



Dear students,

have you already heard about ECR Austria? No?! Well, then let me tell you the most important facts:

ECR Austria

... is an international initiative comprising members from various companies in the FMCG sector — retail, manufacturers, and service providers. ECR (Efficient Consumer Response) provides a unique, neutral platform, whose focus is to promote the idea of collaboration between all members of the value chain. Its goal is to develop solutions to problems in order both to make the FMCG industry more efficient, and to better satisfy customer needs.

Please find details about ECR Austria on our website (www.ecr-austria.at) or in our latest tool „ECR Digital Edition“ (www.ecr.digital)!

The ECR Academic Student Award

... is conferred within our ECR Austria Academic Partnership every year. Students from Austrian universities and universities of applied sciences are invited to submit their thesis about ECR-related topics – e.g. in context with current ECR working groups. These thesis, which can be bachelor, master or PhD, are judged by a distinguished panel. The winners receive up to 1.500,- Euro and are invited to the ECR Infoday on 15th November 2018, where an award ceremony takes place. Please save the date!

Please find details about the ECR Academic Student Award on our website (<https://ecr-austria.at/academics-trainings/ecr-academic-student-award/>)!

The benefits for the winners

... are versatile!

- Prize money up to € 1.500,-
- Free ticket for the ECR Infoday, where the award ceremony takes place
- Networking at the ECR Infoday with various participants of the FMCG industry
- The award winners are communicated via different ECR Austria channels (e.g. ECR website, ECR Digital Edition, ECR Academic Partnership members, ...)
- Well-known award that can be useful for future applications in the FMCG sector
- Depending on the topic of the thesis, other possibilities can follow (e.g. getting in touch with an ECR member company or taking part in a current working group)

Now we would like to invite you to apply for the ECR Academic Student Award 2018. Please find more details on the following page.

Important note:
We assure strict confidentiality about the submitted thesis as only the judging panel gets access to them!

Types of thesis

PhD, master or bachelor thesis with an empirical part, written in the period of 2016-2018.

Content of the thesis

ECR-related topics, e.g. value creation, standardisation, sustainability or cooperation between manufacturer, retailer and service provider. See also www.ecr-austria.at and www.ecr.digital.

Applicants

Students of an Austrian university, post-graduate-university, university of applied sciences with right of publicity.

Prize money

PhD thesis	Master thesis with an empirical part	Bachelor thesis with an empirical part
€ 1.500,- (Special Award)	€ 1.500,- (1st prize) € 750,- (2nd prize) € 500,- (3rd prize)	€ 750,- (1st prize) € 500,- (2nd prize) € 250,- (3rd prize)

Formal criteria

- We need a separate cover with name, address, phone number, mail address, title of the thesis, university / institute, supervisor.
- An enrolment certificate within the period of 2016-2018 is necessary (last valid version).
- Confirmation that the thesis has been written in the period of 2016-2018 and has a „very good“ or „good“ quality (list of all passed exams including the grade of the thesis, or confirmation of the supervisor according to the Word-template).
- Submission of the summary as a pdf file (see PP-template).
- Submission of the thesis as a pdf file. Only an anonymised thesis (without name, university and so on) can be accepted so that the judgement is not influenced (also the attachment has to be anonymised).
- Submission of the table of contents as well as the bibliography as pdf files.
- The documents shall remain with ECR Austria, the copyright with the authors.

Application deadline

Please send your pdf file by **31st August 2018** via mail to Mrs. Dr. Lienbacher (eva.lienbacher@wu.ac.at). All formal criteria must be met. The winners will be announced in October 2018.

Judgement

The submissions are judged by a distinguished panel (PD Dr. Christina Holweg – Vienna University of Economics and Business, Institute for Retailing and Marketing; Prof. Dr. Werner Jammerneegg – Vienna University of Economics and Business, Institute for Production Management; Prof. Dr. Herbert Kotzab – University of Bremen, Institute for Business Administration and Logistics Management; Prof. Dr. Udo Wagner – University of Vienna, Institute for Marketing; Mag. Teresa Mischek-Moritz – ECR Austria; Dr. Andreas Nentwich – Mars Austria OG; Alexander Grill – Spar Österreichische Warenhandels-AG).

Yours sincerely



Mag. Teresa Mischek-Moritz
ECR Austria Manager
ECR Austria



Dr. Eva Lienbacher
Coordination ECR Austria Academic Partnership
Vienna University of Economics and Business
Institute for Retailing and Marketing

ECR Austria

GS1 Austria GmbH

1040 Wien, Brahmssplatz 3, Telefon +43-1-505 86 01-141, E-Mail: ecr@ecr-austria.at

VKB Bank, IBAN: AT4218 6000 0014 5182 60, BIC: VKBLAT2L, FN 105353g, HG Wien, GLN 9099999000000, DVR 0642649, ATU 16113300