

# 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

- a. Fürderer, Ralph; Huchzermeier, Arnd (1997): Optimale Preisbündelung unter Unsicherheit. *Journal of Business Economics: Zeitschrift für Betriebswirtschaft (Special Issue 1: Marketing)*, 135-156

### 2. Direct Marketing Optimization

- a. Elsner, Ralf; Krafft, Manfred; Huchzermeier, Arnd (2004): Optimizing Rhenania's Direct Marketing Business through Dynamic Multi-Level Modeling (DMLM) in a Multi-Catalog Brand Environment (The 2003 ISMS Practice Prize Winner). *Marketing Science*, 23(2), Spring, 192-206, and <https://doi.org/10.1287/mksc.1040.0063> 🏆 a
- b. Elsner, Ralf; Krafft, Manfred; Huchzermeier, Arnd (2003): Optimizing Rhenania's Mail Order Business through Dynamic Multilevel Modeling, *Interfaces (Special Issue: Franz Edelman Award Papers)*, 33(1), 50-66 🏆 b

### 3. Efficient Consumer Response / ECR

- a. Jones, Daniel T.; Huchzermeier, Arnd; Mitchell, Alan (2011): Creating Shared Value with Consumers. *International Commerce Review: ECR Journal*, 10(1), Spring, 2-3
- b. Jones, Daniel T.; Huchzermeier, Arnd; Mitchell, Alan (2010): Rebuilding Trust and Taking Global Responsibility. *International Commerce Review: ECR Journal*, 9(1), Summer, 2-3

- c. Jones, Daniel T.; Huchzermeier, Arnd; Mitchell, Alan (2009): Information Enhanced Customer Relationship. *International Commerce Review: ECR Journal*, 8(2-4), Winter, 88-89
- d. Jones, Daniel T.; Huchzermeier, Arnd; Mitchell, Alan (2008): An Opportunity of Fresh Thinking. *International Commerce Review: ECR Journal*, 8(1), Autumn, 2-3
- e. Jones, Daniel T.; Huchzermeier, Arnd; Mitchell, Alan (2007): Preparing for a new leap forward. *International Commerce Review: ECR Journal*, 7(1), Spring, 2-3
- f. Jones, Daniel T.; Huchzermeier, Arnd; Mitchell, Alan (2007): Taking collaboration to a higher level. *International Commerce Review: ECR Journal*, 7(2), Autumn, 76-77
- g. Corsten, Daniel; Hofstetter, Joerg S.; Huchzermeier, Arnd; Jones, Daniel T.; Mitchell, Alan (2005): Thinking differently about value. *International Commerce Review: ECR Journal*, 5(1), 5-6
- h. Corsten, Daniel; Hofstetter, Joerg S.; Huchzermeier, Arnd; Jones, Daniel T.; Mitchell, Alan (2004): Inside the Consumer. *International Commerce Review: ECR Journal*, 4(1), 5-6
- i. Corsten, Daniel; Hofstetter, Joerg S.; Huchzermeier, Arnd; Jones, Daniel T.; Mitchell, Alan (2004): Experience and Execution. *International Commerce Review: ECR Journal*, 4(2), 5-6
- j. Corsten, Daniel; Huchzermeier, Arnd (2002): ECR: A Pragmatic Approach. *International Commerce Review: ECR Journal*, 2(1), 8-14

#### 4. Fair Banking

- a. Huchzermeier, Arnd; Van der Heyden, Ludo (2007): What are Visa and Mastercard for and who are they really serving? *International Commerce Review: ECR Journal*, 7(1), Spring, 54-59

#### 5. Judgmental Demand Forecasting

- a. Diermann, Christoph; Huchzermeier, Arnd (2017a): Case Article—Canyon Bicycles: Judgmental Demand Forecasting in Direct Sales. *INFORMS Transactions on Education*, 17(2), 58-62, and <https://doi.org/10.1287/ited.2016.0165ca>
- b. Diermann, Christoph; Huchzermeier, Arnd (2017b): Case—Canyon Bicycles: Judgmental Demand Forecasting in Direct Sales. *INFORMS Transactions on Education*, 17(2), 63-74, and <https://doi.org/10.1287/ited.2016.0165cs>

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)

- a. Huchzermeier, Arnd; Iyer, Ananth. V. (2003): Smart Forecasts for Smart 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

- a. Pramatarı, Katerina; Huchzermeier, Arnd (2007): Could innovative retail 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 potential? *International Commerce Review: ECR Journal*, 3(2), 16-23

## 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.): *Optimal Bundling: Marketing Strategies for Improving Economic Performance*. 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

- c. Tönshoff, Nils; Fine, Charles H.; Huchzermeier, Arnd (1999): Bundling and Pricing of Modular Machine Tools under Demand Uncertainty. In: Fürderer, R.; Herrmann, A.; Wübker, G. (Eds.): *Optimal Bundling: Marketing Strategies for Improving Economic Performance*. Springer, 87-117
- d. Huchzermeier, Arnd (1998): Kundenorientierte bzw. marktorientierte Produktinnovationen: Managementstrategien zur Steigerung des Unternehmenswertes und der Kundenzufriedenheit. In: Wildemann, H. (Ed.): *Innovationen in der Produktionswirtschaft – Produkte, Prozesse, Planung und Steuerung*. Transfer-Centrum-Verlag, 371-392
- e. Fürderer, Ralph; Huchzermeier, Arnd; Schrage, Linus (1996): Stochastic Option Bundling and Bundle Pricing. In: Bauer, H.H.; Dichtl, E.; Herrmann, A. (Eds.): *Automobilmarktforschung: Nutzenorientierung von PKW-Herstellern*. Verlag Franz Vahlen, 133-156

### 3. Efficient Consumer Response / ECR

- a. Huchzermeier, Arnd; Gellermann, Neele; Schmitz, Lisa-Katharina (2010): Confrontation or Collaboration – Vertical supply chain relationships in the FMCG industry. *Proceedings of the 27th German Logistics Congress (Kongressband 27. Deutscher Logistik Kongress)*, Deutscher Verkehrs-Verlag, 257-276

### 6. Promotional Demand Forecasting

- a. Huchzermeier, Arnd; Iyer, Ananth. (2010): Supply Chain Management in a Promotional Environment. In: Krafft, M.; Mantrala, M.K. (Eds.): *Retailing in the 21st Century (2nd Edition)*. Springer, 373-392
- b. Huchzermeier, Arnd; Iyer, Ananth. (2006): Supply Chain Management in a Promotional Environment. In: Krafft, M.; Mantrala, M.K. (Eds.): *Retailing in the 21st Century (1st Edition)*. Springer, 325-344
- c. Huchzermeier, Arnd; Iyer, Ananth. V.; Stolle, Julia (2000a): S.M.A.R.T.S.: Smart Shoppers and Retail Promotions. In: Corsten, D.; Jones, D.T. (Eds.): *ECR in the Third Millenium: Academic Perspectives on the Future of the Consumer Goods Industry*. Academic Partnership of ECR Europe, 42-45
- d. Huchzermeier, Arnd; Iyer, Ananth. V.; Stolle, Julia (2000b): S.M.A.R.T.S.: Smart Consumers and Retail Promotions. In: Katayama, H. (Ed.): *Proceedings of the 5th International Symposium on Logistics 'Global Logistics for the New Millenium'*. Waseda University, 533-540

## Dissertations & Habilitation (D)

### 1. Bundle Pricing and Optimization

- a. Cornet, Andreas (2002): *Plattformkonzepte in der Automobilentwicklung*. Springer, 194 p.
- b. Tönshoff, Nils (1997): *Modular Machine Tools: Bundling and Pricing Strategies under Demand Uncertainty*. Springer, 157 p.
- c. Fürderer, Ralph (1996): *Option and Component Bundling und Demand Risk*. Springer, 145 p.

### 2. Direct Marketing Optimization

- a. Höllriegl, Verena (2018): *Customer Reactivation Management in the Pharmacy Market—Resource-efficient Implementation of Direct Marketing Campaigns for Long-term Profit Maximization*. Unpublished Dissertation, WHU – Otto Beisheim School of Management, 221 p.
- b. Elsner, Dr. Ralf (2008): *Interactive Marketing Optimization*. Cumulative Habilitation (3 published papers), WHU – Otto Beisheim School of Management

### 3. Efficient Consumer Response / ECR

- a. Pflieger, Michaela I. (2010): *Relational Supply Contracts: Optimal Concessions in Return Policies for Continuous Quality Improvements*. Springer, 121 p.

### 5. Judgmental Demand Forecasting

- a. Diermann, Christoph (2016): *Judgmental Demand Forecasting in Direct Sales*. Unpublished Dissertation, WHU – Otto Beisheim School of Management, 156 p. ©c

### 6. Promotional Demand Forecasting

- a. Schmäzle, Michael (2014): *Improving Promotional Demand Forecasts in Retailing*. Unpublished Dissertation, WHU – Otto Beisheim School of Management, 147 p.
- b. Breiter, Andreas (2010): *Hedging Retail Promotions: Zero Out-of-Stock and Zero End-of-Period Coverage with Supply Options*. Unpublished Dissertation, WHU – Otto Beisheim School of Management, 201 p.

- c. Wiehenbrauk, Daniela (2010): *Collaborative Promotions: Optimizing Retail Supply Chains with Upstream Information Sharing*. Springer, 153 p.
- d. Mohr, Stefan (2002): *Store Performance Optimization: Demand and Supply Side Implications*. Springer, 277 p.
- e. Freiheit, Julia (2001): *Smart Customers and Retail Promotions: Empirical Evidence and Supply Chain Implications*. Springer, 215 p.

## 7. Retail Analytics

- a. Ringbeck, Daniel (2019): *Retail Data Analytics – Personalized Online Shopping, Churn Prevention, and Dynamic Pricing*. Unpublished Dissertation, WHU – Otto Beisheim School of Management, 118 p.
- b. Smirnov, Dmitry (2018): *Prescriptive Analytics in Retailing: Applications in Shelf-Space Optimization, Labor Planning and Retention Management*. Unpublished Dissertation, WHU – Otto Beisheim School of Management, 136 p.

### 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