



Dear students,

we are very happy to announce the ECR Austria Academic Student Award 2019.

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

Please find all details about ECR Austria on [www.ecr-austria.at](http://www.ecr-austria.at).

## 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. The thesis (bachelor, master or PhD) is judged by a distinguished panel.

The winners receive up to 1.500,- Euro and are invited to the ECR day on 14th November 2019, where an award ceremony takes place. Please save the date!

You can find further details about the ECR Academic Student Award on our website: <https://ecr-austria.at/academics-trainings/ecr-academic-student-award/>

## Benefits for the winners

- Prize money up to € 1.500,-
- Free ticket for the ECR day, where the award ceremony takes place
- Networking at the ECR day 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, ...)
- The award is well-known and 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)

We are looking forward to your application for the ECR Academic Student Award 2019. Please find more details on the following page.

## Important note:

**We assure strict confidentiality about your submitted thesis as only the judging panel gets access to it!**

## Types of thesis

PhD, master or bachelor thesis with an **empirical part**, written in the period of 2017-2019.

## Content of the thesis

ECR-related topics, e.g. value creation, standardization, sustainability or cooperation between manufacturer, retailer and service provider. See also [www.ecr-austria.at](http://www.ecr-austria.at) and [www.ecr.digital](http://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 2017-2019 is necessary (last valid version).
- Confirmation that the thesis has been written in the period of 2017-2019 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 (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 2019** via mail to Cordula Cerha ([cordula.cerha@wu.ac.at](mailto:cordula.cerha@wu.ac.at)). All formal criteria must be met. The winners will be announced in October 2019.

## 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. Gerald Reiner – Vienna University of Economics and Business, Chair of Operations 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 – Maresi Austria GmbH; Alexander Grill – Spar Österreichische Warenhandels-AG).

Yours sincerely



Mag. Teresa Mischek-Moritz  
ECR Austria Manager  
ECR Austria



FH-Prof. Dr. Cordula Cerha  
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