

Collaboration:



Friday 27 October 2023

International Research Workshop

Sustainability and Digitalization in Retailing and Tourism

Facultat d'Economia

Sala Ignasi Villalonga (1st Floor)

This research seminar features three distinguished international speakers in academic research on the fields of tourism and retail. It aims to explore recent advancements in sustainability, digitalization, and omnichannel dynamics, particularly within hospitality and retail, with broader implications for various businesses.

This seminar is aimed at researchers focusing on sustainability, multimethod research, omnichannel strategies, and consumer behavior.

Registration: mihaela.moise@uv.es

A certificate will be issued to all attendees who request it.

Collaboration:



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 del Toro. 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



Carlos Martín-Rios is Associate Professor at the EHL Hospitality Business School (Switzerland). He holds Master's degrees in Management, Strategic Human Resource Management, and Statistics and a Ph.D. in Management and Labor Relations from Rutgers University (USA). He held appointments at Rutgers University, University Carlos III (Spain), University of Maine (USA), and academic visiting position at the Universidad de Antioquia (Colombia).



Sascha Steinmann is Professor of Commercial and Retail Management and Head of the Retail Research Group at the Department of Management, Aarhus University, Denmark. His research focuses on consumer responses to technology as well as on consumer behavior in omnichannel environments.



Stephan Zielke is Professor at University of Wuppertal, where he holds the Walbusch Chair of Multi-Channel-Management. He received his doctorate at University of Cologne, his post-doctorate at University of Göttingen and held positions at NEOMA Business School (France) and Aarhus University (Denmark), where he is still affiliated to as part-time professor. His research focusses on omni- and multi-channel management, retail marketing and customer behavior in retail.