



Dear students,

we are happy to announce the ECR Austria Academic Student Award 2021.

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 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 11th November 2021**, where an award ceremony will take place. Please save the date!

For further information on the ECR Academic Student Award, please visit our website: <https://ecr-austria.at/academics-trainings/ecr-academic-student-award/>

We are looking forward to your application for the ECR Academic Student Award 2021.
Submission deadline: 5 September, 5th 2021

Important note:

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

Please find details on the following page.

Types of thesis

PhD, master or bachelor theses with an **empirical part**, written in the period of 2019-2021

Content of the thesis

To be eligible for the awards, the research must address ECR-related topics, e.g. value creation, standardization, sustainability or cooperation between manufacturer, retailer and service provider. See also www.ecr-austria.at and www.ecr.digital.

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,- (1 st prize) € 750,- (2 nd prize) € 500,- (3 rd prize)	€ 750,- (1 st prize) € 500,- (2 nd prize) € 250,- (3 rd prize)

Submission requirements

The following documents will be required electronically:

- Data sheet with name, email address, etc. – please use the provided excel sheet (see excel template Submission_Data_2021.xls)
- Enrolment certificate of the academic institution for the period when the thesis was written
- Confirmation that the thesis has been written in the period of 2019-2021 and was rated „very good“ or „good“ (list of all passed exams including the grade of the thesis, or confirmation by the supervisor according to the ECR word template).
- Submission of the summary of the thesis in ppt-format (see powerpoint-template).
- 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.
- Submission of the table of contents as well as the bibliography in pdf-format.
- The 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, 5th 2021**. All formal criteria must be met. The winners will be announced in October 2021.

Selection process

The submissions are reviewed by a distinguished panel (Assoz. Prof. Dr. Christina Holweg – Vienna University of Economics and Business, Institute for Retailing & Data Science; Prof. Dr. Herbert Kotzab – University of Bremen, Institute for Business Administration and Logistics Management; Prof. Dr. Gerald Reiner – Vienna University of Economics and Business, Chair of Operations Management; Prof. Dr. Christoph Teller – Johannes Kepler University Linz, JKU Business School, Institute for Retailing, Sales and Marketing; Prof. Dr. Udo Wagner – University of Vienna, Institute for Marketing; Helmut Schuster – Metro Cash&Carry Austria GmbH; Dr. Andreas Nentwich – Maresi Austria GmbH; Mag. Teresa Mischek-Moritz – ECR Austria).

Yours sincerely



Dipl.-Bw. Regina Czurda
Training & Academic Partnership Manager
ECR Austria



FH Prof. Dr. Cordula Cerha
Coordination ECR Austria Academic Partnership
Vienna University of Economics and Business



Institute for Retailing and Marketing