| Adhurim | Imeri |
| Olov | Isaksson |
| Alireza | Kabir Mamdouh |
| Benedikt | Kasper |

| First Name | Last Name |
|------------|----------------------|
| Michael | Ketzenberg |
| Melika | Khandan |
| John | Lowrey |
| Victor | Martínez de Albéniz |
| Sara | Martins |
| S. Iman | Moosavi |
| Han | Oh |
| Olga | Perdikaki |
| Mostafa | Rafienezhad Masouleh |
| Gerald | Reiner |
| Susana | Relvas |
| Lena | Riesenegger |
| Guillaume | Roels |
| Robert | Rooderkerk |
| Bart | Scheffer |
| Tim | Schlaich |
| Oguz | Sohret |
| Mariana | Sousa |
| Winfried | Steiner |
| Michael | Sternbeck |
| Jiankun | Sun |
| Müge | Tekin |
| Laszlo | Torjai |
| Karel | van Donselaar |
| Stephanie | Völlinger |
| Laura | Wagner |
| Martin | Waitz |
| Owen | Wu |
| Sandra | Zajac |