

# ARISE – Austrian Retail Innovation Symposium 2024



June 11<sup>th</sup> and 12<sup>th</sup> | 8:30 a.m. – 5:00 p.m.  
Digital Board Room  
Center for Digitalization at FH Upper Austria, Steyr Campus

[fh-ooe.at/arise-2024](https://fh-ooe.at/arise-2024)

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Center for Digitalization at  
FH Upper Austria, Steyr Campus  
Wehrgrabengasse 7  
4400 Steyr, Austria

We are excited to announce the inaugural Austrian Retail Innovation Symposium (ARISE) 2024, a premier event dedicated to fostering innovation, collaboration, and knowledge exchange in the Austrian and European retail sector. We invite scholars, industry experts, startups, and practitioners from around the globe to submit their original research papers, case studies, and innovative solutions that address the challenges and opportunities in the evolving retail landscape.

## Topics<sup>1</sup>

- **Digital Transformation in Retail:** Exploring the role of AI, IoT, and Big Data in reshaping the retail experience.
- **Sustainable Retail Practices:** Strategies for achieving environmental sustainability and ethical sourcing.
- **Trend Management and Innovation in Retail:** Approaches to identify and cope with current trends in the retail sector and develop consumer-centric solutions.
- **Omnichannel Retailing:** Bridging the gap between online and offline shopping experiences.
- **Consumer Behavior and Experience:** Insights into the changing preferences and expectations of the modern consumer.
- **Retail Design and Store Layout:** Innovations in creating immersive and efficient shopping environments.
- **Supply Chain and Logistics:** Leveraging technology and strategies for efficient inventory management and distribution.

<sup>1</sup> Note: Submissions are not limited to the above themes. We welcome papers on any topic related to retail innovation.





### Keynote Speaker

Prof. Dr. Stephan Rüschen, DHBW Heilbronn

### Registration, Fees and Organization

Details regarding registration, associated fees and organization (program) will be available on the symposium website.

### Organizing Committee

- FH-Prof. Dr. Patrick Brandtner  
University of Applied Sciences Upper Austria
- Mag. Andrea Massimiani  
University of Applied Sciences Upper Austria
- DI(FH) Esther Petschnik  
University of Applied Sciences Upper Austria
- Dr. Sarah Pfoser  
University of Applied Sciences Upper Austria
- FH-Prof. Dr. Oliver Schauer  
University of Applied Sciences Upper Austria
- Dr. Robert Zimmermann  
University of Applied Sciences Upper Austria



#### Location:

FH Upper Austria, Steyr Campus  
[goo.gl/maps/eASFUiDkXsqvDFfA](https://goo.gl/maps/eASFUiDkXsqvDFfA)

## Submission Guidelines

- All extended abstracts must be original and not simultaneously submitted to another journal or conference.
- Extended abstracts should be written in English and follow the symposium's formatting guidelines and use the word-template provided. Submission should be made as pdf-file.
- Expected length of extended abstracts: 1,500-2,000 words, excluding references, tables and figures.
- All submissions will undergo a peer review process.
- Please send your contribution to [arise@fh-steyr.at](mailto:arise@fh-steyr.at)

## Important Dates

- Extended abstract submission deadline: April 14<sup>th</sup>, 2024
- Notification of acceptance: April 30<sup>th</sup>, 2024
- Camera-ready submission of revised extended abstract: May 26<sup>th</sup>, 2024
- Symposium date: June 11<sup>th</sup> and 12<sup>th</sup>, 2024

### Venue

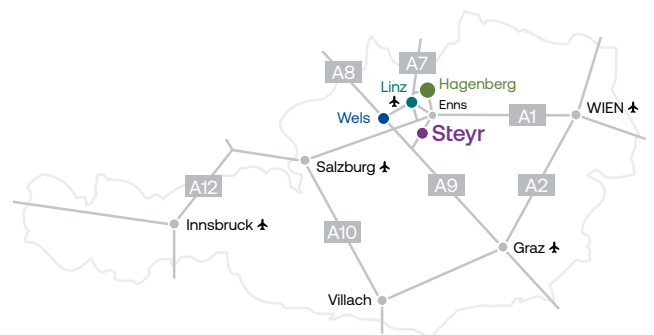
University of Applied Sciences Upper Austria,  
Steyr, Austria

We look forward to  
receiving your contributions  
and to seeing you at  
**ARISE 2024** for a  
fruitful exchange of ideas  
and innovations  
in the retail sector!

# Contact

For any queries related to extended abstract submission or the symposium, please contact:  
[arise@fh-steyr.at](mailto:arise@fh-steyr.at)

# Steyr Campus



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**Aim** → higher



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