

ECR Academic Student Award 2017

Dear students,

have you already heard about ECR Austria? No!? Well, it is high time then ...

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 in the attached „ECR Infolder“.

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 theses about ECR-related topics – e.g. in context with current ECR working groups. These theses, which can be bachelor, master or PhD, are judged by a distinguished panel. The winners receive prize money and are invited to the ECR Infoday on 16 November 2017, where an award ceremony takes place.

The benefits for the winners

... are versatile!

- Prize money up to € 2.000,-
- 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 theses, 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 2017. Please find more details on the following page.

Important note:

We assure strict confidentiality about the submitted theses as only the judging panel gets access to them!

Type of theses

Bachelor, master, PhD or other theses with an empirical part, written in the period of 2015-2017.

Content of the theses

ECR-related topics, e.g. value creation, standardisation, sustainability or cooperation between manufacturer, retailer and service provider.

Applicants

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

Prize money

PhD theses	Master theses with an empirical part	Bachelor or other theses with an empirical part
€ 2.000,- (Special Award)	€ 1.500,- (1st prize) € 1.000,- (2nd prize) € 500,- (3rd prize)	€ 750,- (1st prize) € 500,- (2nd prize) € 250,- (3rd prize)

Formal criteria

- We need a separate cover with name, address, title, institute, supervisor, phone number, mail address.
- An enrolment certificate within the period of 2015-2017 is necessary.
- Submission as a pdf file. Only anonymised theses (without name, university and so on) can be accepted so that the judgement is not influenced.
- The documents shall remain with ECR Austria, the copyright with the authors.

Application deadline

Please send your pdf file by **31 August 2017** via mail to Mrs. Dr. Lienbacher (eva.lienbacher@wu.ac.at). The formal criteria must be met.

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 Jammernegg – 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 – Markant Österreich; Dr. Viktor Gillhofer, MBA – Brau Union Österreich).

Yours sincerely



Dr. A. Nentwich
ECR Austria Co-Chairman
ECR Austria



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



Mag. T. Mischek-Moritz
ECR Austria Manager
ECR Austria