

Lecture Series of the Research Institute for Supply Chain Management

Monday, May 27, 2024, 5:00 pm
Room D3.0.225, Welthandelsplatz 1,
1020 Vienna



NIELS AGATZ

“BEAUTY IS IN THE EYE OF THE ROUTE PLANNER (TOGETHER WITH YINGJIE FAN AND DAAN STAM)”

Logistics service providers often have human planners interact with automated planning systems to plan their delivery routes. Anecdotal evidence suggests that planners may not use route plans that "don't look nice," even if those plans are "optimal" in terms of number of vehicles, travel distances, or times. While operations researchers have begun to include aesthetic factors in vehicle routing models, we are not aware of any empirical studies on the impact of aesthetic factors on route selection decisions. We present the results of a systematic study that examines the impact of visual appeal in vehicle routing plans based on behavioural experiments

Niels Agatz is Professor at the Rotterdam School of Management, Erasmus University, and Scientific Director of TKI Dinalog, a national institute that co-funds research collaborations. His research focuses on improving sustainable last-mile supply chains, particularly using analytics and technology-driven innovation. Professor Agatz teaches distribution networks, management science and demand management. His academic background includes an MSc from Eindhoven University of Technology and a PhD from Erasmus University Rotterdam.