



AKTION Austria – Czech Republic

Final Report on the Project 79p5

Social Supermarkets in Austria and in the Czech Republic Sociální supermarkety v Rakousku a České Republice

In cooperation between University of Economics, Prague and Wirtschaftsuniversität Wien
Time frame of the project - 01.07.2017 - 28.02.2018.

Participants of the project and their activities:

University of Economics, Prague,

Faculty of International Relations, Department of Retailing and Commercial Communications
W. Churchill sq. 3, 130 67, Prague 3

- Mgr. Tomáš Sadílek – administrator of the project, participation at all workshops
- Ing. Alexandr Asmalovskij – presenting of social entrepreneurship researches on the first workshop
- Ing. Zuzana Křečková kroupová, Ph.D., M.A. – presentation of sharing economy researches on fourth workshop
- Ing. Přemysl Průša, Ph.D. - presentation of social supermarkets in the CR researches on the first workshop
- Prof. Ing. Dana Zadražilová, CSc. - presentation of University of Economics, Prague at second workshop
- 55 Master students of International Business study program from VSE participated on lectures of Dr. Holweg

WU-Wirtschaftsuniversität Wien

Institute for Retailing and Marketing
Welthandelsplatz 1, A-1020 Vienna

- Priv. Doz. Dr. Christina Holweg – participation at all workshops, presentation of social supermarkets in Austria in the first workshop, presentations for students about social retailing and food wasting at second workshop.
- Fabian Nindl, MSc. – presentation of sharing economy at the fourth workshop
- Dr. Cordula Cerha – presentation of upcoming researches at third workshop

Within the project, four workshops were done in the following terms and with following participants:

	Steps	Meeting Objective	Date		Location	Participants
1.	Introductory Meeting	- Status of social supermarkets in the Czech Republic	Sept 13	14:00 - 15:30 15:30 - 16:30 16.30 - 18:30	WU-Vienna (Institute for Retailing and Market-ing)	T. Sadílek P. Průša A. Asmalovskij
		- Coffee break and campus tour				C. Holweg
		- Presentation of research outline by VSE				
		- Status of social supermarkets in Austria and Europe	Sept 14	10:00 - 12:00	WU-Vienna	T. Sadílek P. Průša A. Asmalovskij

		<ul style="list-style-type: none"> - Visit of a social supermarket - Meeting with Mrs. Rahberger 		12:00 - 14:00 14:30 - 15:00	Vinzi Markt or Hilfswerk OeAD	C. Holweg
		<ul style="list-style-type: none"> - Preparation of next steps (research, lectures, ...) - Joint Lunch 	Sept 15	10:00 - 12:00 12:00 - 14:00	WU-Vienna (Institute for Retailing and Marketing)	T. Sadilek P. Průša A. Asmalovskij C. Holweg
2.	Seminar about social supermarkets	<ul style="list-style-type: none"> - Welcome speech at VSE by dean ass. prof. Taušer and vice-dean for foreign affairs Dr. Čajka - Presentation of VSE and Department of Retailing and Commercial Communications - Lunch and campus tour - City tour – Prague center - Joint Dinner 	Nov 22	11:30 - 12:00 12:00 - 13:00 13:00 - 14:00 15:00 - 18:00 18:00 - 20:00	VSE, Prague Room NB 244 VSE, Prague Room NB 244 Academic club	C. Holweg A. Asmalovskij Z. Křečková P. Průša T. Sadilek D. Zdražilová Ch. Holweg
		<ul style="list-style-type: none"> - Visit of a super-discount supermarket Levné Potraviny, Prague 3 - Lecture on social supermarkets (International Management) - Lunch - Lecture on food wasting (Retail business) 	Nov 23	9:30 - 11:00 11:00 - 12:30 12:30 - 13:30 13:30 - 14:30	J. Želivského 1692 VSE, Prague Room Likeš Hall Academic club Room SB 232	Ch. Holweg 30 VSE master students 25 VSE master students
3.	Working meeting	<ul style="list-style-type: none"> - Discussion on further cooperation. - Organization of a workshop on sharing economy in January 2018 with F. Nindl and C. Cerha - Proposal of further Aktion project – Cooperation in teaching - Intensive course of Store wars (business negotiations strategy for WU students at VSE) 	Dec 14	10:00 - 12:00	WU-Vienna (Institute for Retailing and Marketing)	T. Sadilek A. Asmalovskij C. Holweg F. Nindl C. Cerha
4.	Seminar about sharing economy	<ul style="list-style-type: none"> - Preparation further project on Sharing Economy in 2018. - Possibility of joint research project funded by Czech Ministry of Education - Possible cooperation in food wasting with Mag. Sandra Holub from Institute for Marketing & Consumer Research 	Jan 25	10:00 - 14:00	WU-Vienna (Institute for Retailing and Marketing)	T. Sadilek A. Asmalovskij C. Holweg F. Nindl


Publicity of the project.

Information about project meetings were announced at web pages of Faculty of International Relations, University of Economics, Prague for 2 times (both versions in English and Czech language) and one time an invitation was presented.

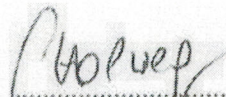
At WU one presentation of the first workshop were published at department web pages.

All news about the project are included in the appendix No. 1.

The following project goal was achieved: Sharing of findings about social retailing in Austria and the Czech Republic.

 7.2.2018

Ing. Mgr. Tomáš Sadílek
University of Economics, Prague

 8/2 2018

Priv. Doz. Dr. Christina Holweg
Wirtschaftsuniversität Wien