ECR Academic Awards

Dear students,

we are happy to announce the ECR Austria Academic Student Award 2026.

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 consumer goods industry more efficient, and to better satisfy customer needs.

Please visit our website www.ecr-austria.at for more information.

The ECR Academic Student Award is part of our ECR Austria Academic Partnership. Every year students from Austrian universities and universities of applied sciences are invited to submit their thesis (bachelor, master, PhD) covering ECR-related topics.

Award-winning entries will receive a cash prize of **up to 1.500,- Euro** and will be invited to the **ECR Day on 4th November 2026**, where an award ceremony will take place. Please save the date!

For further information on the ECR Academic Student Award, please visit our website.

We are looking forward to your application for the ECR Academic Student Award 2026.

Submission deadline: September, 1st 2026

> **Important note:**
>
> We assure strict confidentiality concerning all submissions, as only the award coordinator and the panel of reviewers will have access!

Winners of the ECR Academic Student Awards 2025:

Please find more details on the following page.

Types of thesis
PhD, master or bachelor theses with an **empirical part**, written in the period of 2024-2026.

Content of the thesis
To be eligible for the awards, the thesis must address ECR-related topics that deal with synergies, innovations and cooperations in the consumer goods industry. For a more detailed differentiation, you can find a **definition of ECR relevance** here.

Eligible applicants
Students and alumni of Austrian universities, post-graduate-universities, or universities of applied sciences.

Prize Money

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

Submission requirements
Important: When submitting your application, please check that **all documents are complete** and that the following formal criteria are met:
1. **Data sheet** with name, email address, etc. and **short summary** of the thesis – please use the provided excel sheet (ECR_Submission_Data_2026 – **please do not include any pictures or illustrations and submit the document in xls-format**)
2. Confirmation that the thesis has been written in the period of 2024-2026 and was rated „very good" or „good": list of all passed exams including the grade of the thesis, **or** confirmation by the supervisor (ECR_Template_Confirmation_2026).
3. Submission of the thesis in pdf-format. Only **anonymised** theses (not mentioning name of the author, supervisor or university in the text or any attachment) will be accepted.
4. Submission of the table of contents in pdf-format.
5. Submission of the table of the bibliography in pdf-format.

All documents shall remain with ECR Austria, the copyright remains with the author.

Submission deadline
Please send your submission via email to Dr. Cordula Cerha (cordula.cerha@wu.ac.at) by **September, 1st 2026**. All formal criteria must be met. We ask for your understanding that it is not possible to check the documents in advance for completeness and/or fulfillment of the submission criteria. Each thesis can only be submitted once. The winners will be announced in October 2026.

Selection process
The submissions are reviewed by a distinguished panel:
Mag. Daniela Kapelari-Langebner – Ölz Frischbackwaren AG - Schweiz; Mag. Teresa Mischek-Moritz – ECR Austria; Dr. Andreas Nentwich – Maresi Austria GmbH; Dr. Sarah Pfoser – Fachhochschule Oberösterreich, Logistikum.Retail; Prof. Dr. Gerald Reiner – Wirtschaftsuniversität Wien, Institut für Produktionsmanagement; Helmut Schuster – MPREIS Warenvertriebs GmbH;; Prof. Dr. Christoph Teller – Johannes Kepler Universität Linz, JKU Business School, Institut für Handel, Absatz und Marketing; Prof. Dr. Udo Wagner – Universität Wien, Lehrstuhl für Marketing; Prof. Dr. Nils Wlömert – Wirtschaftsuniversität Wien, Institut für Retailing & Data Science.

Yours sincerely

Dipl.-Bw. (FH) Regina Czurda
Training & Academic Partnership
ECR Austria

FH-Prof. Dr. Cordula Cerha
Coordination ECR Austria Academic Partnership
WU Wien, Institute for Retailing & Data Science