Agent-Based Simulation as a Novel Decision Support Tool for Retail Managers

Dr. Peer-Olaf Siebers; Prof. Uwe Aickelin
University of Nottingham, School of Computer Science (ASAP), Nottingham, NG8 1BB, UK

Ms. Helen Celia; Prof. Chris W. Clegg
University of Leeds, Centre for Organisational Strategy, Learning & Change (LUBS), Leeds, LS2 9JT, UK

Abstract:

Intelligent agents offer a new and exciting way of understanding the world of work. We apply agent-based simulation to investigate a set of problems in a retail context. Specifically, we are working to understand the relationship between human resource management practices and retail productivity. Our multi-disciplinary research team draws upon expertise from work psychologists and computer scientists. Our research so far has led us to conduct case study work with a top ten UK retailer. Based on our case study experience and data we are developing a simulator that can be used to investigate the impact of management practices (e.g. training, empowerment, teamwork) on customer satisfaction and retail productivity.

Keywords: agent-based modelling, agent-based simulation, retail productivity, management practices, customer behaviour
Author/s:
Siebers, P.-O; Aickelin, U; Celia, H; Clegg, C

Title:
Agent Based Simulation as a Novel Decision Support Tool for Retail Managers

Date:
2010

Citation:

Persistent Link:
http://hdl.handle.net/11343/241082

File Description:
Accepted version