

International Research Workshop

Sustainability and Digitalization in Retailing and Tourism



Friday 27 October 2023



Sala Ignasi Villalonga (Facultat d'Economia)

9:00-9:30

Welcome and Introduction

Prof. Alejandro Mollá Descals. Universitat de València.

9:30-10:45

SESSION 1. Chairperson:

Prof. María Eugenia Ruiz Molina. Universitat de València.

Mixing it Up for Sustainability: An Interplay of Methods in Multimethod Research on SOI

Speaker: Prof. Carlos Martín-Rios. EHL Hospitality Business School, Switzerland.

10:45-11:15

Coffee break

11:15-13:45

SESSION 2. Chairperson:

Prof. Marta Frasquet. Universitat de València.

11:15-12:30

Digi-tailing – Digitalization in physical retailing and implications for omnichannel retailers

Speaker: Prof. Sascha Steinmann. Aarhus University, Denmark.

12:30-13:45

Shopping Motives and Omnichannel Behavior: An International Perspective

Speaker: Prof. Stephan Zielke. University of Wuppertal, Germany.

13:45-14:15

Conclusions

