

On the 24th January 2011, the Senate of **Romanian Scientific Management Society** (SSMAR) has awarded the prestigious title of **Honorary Member** to Professor **Bernd HALLIER**.

The President of SSMAR, Professor Constantin ROȘCA, allowed us to present the Laudatio made by the President of the Scientific Council of SSMAR, Professor Gheorghe ZAMAN.

Professor **Bernd HALLIER** received the Diploma of Honorary Member of SSMAR - on behalf of the President of SSMAR, Professor Constantin ROȘCA - from Professor Theodor Valentin PURCĂREA, the Vice President of the Scientific Council of SSMAR, on the occasion of the Honorary Member Award Ceremony which took place Friday, February 25, in Cologne at EHI Retail Institute during this year first working meeting of European Retail Academy - ERA (ERA met for its Annual Meeting 2011 at the EHI Retail Institute, Cologne, GS1 Germany and the world leading exhibition for retail technology EuroShop, Dusseldorf)

LAUDATIO

To Professor BERND HALLIER, PhD

on the occasion of the Honorary Member Award Ceremony
Friday, February 25, 2011

Dear Professor Hallier,
Dear Professor Stanton,
Dear Professor Zadrzilova,
Dear Professor Zaric,
Dear Professor Kiselev,
Dear Professor László,
Dear Professor Starchon,
Dear Professor Pícha,
Dear Professor Murray,
Dear Colleagues,
Distinguished Guests,

It is a privilege for me to read the Laudatio for a distinguished personality proving a real passion for transparency of the market and trends discovery, for promotion of the benchmarking in retail education and for one of the most internationalized markets, the Art market. **The Senate of Romanian Scientific Management Society (SSMAR) decided unanimously to award the title of Honorary Member to Professor Bernd Hallier for his outstanding contribution to the promotion of the international transfer of know-how between business and universities.**

Professor Bernd Halier, PhD, is Managing Director EHI Retail Institute (*former EuroHandelsinstitut*), President of EuCVoT (*European Competence Center for Vocational Training for Retail*), and President of the European Retail Academy (ERA), Chairman of the Advisory Board of EuroShop (*world's largest capital goods show in the retail sector*), Member of the Board of AIDA Brussels, and Member of the Astana Economic Scientists Club.

It is worth to mention that, at the very beginning of January 2011, Professor Bernd Hallier was a special guest of „Voice of Russia” Radio (ranked third in popularity after BBC and the Voice of America, according to a survey carried out by International Media Help, Switzerland), being introduced as being „currently the President of the European Academy of Retail”, „actively involved in developing cooperation between the West Germany and Eastern markets”, and speaking (inter alia) about „how Germany has survived the economic crisis and what are the prospects of the unified Germany in the global system of relations” (http://english.ruvr.ru/radio_broadcast/25298789/38309891/index.html).

Professor Bernd Hallier is the “designer” of the European Retail Academy (Romanian Distribution Committee has awarded Professor Bernd Hallier in 2006 the title of “Designer of the Year”), a virtual platform that brings more transparency about retail-research and retail-education and promotes the international transfer of know-how between business and universities. European Retail Academy is the home of the European Competence Center for Vocational Training (for Retail) and its partners. Initiators besides ERA are EuCoCo and EUREMA - both EU-programs for e-learning and organizers of retail-events like ASPERO Kompetens/Sweden, Blue Events/CZ, Dublin Institute of Technology/Ireland and PROFAT/Lithuania.

Professor Bernd Hallier has received numerous awards and diplomas in Germany, as well as abroad (including „Honoris Causa”). He had significant participations abroad as a distinguished keynote speaker, at Congresses and International Scientific Symposia. He was personally and successfully involved in the recently (November 2010) three EU-Hearings of the Social Dialogue project “Establishing a European Network for Anticipating skill needs in the commerce sector”(project implemented with the financial support of the European Commission; EuroCommerce, and Uni-Europa Commerce, supported by European Retail Academy) aimed: to gather experiences/observations of all parties involved in this sector; to create awareness concerning the changes in vocational training within the next 10 to 20 years; to scout for “Round Tables” for the sector’s education/image; to optimize national and international skills for this sector; to build networks and links across the borders in the first step within the EU but also in the second step to cooperate worldwide; to provide the Social Partners, the national government and of course the EU-bodies with information on the policy-level.

Since 1985, Dr. Hallier is Managing Director of EHI Retail Institute based in Köln, Germany (responsible especially for the business units ORGAINVENT, FOODPLUS and ERA). EHI Retail Institute is a well-known scientific institute of the retail industry, having 550 members (including international retail companies and their industry associations, manufacturers of consumer and capital goods, and various service providers), and is Partner to Messe Düsseldorf in staging the world’s biggest capital goods trade fair for the retail business, EuroShop. EHI Retail Institute has well-known challenging publications: „*Marketing Monitor*“ (assessing the consequences of the financial and economic crisis; detecting marketing trends and facing the challenges in the coming years; particularly important demands on the media and how will retail fashion its future media mix); „*rt-retail technology*“ (magazine for information technology and logistics in retailing, informing about: the latest IT trends in retailing; user reports from current IT projects in Europe; investment trends in IT, security technology and logistics; new, target-group-relevant products and IT solutions; first publication of EHI studies), official journal (reporting regularly on new things going on in connection with Europe’s

biggest IT show for retailers) of the annual trade show EuroCIS; „stores+shops“, (magazine for store design, fixturing and POP marketing, informing regularly about: international trends and developments in furnishing and fixturing, design and marketing; new store concepts, openings and reopenings; investment trends in new construction and store enlargement; important industry events), being first publication of EHI research projects; „PR in Retail “ (taking into account that the revolution in communication calls for changed strategies and investigating among other things just how well retail is prepared for the changes, also considering the fact that Sustainability is and remains an outstanding topic and examining consequently the importance it has for retail communication, the measures that are taken, and the contents which are communicated); „Energy Monitor “ (efficient energy management continues to be a top priority in retail, particularly because energy efficiency, in the sense of responsible behaviour towards the environment and society, can contribute significantly to the competitiveness of individual businesses; the survey is complemented by a comprehensive overview of the energy costs and consumption in the different branches of the retail industry, the energy management measurements taken, the key figures and priorities concerning investments, as well as the procurement of energy); „POS Systems 2010“ (the checkout systems have to meet today’s high expectations, and have to be adaptable to future demands, being imperative to consider their high significance and strategic importance).

Bernd Hallier, born on the 28th of July 1947 in Hamburg/Germany, studied at Hamburg University and graduated with a MA-degree in Economics. His PhD-thesis was focused on the response to high-tech-innovation in wholesale/retail versus the relationship between trade and consumer-products industry, and could be seen as a first ECR-project already applied between 1979 and 1982. His publications cover topics of macro-economics as well as micro-economics especially in trade, but he also covers the intertwine between commerce and culture. His book “Culture and History of Commerce” is published in the German, Korean, and Russian language. The Chinese version is under preparation. His book “EuroShop” (German/English) became an international standard for shopfitting and was translated into Russian with the title „Modern stores. A history of technical development”.

Dr. Hallier was for the first time in Romania, in Bucharest, in May 1998 on the occasion of the 24th International Congress of AIDA Brussels organized by the Romanian Distribution Committee, and recently on the occasion of the the 17th IGWT Symposium, “Facing the Challenges of the Future: Excellence in Business and Commodity Science” organized by the Academy of Economic Studies in Bucharest, Faculty of Commerce. He is Member of the Editorial Board of the Romanian Distribution Committee Magazine, and one of his very interesting letters have been referred to in the “Marketing – Management” Review no. 5/1998 of the Romanian Marketing Association - AROMAR.

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).

The underlined real passion proved by Professor Bernd Hallier is confirming the link between the significance of three German quotes: “What is my life if I am not longer useful to others” (Goethe); “Nothing great in the world has ever been accomplished without passion” (Hebel); “What is not started today is never finished tomorrow” (Goethe).

Professor Gheorghe ZAMAN, PhD
President of the Scientific Council of SSMAR
Associate Member of the Romanian Academy