



Research School for Operations
Management and Logistics

Pioneering the Digital Future for Omnichannel Retail Managers
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Product assortment decisions and return management are typically considered separately in the retailing business. The assortment is mostly considered as marketing related and strategic decisions, while returns are viewed as operational decisions. This point of view leads to making the mentioned decisions independently and separately although the return rate may be affected by the assortment decisions. In this empirical project, the impact of channels' assortment and customers' characteristics on the purchase and return behaviors will be investigated using the data of a fashion retailer which provides the products in both stores and online channel, and some novel and interesting insights will be provided for the retailers in this industry.