

EFFICIENCY IN OUTLETS A HOLISTIC MANAGEMENT MODEL FOR THE AUSTRIAN SUPERMARKET SECTOR

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Abstract

***Purpose** – The purpose of the research is to evaluate the efficiency and productivity of Austrian retailers.*

***Design/methodology/approach** – Applying a two-stage approach; in the first stage a multiple linear regression will determine the significant input factors at a outlet level; in the second stage a non-parametric data envelopment analysis (DEA) will be used to measure relative efficiency of the sample.*

***Originality/value** – First, decision making unit (DMU) data will be at an outlet level, second, the Austrian market will be researched; second to the authors knowledge has not been done previously*

Keywords: Performance measurement (quality), Process management, Retailing, Supermarkets, Austria, DEA