

European Retail Academy (ERA) at its 10th Anniversary

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Abstract

European Retail Academy (ERA) was founded in February 2005 at EuroShop, the world leading exhibition for retail technology, by Prof. Dr. Bernd Hallier and some of his academic friends to support the Bologna-process and the interaction between theory and application in the field. Today www.european-retail-academy.org has links to more than 225 research-institutes for trade/marketing/ tourism all over the world. One focus of Prof. Dr. Bernd Hallier and his friends from the very beginning of the European Retail Academy was to exchange students like he himself experienced in multiple AIESEC-exchanges during his studies.

Key words: Retail; Environmental Retail Management; Competence for Vocational Training; Crowd Funding

JEL Classification: A23; I29; L81; M53

It is well-known that the ***European Retail Academy (ERA) was founded in February 2005 at EuroShop***, the world leading exhibition for retail technology, ***by Prof. Dr. Bernd Hallier and some of his academic friends to support the Bologna-process and the interaction between theory and application in the field.*** Prof. Dr. Bernd Hallier is an Honorary Member of the Romanian Distribution Committee, and distinguished Member of the Editorial Board of “Romanian Distribution Committee Magazine”. Romanian Distribution Committee has awarded Professor Bernd Hallier in 2006 the title of “Designer of the Year”. Main special issue for ERA was lifelong learning and the proliferation to vocational training/blended learning by modern technologies (EuCVoT). As we showed before, ERA met for its Annual Meeting 2011 at the EHI Retail Institute, GS1 Germany and EuroShop.



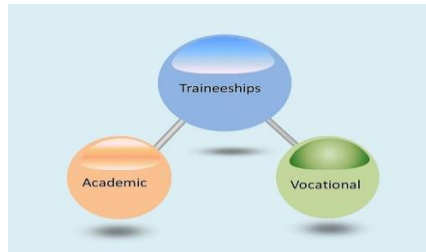
Today www.european-retail-academy.org has links to more than 225 research-institutes for trade/marketing/ tourism all over the world, and the ERA Hall of Fame selects each year one professor who stands for outstanding contributions within the international interaction of research and applied sciences. Continuously SubSites have been launched to target special interest groups via AgriBusinessForum, Environmental Retail Management, Competence for Vocational Training, Forum Art Business, Global Green University, Art/Therapy/Geomancy (KTG) and Urban Revitalization. According to Prof. Dr. Bernd Hallier: *“Those information platforms are partly Number 1 at Google in their segments; but even more important are our student-activities: they are our investment into Future and Peace”*.

On March 5, this year ERA announced that The Romanian Association for Consumers' Protection (APC Romania) marked Thursday 25 February, 2015, its 25th anniversary with a special event that took place at the InterContinental Hotel in Bucharest. President of APC Romania is Associate Professor Costel Stanciu (APC Romania is a Founding Member of the Romanian Distribution Committee, and Dr. Costel Stanciu is an Honorary Member of the Romanian Distribution Committee). APC Romania is a member of BEUC, and is also playing an active role in Consumers International, the Transatlantic Consumer Dialogue (TACD), and European Consumer Consultative Group (ECCG). Professors Bernd Hallier (President of European Retail Academy) and Leon F. Wegnez (Secretary General of AIDA Brussels) sent congratulatory messages to APC Romania on the occasion of this 25th Celebration. President of the Romanian Distribution Committee, Theodor Purcarea, Professor at the Romanian-American University, received APC Romania honor award. ERA also informed that on 28 May, 2014, Romanian-American University organized in collaboration with the Romanian Distribution Committee and APC Romania a remarkable Roundtable: "Consumer protection and the pressure of economic and societal changes: the digital revolution; the sustainable consumption; the social exclusion, the vulnerable consumers and the accessibility."



*Costel Stanciu, President of APC Romania and Theodor Purcarea,
President of Romanian Distribution Committee
Source: <http://www.european-retail-academy.org/>*

Ten days after the above mentioned announcement, ERA reminded us that one focus of Prof. Dr. Bernd Hallier and his friends from the very beginning of the European Retail Academy was to exchange students like he himself experienced in multiple AIESEC-exchanges during his studies (there are two types of exchanges, the academic ones and the vocational ones). At the moment Nora Tineva is a vocational trainee (see also : www.european-retail-academy.org/EUCVOT). In Bulgaria she worked for Erasmus Student Network Bulgaria (ESN Bulgaria). In November 2015 the ESN Cologne/Germany will organize a 4-days-platform for ESN network sections from Belgium, Germany, Ireland, Luxembourg, the Netherlands, Switzerland and UK. More: WEP Koln.



Source: <http://www.european-retail-academy.org/>

On March 26, 2015 ERA informed us that in Cologne/Germany an interesting event about “Crowd Funding” took place under the slogan “One day for the crowd”. In this fruitful platform at the local Chamber of Industry and Commerce more than 700 participators and more than 300 speakers took part as they held discussions and presentations for more than 28 hours as part of an intensive program. Part of the success-story in Cologne was also that it was the third event of this topic - with increasing competence. Furthermore, since it has been launched the German Crowd Funding Network has managed to double each year the amount of investments - in 2012 it has gathered 31€ million , in 2013 65€ million and in 2014 the impressive amount of 140 € million. The event “Crowd Day” gives the opportunity to companies with differentiated high technological products as well as start ups and ecological oriented firms to find their potential investors that could support and execute their ideas, campaigns and goals. According to Prof. Dr. Bernd Hallier this it is also a great opportunity for students leaving university and looking for financial support for clever ideas!



Nora Tineva with Jo Vorstadt

Source: <http://www.european-retail-academy.org/>

The first visit of Prof. Dr. Bernd Hallier in Romania took place in May 1998 on the occasion of the 24th International Congress of AIDA Brussels organized by the Romanian Distribution Committee. Launching the so-called „Evolution Tornado Retail”, Professor Hallier argued (inter alia) that: less seen by the consumers but more by the experts and some dedicated academics is the change of the backstage in retail; no attention at all was paid to the evaluation of

philosophies offered by the steady upgrade of retail-technologies; consumers can gain much more impact onto the listing of products, onto services within a store (it might be the time when the outlets become a “point of consumers”- POC – again).



Within this context it is also worth to mention that on June 1st 2011 **Romanian American University (RAU)** awarded the prestigious *“Diploma of Special Academic Merit”* to **Professor Bernd Hallier** in recognition of his outstanding contribution to the promotion of the international transfer of know-how between business and universities, bringing more transparency on retail-research and retail-education, his successful involvement in the Social Dialogue project “Establishing a European Network for Anticipating skill needs in the commerce sector”, the attention paid to the evaluation of philosophies offered by the steady upgrade of retail-technologies, and his active involvement in developing cooperation between Germany and Eastern markets.



“Diploma of Special Academic Merit” was handed over
to Professor Bernd Hallier by RAU Rector Ovidiu Folcut