

Webinar organized by WP1 of the PERFORM project,
<http://www.perform-network.eu/>

Digital Retailers and the Dynamics of Digitalization within the EU

Digitalization has affected almost every industry and retail is no exception. The last two decades are marked with business transforming technologies such as cloud computing, the growth of mobile digital business platforms based on smartphones, netbook computers, and social networks by managers to achieve business objectives. Due to a continuous change in technology, management, and business processes, retailers are faced with a number of challenges such as creating and capturing value from digital technologies, keeping the customer experience seamless with a combination of sales channels i.e. physical store and online sales (omnichannel), as well as compliance with the strengthening data privacy regulations especially within the EU. This webinar aims to enlighten retailers, managers and future retail managers enrolled in the master program about challenges and factors that affect the transition from tradition to digital. Also, provide insights on the success factors and compliance guidelines.

The main topics of this webinar will include:

1. Aparna Lohiya – Transitioning from traditional to digital retail and Business model perspective on retail transformation
2. Ioannis Allagiannis – Roadmap to the digital transformation of European Retail SMEs
3. Veronica Nabbosa – An overview of data privacy issues in Digital Retail Processes

Webinar Date and Time: 17 Nov, 2020 at 11.45-13.15

Venue: LNU, Växjö campus – D0073

Link: <https://lnu-se.zoom.us/j/6700886548>

Moderator: Anita Mirijamdotter

