

## **Retail Reset at Post-Covid Era: Meeting of EURO Working Group Retail Operations**

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The 5<sup>th</sup> meeting of the *EURO Working Group Retail Operations* took place at *Koc University*, Istanbul (Turkey), in October 2022. The three-day meeting was the first onsite meeting after the pandemics and focused on the reset at the post-covid era in Retail. The meeting was a two day academic workshop, followed by an industry day with practitioners from the retail industry.

The *EURO Working Group on Retail Operations* has been founded in 2015 by *Heinrich Kuhn* (KU Eichstätt-Ingolstadt, Germany), *Pedro Amorim* (FEU Porto, Portugal) and *Alexander Hübner* (TU Munich, Germany). The purpose of this working group is to advance the development and application of quantitative methods in the field of Retail Operations. Retail Operations emerged as a substantial and important area of research in recent years. There are several drivers of this development. Retailing is a large and growing sector of the economy in most countries, both developing and developed. For the better part of the past 50 years, the retail industry has not only been a significant contributor to the economy but also a leader in the design and development of advanced operational concepts. A recent example is the growth of omni-channel retailing, which combines online retailing with bricks-and-mortar retailing. It has changed how traditional brick-and-mortar retailers like Wal-Mart or Macy's operate their store channels, as well as how pure-play online retailers like Amazon or Alibaba operate their online channels. Retailing is a dynamic sector in which changes in markets, firms, and products occur rapidly. Recent research in retailing has discovered new applications, contexts, and theory, which promise a fertile ground for OR researchers for many years to come.

The working group expanded to more than 100 members nowadays. Annual meetings took place at *Castle Beilngries* (Germany, 2016, organized by *Heinrich Kuhn*), Porto (Portugal, 2017, organized by *Pedro Amorim*), Eindhoven (Netherlands, 2018, organized by *Jan Fransoo*) and Mallorca (Spain, 2019, organized by *Victor Martínez de Albéniz*). The 5<sup>th</sup> annual took place on 12<sup>th</sup> and 13<sup>th</sup> of October, 2022, at Koç University Founders Lounge, located at Sarıyer Campus, on the beautiful hills of the Bosphorus.

The conference started with an opening speech by the organizers *Meltem Kayhan* and *Gürhan Kök* (Koc University, Istanbul) and representatives of the Turkish retailer *Migros*. The conference included talks amongst others on sustainability issues like “*Omnichannel grocery retail and food waste*” by *Pedro Amorim* (FEU Porto), “*The impact of green labels on consumer choice*” by *Frederik Eng-Larson* (Stockholm Business School) and “*Design and Pricing Problem of Eco-Friendly Products*” by *Burak Gögür* (Koc University). The second session covered behavioral topics amongst others in “*Augmented algorithms with human input*” by *Saravanan Kesavan* (UNC Kenan-Flagler Business School, Chapel Hill) and “*A behavioral study of assortment planning*” by *Dorothee Honhon* (UT Dallas). The second day started with talks on assortment related topics by *Alara Tascioglu* (Koc University) on “*Online product display orientation*”, *Jean-Sebastian Matte* (McGill University, Montréal) on “*Product Variety and customer behavior in online fast fashion*” and *Mert Cetin* on “*Assortment Customization*”. These were followed by different talks related to the effect of pandemics on retail operations by *Marjolein Buisman* (WHU Koblenz) or delivery problems by *Susana Relvas* (University of Lisbon). Finally, the conference was comprehended with a series of short presentations to discuss early research ideas. The full program can be found here: <https://kumpem.ku.edu.tr/en/events/2022-kumpem-forum-retail-conference-industry-day/>.

The conference was accomplished with a city tour through the historical Istanbul. This year participants were also welcomed to take part in the 11<sup>th</sup> *KUMPEM Retail Conference Industry Day* at October 14<sup>th</sup>. The *KUMPEM - Koc University Retail Research Forum* aims to foster and strengthen research-industry collaboration in Turkey since 1999 and is sponsored by *Migros*, a pioneering supermarket chain in Turkey (<https://kumpem.ku.edu.tr/en/>).

The working group will organize the next meeting in September 21-22, 2023, in Stockholm, Sweden. This will be accomplished with a *PhD Summer School on Retail Operations and Analytics* from September 18-20, 2023, also in Stockholm. Details can be found here: [www.ewg-retail-ops.eu](http://www.ewg-retail-ops.eu).



Co-Organizers of *EWG Retail Operations*,  
*Alexander Hübner* and *Pedro Amorim*.



Meeting *EWG Retail Operations*: during an exciting session.



Organizers of meeting *EWG Retail Operations* and members of the EWG (from left to right):  
*Alexander Hübner* (TU Munich), *Meltem Kayhan* (Koc University, Istanbul), *Victor Martinez de Albeniz* (IESE Barcelona), *Robert Rooderkerk* (RSM Rotterdam) and *Gürhan Kök* (Koc University, Istanbul).



Meeting *EWG Retail Operations*: the traditional “family photo”.