

International Seminar: The Retail Challenge: from multichannel to omnichannel strategy



Valencia, October 27, 2017

SPONSORED



Project: *Implicaciones de la estrategia de distribución multicanal para las empresas, orientadas a la internacionalización y al entorno online.* (ECO 2014-55881-R).

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Departamento de Comercialización e
Investigación de Mercados

VNIVERSITAT
ID VALÈNCIA



Universidad de
Castilla-La Mancha

INFORMATION AND REGISTRATION

Registration is free. An attendance certificate will be extended to all those participants who ask for it. To register please sent an email to maria.j.miquel@uv.es

OBJECTIVES

The aim of the seminar is to act as a forum for analysis and debate about the topic of omnichannel strategies in retailing. The seminar addresses some of the main research streams, topics and trends both from an academic and a managerial viewpoint, represented by relevant university research groups and a supermarket chain experience.

PROGRAM

09:00. Implications of multichannel distribution strategy for firms pursuing internationalization in the online environment.

Marta Frasquet; Alejandro Mollá.

Universitat de València.

09:45. Aprendizajes de Consum en el comercio online.

Manuel García Álvarez.

Director Departamento Socio-Cliente de Consum.

10:30. Omnichannel Behaviour: Definitions and Covariables.

Raquel Chocarro; Mónica Cortiñas; Margarita Elorz.

Universidad Pública de Navarra.

11:15. Coffee Break.

11:45. Omni-channel Retailing: The relevance of channels and touchpoints in the shopping processes: An analysis in the context of multichannel e-commerce.

Hanna Schramm-Klein.

Universität Siegen, Lehrstuhl für Marketing.

13:15. Direct and indirect channels in the multichannel operation

Carmen Berne; José Miguel Múgica.

Universidad de Zaragoza; Universidad Pública de Navarra.

14:00. Closing.

VENUE

Sala/Room 1P06. Facultat d'Economia. Campus dels Tarongers.
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