



Research School for Operations  
Management and Logistics

**Demand Shaping strategies in omni-channel retailing**

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In an omni-channel retail environment, consumers can switch between available channels throughout their shopping journey. For example, consumers can visit stores to touch/feel/try the product, and then they can purchase it through online channels – sometimes at competitors. This kind of consumer behavior can hurt omni-channel retailers' top- and bottom-line due to varying cost structures across available channels. This project deals with optimization of a multi-channel retailer's tactical and operational level decisions regarding pricing, advertising, and inventory management in the face of evolving consumer behavior and various cost structures across available channels. By taking these dynamics into account, this project strives to provide insights into "optimal demand shaping" policies that lie in the Marketing – Operations Management interface through quantitative modeling and/or empirical studies.