

Global Networking - Case study European Retail Academy by Prof.Dr.Bernd Hallier

Bologna-process, vocational training, life-long-learning , global communication, EU-Research Projects

Abstract : The competences for applied sciences have been assembled from 1951 onwards in a retail institute owned jointly by retailers – being organized by a mix of full-time employees and specialists from the retail-members. The topics of the research and teaching was reflecting the challenges of the Post War time reconstruction, then the change from Mum—and Papa service stores To self-service with supermarkets, hypermarkets and shopping centers. All research was inductive : building cases as benchmarks : being used for vocational training.

In the 80ies and 90ies topics like environmental packaging or the British Cow Disease (BSE) were brought to a level being used by politics for German or even EU-regulations. These international flows of products plus the international/global development of the joint-venture exhibition EuroShop challenged the Retail Institute in the new century to look for education platforms abroad. Due to the lack of vocational retail competences abroad and the need of Bologna for international education platforms the Institute created in 2005 at the EuroShop exhibition its European Retail Academy.

Starting with a handful of partners in 2005 now the European Retail Academy is a joint platform of more than 230 institutions around the world. It has a variety of Special Sites in the internet for segmented target groups like Environmental Retail Management, AgriBusinessForum, Thematic University Network Food, Art, Eurasian Silk Road, Urban Revitalization.

There is a full set of tools like joint summer schools, participation in Conferences and Exhibitions, participation in EU-projects, group-exchanges of student trainees as well as individual exchanges of students : but mainly as a platform bringing input from its partners together.

1.0 Applied Sciences ISB /EHI

In Germany in 1951 some retailers created a joint Research-/Training Institute to revitalize after World War II retail/wholesale and to introduce self-service/supermarkets to copy the US-lifestyle. The owners of that Club/Institute have been uptill today retail companies; their CEOs became the Board which employed a manager being responsible for the daily operations. Contrary to university research for trade which is deducting knowledge by analyzing literature – the ISB/EHI institute is based on case studies benchmarking best practice in retail/wholesale. An important role within the institute was also played by the specialists of the retailers: the specialists of shopfitting, IT, meat-department, fruit and vegetables, logistics etc. formed workshops within the institute where they met about four times in the year to exchange their knowledge and where they asked institute-staff to analyze and compare the procedures within the participating companies. Based on those datas the institute described best practice in the different fields of daily operations.

The studies of the institute have been also always part of the dialogue with suppliers of food or of shopfitting or logistic partners. In 1966 together with the Exhibition Center of the city of Duesseldorf the ShopFittingExhibition "EuroShop" was created (Appendix Chart 1); today this tri-annual exhibition is world-leader of its segment with 120.000 square- meters net exhibition in 2017 and with its annual show EuroCIS covering 12.000 squaremeters. By this dialogue in this field of practice many standards could be formed for shelving, for cooling, for cahier-technologies.

Between 1989 and 1992 EHI-demands about packaging introduced and pushed Germany's environmental policies to become a benchmerk worldwide.In 1994 when due to the BSE-crisis (British Cow Disease where some people were afraid that in an epedemy 10.000 people could be killed by eating beef) beef-volumes decreased in Germany by more than 25 percent the EHI created in its Meat Workshop a tracing/tracking system for cows and beef which today is an EU Regulation. Complementary to that anti-crisis-system for meat for the fruit and vegetable section a proactive food security system was developed since 1996 first under the name EUREPGAP later GlobalGap (Global Good Agricultural Practice) being applied nowadays in more than 150 countries worldwide.

2.0 Creating an University Network

In 2005 - under the impression of the Bologna-education process - together with eight partners the European Retail Academy was formed by EHI as an institutionalized platform to transfer vocational knowledge into the University Levels on the one hand side and to get an international communication-tool for the retail-sector on the other hand. The new platform was also enabled by the fall of the walls between East and West: and the expansion of Western retail players to Central and

Eastern Europe. Western retailers discovered a big lack of knowledge for applied sciences in retail at the universities in the East. They asked the EHI Institute for help: and insofar the first partners of the newly founded European Retail Academy have been mainly coming from the Czech Republic, Poland, Romania and Russia.

In 2017 the ERA-network consists out of about 230 research units around the world; it has established special Sites for different target-groups dealing with AgriBusiness, Environmental Retail Management, Vocational Retail Training, Urban Revitalization, Art, the Silk Road. In its Hall of Fame famous names like Alexander Philip Nobel, the Nobel Laureate Prof.Dr.R.Aumann , former EU-President Prof.Dr.R.Prodi or the UNEP-Director Prof.Dr.K.Toepfer can be found. At the EXPO 2017 the European Retail Academy joined the discussions with Nobel Laureates at the Nazarbayev University (Appendix Photo 2).

The European Retail Academy is mainly a coordinator to create transparency about universities, congresses , summer schools. Additionally the European Retail Academy has organized team-spirit-trainings by sailing with the tallship Kruzenshtern (Appendix Photo 3) or by being partner at the World Economic Youth Forum linked to the Astana Economic Forum. Via individual exchanges students have been twinned with projects all over the world. The European Retail Academy has been also partner within EU-projects like "Comparison of status quo and expectations of vocational retail training within the EU" or by the project "FoodWasteManagement" . In October 2017 a new life-long training platform for Food Management has been created to penetrate common standards within the sector worldwide (see News at www.european-retail-academy.org/TUN).

Like already the ISB-Institute also the development of the European Retail Academy has been a step-by-step case, an evolution process according to challenges offered by conferences, exhibits, research-partnerships. Even when "Retail" within the name of ERA is the central key-word : the world of retail has to be seen as a holistic approach and has to integrate into the EDUCATION not only Sector Knowledge (Business Administration) but also the Total Supply Chain (Economics)as well as also Ecology and Ethics. Leadership has to be sensible to local culture and history – and even ART might be taken to reflect the feelings or as a tool of challenge-communication !

Launching its www.european-retail-academy.org as its official Site in 2005 with its MISSION already in the same year due to a cooperation with the exhibit "Green Week" in Berlin/Germany the subsite www.european-retail-academy.org/AgriBusinessForum was created to serve this segment as a special. In 2006 new opportunities have been communicated for City Marketing via www.european-retail-academy.org/urban-revitalization and an ForumArtBusiness for galleries and students by www.european-retail-academy.org/FAB. Environmental Retail Management was firstly focused by ERA by www.european-retail-academy.org/ERM in 2008. An EU-project about vocational training resulted in 2010 www.european-retail-academy.org/EUCVOT : an European Competence Center for vocational training. In 2012 the coincidence of students of the ERA-member Alanus University creating an art exhibition and the presence of ERA-exchange students from Finland and Russia resulted in www.duerenstudentart.wordpress.com. In 2013 students of the World Economic Youth Forum discussed ideas for sustainability – a Global Green University: www.european-retail-academy.org/GGU . A local art foundation nearby the HQ of ERA got the network involved in 2014 via www.european-retail-academy.org/KTG - and finally in 2017 two initiatives have been launched : www.european-retail-academy.org/AEUC (Appendix Photo 4) to provide info about the historical as well as the revitalized Silk Road and www.european-retail-academy.org/TUN is a Thematic University Network for standards along the food-chain from farm to fork.

3.0 Results

The concept and work of the European Retail Academy is not a theoretically one, but it is based on opportunities seen from individual teachers of the network of ERA to cooperate. Not each partner of ERA does the same: ERA is only an opportunity provider which offers (sometime limited to a project) joint action. On the other hand already to have a prominent Site at the internet allows students by one click to see which universities might be of interest for them: it promotes the Bologna-process by this.

Taken Google as a benchmark – taken inputs like "european retail", "vocational competence retail", "environmental retail management" – the response shows the ERA-Sites mostly top-ranking. This is the proof that it is used often and seems to be helpful to the users. What is worth to mention is that all the Sites of the ERA-network have been designed by students being trainees at EHI / ERA

and that operations like placing news are still done by those students while they are already back home . ERA students are known to have their own TEAM SPIRIT.

Literature:

Hallier, B., Praxisorientierte Handelsforschung, Cologne 2001

Hallier, B., EuroShop, Cologne 2004

Hallier, B., From Crisis to Competence, Bonn 2011, pages 170 ff

Hallier , B.et alia , Food Waste Management, Bonn 2014, pages 94 ff

Appendix :

(1) EuroShopDimensions : www.european-retail-academy.org News : 15.11.2016



(2) Meeting Nazarbayev University : www.european-retail-academy.org News :
15.09.2017



(3) KruzenshternWorkshop : www.european-retail-academy.org News: 25.02.2017



(4) Silk Road Project : www.european-retail-academy.org News : 06.02.2017

The banner for the Almaty Eurasian University Complex features a silhouette of a caravan of camels walking across a desert landscape. The text "Almaty Eurasian University Complex" is displayed in the top right corner.

News

02.03.2017: EURASIAN Catalyst

Mission

After the Soviet Union had been dissolved the former city of Akmola was named Astana in 1997 to become the new capital of Kazakhstan built by a masterplan developed by the Japanese architect Kisho Kusokawa. Meanwhile Astana is a catalyst for all EURASIA due to its Astana Economic Forum, the Astana Club of Nobel Laureates, the international platform G-Global, the Eurasian Club of Economics Scientists and last but not least the EXPO 2017.

Partners

Data Collection

Contact

A nighttime photograph of the Astana city skyline, showing illuminated buildings and structures.