

Preface

The fashion industry is one of the most important industries in the world. Traditional studies and research on fashion business are mostly empirical in nature, e.g., case studies and empirical analyses. However, with the development of the “fashion business” field of studies and the need for deeper theoretical foundations, an expansion of research methodology is naturally needed. In fact, nowadays, there are more and more related publications which employ an analytical approach in conducting theoretical and applied research in fashion business.

However, in the literature, there is no comprehensive reference source that provides the state-of-the-art findings on both theoretical and applied analytical research related to fashion business. It is thus significant to put together some interesting works and the respective insights into an edited volume. To be specific, this handbook consists of three important parts which include: (i) reviews and discussions, (ii) theoretical economics models, (iii) engineering models, applications, and cases. The specific topics covered include the following:

- Introduction to analytical modeling research in fashion business.
- Analytical modeling research methodologies in fashion business operations management.
- Consumer returns in fashion retailing.
- The role of quick response strategies in accelerating fashion sales.
- Using mixed channels for fashion apparel retailing.
- Vendor-managed inventory partnerships with markdown money supply contracts.
- Inventory management in fashion retailing with a random supply.
- Optimal fashion sourcing, quotation and in-house production decisions.
- Distribution, transshipment, and sustainable logistics management for fashion business.

- Order-picking systems by third-party logistics service providers for fashion firms.
- Inventory control with service level and lead time considerations.
- An analytic hierarchy process (AHP) scheme for enhancing fashion sales forecasting.

As a researcher who has conducted analytical modeling research in fashion business myself over the past two decades, I am very pleased to see that this handbook contains new discussions on research methodologies, and important research findings and insights, which contribute significantly to the literature and help advance both applied and academic research in fashion business.

Before closing, I would like to take this opportunity to thank William Achauer (Bill) of Springer for his constructive advice along the course of carrying out this important book project, and his kind support for the establishment of Springer's Book Series in Fashion Business. I am indebted to all the authors who have contributed their interesting research to this handbook, and the anonymous reviewers who have provided timely and helpful reviews to the papers. I am also thankful to my research team members Hau-Ling Chan, Shu Guo, and Shuyun Ren for their assistance. Last but not least, I would like to dedicate this book to my parents and my family.

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