Exchanging ideas and perspectives on the evolving landscape of retail operations at the 9th annual meeting of the EURO Working Group on Retail Operations in Lisbon

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From September 23rd to 25th, 2026, the **9th Annual Meeting on Retail Operations** took place at the campus of Instituto Superior Técnico, University of Lisbon, in Portugal. The event, organized by **Susana Relvas** and team, brought together more than 65 participants from Europe and North America, all focused on the latest scientific advancements and innovations in retail operations. The community of the **EURO Working Group on Retail Operations**, 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, 13 plenary presentations and 14 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.



Mariana Silva Sousa receives the Retail Operations Doctoral Dissertation Award

The workshop kicked off on Wednesday evening with a dinner close to campus, introducing the participants to the local cuisine and hospitality. Thursday started off with plenary talks, poster presentations, and a practitioners panel. In the evening, conference participants gathered for a walking tour in downtown Lisbon before enjoying an amazing conference dinner at one of Lisbon's many historic sites. During dinner, another highlight was waiting for the conference participants: the handing out of the **Retail Operations Doctoral Dissertation Award**. This year's award has been given to **Mariana Silva Sousa** (INESC TEC) for her dissertation "Integrating consumer behavior into the management of perishable products."

The **Best Plenary Presentation Award** was awarded to **Melika Kandhan** (Stockholm Business School) for her presentation "Too Many Ways to Get It Delivered: Choice Overload in Omnichannel Last-Mile Delivery." The **Best Poster Presentation Award** went to **Soo Youn Kwon** (Technical University Munich) for her project on "Human Deviation from AI-Prescribed Solutions in Retail Operations." Thank you to all participants who contributed to making this year's meeting such a great success. We are looking forward to the 10th Annual Meeting of the EURO Working Group on Retail Operations, hosted by **Alexander Hübner** and team in Straubing, Germany, in late September 2027.



Dinner location in downtown Lisbon at this year's Annual Meeting