Retail and Business Analytics

Topics: Bundle Optimization and Pricing (A1, C1, D1) ● Direct Marketing Optimization (A2, D2) ● Efficient Consumer Response / ECR (A3, C3, D3) ● Fair Banking (A4) ● Judgmental Demand Forecasting (A5, D5) ● Promotional Demand Forecasting (A6, C6, D6) ● Retail Analytics (D7) ● RFID Technology (A8)

Research Award

Refereed Articles (A)

ERIM Journal Ranking: 2 STAR-rated articles that appeared in Manufacturing & Service Operations Management and Marketing Science; 1 P-rated article that appeared in Interfaces

1. Bundle Optimization and Pricing

2. Direct Marketing Optimization

3. Efficient Consumer Response / ECR


4. Fair Banking


5. Judgmental Demand Forecasting


Supplementary materials (available only upon request):

i. Diermann, Christoph; Huchzermeier, Arnd (2017c): Teaching Note—
Canyon Bicycles: Judgmental Demand Forecasting in Direct Sales.
INFORMS Transactions on Education, 17(2), 31 p.

ii. Diermann, Christoph; Huchzermeier, Arnd (2017d): Debrief Slides—
Canyon Bicycles: Judgmental Demand Forecasting in Direct Sales.
INFORMS Transactions on Education, 17(2), 47 p.

6. Promotional Demand Forecasting (see also Real Option Analysis)
Consumers. International Commerce Review: ECR Journal, 3(1), 57-61

   b. Huchzermeier, Arnd; Iyer, Ananth. V.; Freiheit, Julia (2002): The Supply Chain
Impact of Smart Customers in a Promotional Environment. Manufacturing &
Service Operations Management (Special Issue: Retail Operations
Management), 4(3), Summer, 228-240, and
https://doi.org/10.1287/msom.4.3.228.7755

8. RFID Technology
services be the driver behind RFID adoption? International Commerce Review:
ECR Journal, 7(1), Spring, 5-6

   b. Mitchell, Alan; Huchzermeier, Arnd (2003): RFID: can we realize its full

Book Chapters (C)

1. Bundle Optimization and Pricing
   a. Fürderer, Ralph; Huchzermeier, Arnd; Schrage, Linus (1999): Stochastic Option
Bundling and Bundle Pricing. In: Fürderer, R.; Herrmann, A.; Wübker, G. (Eds.):
Springer, 61-86

   b. Huchzermeier, Arnd; Kummer, Sebastian (1999): Integrated Supply Chain and
Innovation Management in the German Mittelstand. In: WHU Koblenz – Otto
Beisheim Graduate School of Management (Ed.): Structure and Dynamics of
the German Mittelstand. Springer, 159-181
3. Efficient Consumer Response / ECR


6. Promotional Demand Forecasting


Dissertations & Habilitation (D)

1. Bundle Pricing and Optimization

2. Direct Marketing Optimization

3. Efficient Consumer Response / ECR

5. Judgmental Demand Forecasting

6. Promotional Demand Forecasting


7. Retail Analytics


Awards:

- 🏆 a ISMS Practice Prize 2003 (1st Prize), INFORMS Society for Marketing Science, Baltimore, USA
- 🏆 b Franz Edelman Award 2002 (Finalist), INFORMS, Baltimore, USA
- 🏆 c Hochschulpreis der Industrie 2017 (Winner), Koblenz Chamber of Commerce, Koblenz, Germany