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Future Of The Retail Industry With Digital Transformation



Digital Transformation For The Retail Industry

Santanu Ganguly, Nikita Tandon



Digital Transformation For The Retail Industry:

Retail Futures Eleonora Pantano, 2020-10-07 The book includes new theory original empirical evidence and applied case studies synthesizing advances in innovation and technology for the retail sector Chapters identify the challenges retailers face in response to new practices suggesting how the sector can respond to technological developments ethical considerations and privacy issues

Digital Transformation in the Sports Apparel Industry. The Case of Nike, Inc. Lukas Johannes Markus Stangl, 2021-06-24 Master s Thesis from the year 2020 in the subject Business economics Business Management Corporate Governance grade 95% language English abstract The global revenue of the sports apparel industry is larger than it has ever been before Digital transformation has been a driver for the industry leading to digital innovations within the industry This has led to the fall of market leaders while creating opportunities for new market entrants by capturing market share through leveraging new technologies The company Nike has been the market leader in the sports apparel industry for several decades and is known to be a forerunner in innovation The purpose of this research is to examine how digital transformation has affected Nike Inc and the sports apparel industry and how it will shape the future A secondary aim is to investigate how Nike s customers perceive these changes and to scrutinize their digital needs and expectations This research furthermore aims to conclude about the digital needs and expectations of Nike s customers and if they align with Nike s strategy The research used a triangulation of three methods and provides a holistic analysis to make recommendations to the management of Nike Primary research was conducted through a questionnaire based customer survey and expert interviews with the management and specialists at Nike Secondary research included reviewing frameworks for strategic analysis The analysis distinguishes digital natives i e aged 21 years or younger and digital immigrants i e aged above 21 years The results showed that these two groups differ in their sales channel preferences digital needs and expectations The secondary research was confirmed by the findings from the expert interviews and customer survey Overall Nike s digital transformation strategy appears to align with the needs and expectations of the company s customers

Proceedings of the 2025 International Conference on Financial Risk and Investment Management (ICFRIM 2025) Maizaitulaidawati Md Husin, 2025-08-03 This book is an open access The 2025 International Conference on Financial Risk and Investment Management ICFRIM 2025 will be held from February 28th March 2nd in Singapore This global event will serve as a key platform for the presentation and discussion of the latest research and innovations in financial risk management investment strategies and related areas The conference will bring together a diverse group of scholars practitioners and industry experts to explore the challenges and opportunities in the rapidly evolving financial landscape As the financial industry continues to face unprecedented changes due to technological advancements regulatory shifts and global economic dynamics effective risk management and innovative investment strategies have never been more critical ICFRIM 2025 aims to provide a platform for the exchange of ideas the sharing of best practices and the exploration of new

frontiers in financial risk and investment management The conference will feature keynote speeches and paper presentations from leading academics and professionals in the field Topics will range from risk assessment and mitigation strategies to the impact of fintech and artificial intelligence on investment management Attendees will have the opportunity to engage with cutting edge research network with peers and gain valuable insights into the latest trends and developments shaping the future of finance We invite researchers industry practitioners and policymakers from around the world to participate in ICFRIM 2025 contributing their expertise and perspectives to this important dialogue Join us as we collaborate to advance the field of financial risk and investment management Reshaping Retail Stefan Niemeier,Andrea Zocchi,Marco

Catena,2013-06-06 The modern retail system has worked to dazzling effect From the 19th century store owners emerged from small beginnings to set in train an industry that has seen some operators become nationally even globally dominant Along the way they turned retailing into an art and then a science Now retailers in emerging markets appear to be repeating the story all over again except on a scale and at a speed beyond anything we have seen before Given all of this it can be hard for those who work in retailing to accept that the industry as we know it is living on borrowed time on the brink of transformation There is now an urgency with which conventional store based retailers must now act and the extent of the challenges this change represents in strategic organizational and above all technological terms Reshaping Retail sets out the driving causes current trends and consequences of a transformation in retail triggered by technology The changes go far beyond making items available for sale on the internet Starting by briefly setting the historical and business system contexts for retail and describe the role that technology has played in the creation of modern retail it then explains the underlying technological drivers behind the current revolution radical changes in the capacity of both hardware and software mobile telecommunications changes and the advances of the Internet Ultimately success will hinge on more than competence it will come down to a way of thinking Customer centricity will need to be valued not just by the store owner as in the past but also by all employees in the organization It will need to become embedded in their daily tasks The same applies to technology which must be at the center of the organization and recognized as such by everyone With a combination of extensive desk and field research interviews with leading retailers and technologists together with the real world experience of practitioners in this area Reshaping Retail will inspire and help store retailers to make the necessary transformation now to win in the new consumer driven world *Management and Marketing for Improved Retail Competitiveness and Performance* Santos, José Duarte,Pereira, Inês Veiga,Pires, Paulo Botelho,2023-07-28 The growth of companies online presences is an unquestionable reality However not everything goes online and the physical presences of companies continue to exist with the physical retail point of sale as a place for experimentation and immediate consumption brand showroom and support for online sales which are fundamental to the shopping experience Managing a retail point of sale implies acting on several fronts bearing in mind the market requirements the point of sale s brand strategy the strategies of the brands being sold and all other aspects

related to the management of a business while considering the specificities of a retail point of sale Management and Marketing for Improved Retail Competitiveness and Performance provides knowledge and skills to allow readers to understand and apply the different concepts techniques and tools to manage a retail point of sale in the various aspects of a business Covering key topics such as advertising client loyalty and merchandising this premier reference source is ideal for business owners managers marketers researchers scholars academicians practitioners instructors and students

EMERGING TECHNOLOGIES IN GLOBAL BUSINESS ENVIRONMENT Dr. Saroj Kumar ,Dileep Singh,2025-06-19 MBA FOURTH SEMESTER According to the New Syllabus of Dr A P J Abdul Kalam Technical University Lucknow **Impact of digital transformation on business models in the automotive industry** Robin Mayer,2023-06-12 Master s Thesis from the year 2023 in the subject Engineering Automotive Engineering grade 1 5 University of Applied Sciences Aalen language English abstract Digital transformation and disruptive business models of new market players create unprecedented uncertainty in the automotive industry One of the main reasons is the lack of understanding for the need of adapting business models to a changing business environment due to new technologies and shifting customer wants and needs Even the automotive industry is not spared from digital Darwinism according to which it is not the strongest or most intelligent of a species that survives but rather the one that adapts best to change What opportunities do OEMs have to transform their business models How can best practices be used to generate new value creation and what influence does the transformation of the business model have on the ecosystem What role will the dealer play in the future and how can he still deliver added value to the OEM This paper provides an in depth insight into the world of automotive sales as well as a detailed analysis of the status quo Best practices based on successful business model transformations of the top tier OEMs are the basis for a deeper understanding and serve other companies as foundation for developing digital business models The goal of this paper is to examine the impact of digital transformation on the dealer business model and how they can continue to deliver value to the OEM For this purpose guided expert interviews are conducted with 16 experts from various areas of the automotive industry Subsequently a qualitative content analysis according to Mayring will be used to assess the challenges and impacts of the agent business model and to develop improvement measures and key topics that offer added value for OEMs The results of this thesis support dealers in understanding their future role in the automotive industry and show design recommendations for a future proof business model **Proceedings of the 2023 International Conference on Image, Algorithms and Artificial Intelligence (ICIAAI 2023)** Pushpendu Kar,Jiayang Li,Yuhang Qiu,2023-11-25 This is an open access book Scope of Conference 2023 International Conference on Image Algorithms and Artificial Intelligence ICIAAI2023 which will be held from August 11 to August 13 in Singapore provides a forum for researchers and experts in different but related fields to discuss research findings The scope of ICIAAI 2023 covers research areas such as imaging algorithms and artificial intelligence Related fields of research include computer software programming languages software

engineering computer science applications artificial intelligence Intelligent data analysis deep learning high performance computing signal processing information systems computer graphics computer aided design Computer vision etc The objectives of the conference are The conference aims to provide a platform for experts scholars engineers and technicians engaged in the research of image algorithm and artificial intelligence to share scientific research results and cutting edge technologies The conference will discuss the academic trends and development trends of the related research fields of image algorithm and artificial intelligence together carry out discussions on current hot issues and broaden research ideas It will be a perfect gathering to strengthen academic research and discussion promote the development and progress of relevant research and application and promote the development of disciplines and promote talent training

The Digital Transformation in the Fashion Industry, 2020-09-10 Seminar paper from the year 2020 in the subject Business economics Business Management Corporate Governance grade 1 3 University of applied sciences D sseldorf language English abstract This paper will deal with the topic of digital transformation in the fashion industry The term digital transformation and the effects of digitization on the entire value chain will be explained and illustrated using the example of Zalando Over the last few years the effects of digitization have become more and more perceptible in the daily lives of fashion consumers New technologies and globalization open up new ways to consumption production and commerce and have fundamentally changed the consumer behaviour Therefore fashion companies need to adapt and transform their business strategies This is necessary in order to be able to stand up to new challenges take advantage of the opportunities offered by digitization and ensure sustainable corporate success So far innovations are being tested in many areas but few of the major fashion brands have managed a complete digital transformation in all areas of their value chain

Information Technology for Management: Current Research and Future Directions Ewa Ziemia, 2020-03-10 This book constitutes extended selected papers from the 17th Conference on Advanced Information Technologies for Management AITM 2019 and the 14th Conference on Information Systems Management ISM 2019 held as part of the Federated Conference on Computer Science and Information Systems FedCSIS which took place in Leipzig Germany in September 2019 The total of 7 full and 6 short papers presented in this volume were carefully reviewed and selected from a total of 45 submissions The papers selected to be included in this book contribute to the understanding of relevant trends of current research on and future directions of information technology for management in business and public organizations They were organized in topical sections named information technology assessment for future development methods and models for designing information technology and aspects of implementing information technology

Digital Transformation. The Realignment of Information Technology and Business Strategies for Retailers in South Africa Albert Mubako, 2017-08 Remaining competitive in the retail industry of South Africa in the digital age is a major business concern In the age of digital natives people are well connected on various digital technology platforms and are digital consumers Digital technologies offer retail organizations new

innovative ways to create value by utilizing digital business strategies processes and products This qualitative research study explores the perception of retail strategy experts and decision makers toward realignment of IT and business strategies considering digital transformation in South Africa Based on interviews with seven managers and decision makers in the retail industry the study reveals that digital technologies have disrupted traditional ways of doing business The study proposes eight major recommendations in which retail traders could innovate their business strategy to enhance value creation beyond traditional approaches to retailing It provides a good starting point for academic research in a domain that is deficient in theoretical and empirical research on the South Africa retail sector and offers retailing managers a conceptual model to guide them toward a digital business strategy for transient competitive advantages

The Challenge of Digitalization in Retail. The Retail Sector in Germany Yusuf Say, 2021-08-12 Studienarbeit aus dem Jahr 2021 im Fachbereich BWL Handel und Distribution Hochschule Fulda Sprache Deutsch Abstract In this work the author examines the retail sector in Germany to provide an overview of the reasons for change potential challenges and future predictions During the research it was found that very many reports exist around the topic and digitalization is a trending topic in retail Furthermore a study is covered that illustrates the shift in values from a consumer perspective The goal is to better prepare for the needs of customers In this study the question should be answered with which strategic measures the retailers must deal in the future to remain competitive The highly specialized and industrialized society is undergoing massive changes due to digitalization The high level of digitalization and the technical capabilities of machines are opening new opportunities The productivity development of the last centuries shows that the economy is currently in a particularly challenging phase This development is particularly due to the widespread internet connectivity through e g smartphones large storage capacities and technologies such as cloud or analytics that new applications and business opportunities can be implemented In the retail sector the question now arises on which facts the change in retail is built and on which the future of retail depends

Data Analytics for Decision Making towards Business Excellence Bhaskar Basu, Jitendra Kumar Jha, Indrajit Mukherjee, Raghu Nandan Sengupta, 2025-11-08 This edited volume collates discussions on latest challenges opportunities trends and practices applicable to two major business sectors retail and financial services and chapters are segregated accordingly It explores how these sectors are increasingly becoming data intensive and how ways of handling manipulating exploiting and evaluating data continues to change in this era of big data Part A of the book looks into better understanding of marketing metrics strategy theory and practice using retail analytics Topics being explored are inventory assortment and promotion effectiveness pricing strategies brand category switching and customer loyalty customer profitability customer engagement cross buying and up buying synergistic effects of online and offline channels and retail innovations effectiveness of different type of distribution channels customer experience service excellence failure recovery digitalization in retailing consumer behaviour and marketing in omni channel retail environments In Part B topics of relevance include financial aspects of data

analytics such as behavioral data finance Big data and credit risk data analytics and financial econometrics financial sentiment and news analysis information and evidence in digital age policy making mechanisms and modelling approaches stock market manipulation detection stock market trading strategies using data analytics high frequency algorithmic trading with AI financial forecasting including interest rate oil price crude oil macroeconomic variables FOREX cryptocurrency price deep learning for finance and insurance applications The book covers diverse and advanced concepts with practical examples to supplement and complement varied topics of interest within the domain Thus students researchers and practitioners will undoubtedly find novel and new ideas for data analytics in the realm of two critical domain areas retail and financial services

Leading Digital Transformation in Retail: A Software Engineering Perspective (Vol-II) 2025 Geetha Yodham Rajendra, Prof (Dr) Punit Goel, PREFACE The retail industry has been undergoing a profound transformation over the past decade with technology playing a central role in reshaping how businesses operate and interact with customers From e commerce to data driven personalization the advent of digital tools has altered the very fabric of retail demanding that organizations evolve to stay competitive But behind these innovative shifts one essential element remains at the heart of retail s digital revolution software engineering Leading Digital Transformation in Retail A Software Engineering Perspective is designed for technology leaders software engineers and retail executives who are looking to navigate and drive the digital transformation within the retail industry This book provides both strategic insights and practical guidance on how to leverage software engineering principles to successfully lead and implement the changes that are shaping the future of retail In this book we explore the key role that software engineering plays in enabling digital transformation From building resilient scalable systems to implementing cutting edge technologies like AI machine learning and cloud computing this book provides a comprehensive framework for leading technological initiatives within a retail organization We ll examine how retail leaders can harness the power of data modern software architectures and agile methodologies to deliver more personalized seamless and engaging customer experiences We ll also dive into how digital transformation is not just about adopting new technologies but about fostering a culture of innovation agility and continuous improvement By drawing on real world examples and case studies this book offers a detailed roadmap for leveraging software engineering practices to drive change at every level of the retail organization from operations and supply chain management to customer facing solutions Whether you are an engineer aiming to understand the business impact of your work or a retail leader seeking to effectively manage and guide your digital transformation journey this book will provide the essential tools insights and strategies you need to succeed in the fast paced world of digital retail Authors **Digital Technology: The World Of Our Own** Binayaka Mishra,2022-05-12 Digital Transformation often referred as DX or DT IT modernisation for example cloud computing to digital optimization to the creation of new digital business models are all examples of digital transformation In general it refers to the use of digital technology to significantly enhance or create new business processes So what exactly is digital

transformation for businesses It is the process of understanding consumer needs and using technology to enhance the end user experience End users may be either customers or workers and many businesses must consider both In the marketing department for example digital transformation may generate more high quality leads and help firms get closer to their customers while spending less money than traditional analogue marketing tactics Aside from experimenting with new technology digital transformation entails rethinking your current approach to common challenges A transition does not always have a clear finish since it is an evolution When it comes to the topic what is digital transformation the MIT Sloan Management Review a journal that focuses on management transformations noted Digital transformation is best viewed of as continuing adaptation to a constantly changing environment This implies that businesses must always seek methods to enhance the end user experience This might be accomplished via increasing on demand training migrating data to cloud services using artificial intelligence and other methods

Business Innovation with New ICT in the Asia-Pacific: Case Studies Michitaka Kosaka, Jie Wu, Ke Xing, Shiyong Zhang, 2020-09-09 This book clarifies the direction of business innovation using new ICT such as the Internet of things IoT artificial intelligence AI smartphones and cloud computing through a series of case studies on successful trials and advanced businesses in the Asia Pacific where many industry sectors have been growing successfully in the 21st century ICT has been playing an important role in value creation for customers and in profit generation for providers contributing to various service innovation and business innovation Now digitalization using IoT and AI provides solutions to address various issues in the human society which is transforming services and businesses in the 21st century What is the direction of the business innovation using new ICT is a highly concerned question for business researchers and practitioners Aiming to answer the question this book conducts a number of cases studies in the Asia Pacific region including the Mainland China Taiwan Japan Malaysia Vietnam as well as Australia Among the studies there are 4 cases from ICT providers 4 cases from traditional and services and 6 cases from new ICT applications and businesses Each case analyzes social needs and human desires new value created roles of new technologies processes and difficulties in developing new businesses the relationship among customers providers and stakeholders value chain co creation and optimization factors of success and business models Finally the direction of business innovation with new ICT in the Asia Pacific is suggested by summarizing the findings from the case studies through the lens of the theoretical analysis in service science

Retail 4.0 Rainer Gläß, Bernd Leukert, 2018-09-06 This book provides an introduction to the current digital r evolution in the economy based on the example of the retail industry as a part of the service sector and presents strategies and new technologies for the successful management of the digital transformation In keeping with the highly discussed term Industry 4 0 the book showcases the ongoing dramatic changes in the retail industry summarized under the concept of Retail 4 0 Authors from science and industry alike discuss how the traditional retail industry can adapt to digitization and how besides new competition from pure eCommerce players new opportunities to fascinate consumers with new smart services

are arising In this context the book discusses changes in business models and value chains new processes and technologies and the transformation of the enterprise as a whole with its employees In addition the book puts forward key strategies especially those designed to help mainly stationary retailers compete with the rapidly growing revenues of online trade and eCommerce It introduces an intelligent blend of traditional stationary trading with eCommerce and online trading components It presents concrete examples of how integrated processes and technologies data management suitable equipment and trained sales staff can pave the way for smart services The book shows practical approaches to successful transformation and a number of cases from leading retail companies Given its combination of recent research findings and best practices the book offers a valuable read for both managers and researchers The Digital Supply Chain Bart L.

MacCarthy,Dmitry Ivanov,2022-06-09 The Digital Supply Chain is a thorough investigation of the underpinning technologies systems platforms and models that enable the design management and control of digitally connected supply chains The book examines the origin emergence and building blocks of the Digital Supply Chain showing how and where the virtual and physical supply chain worlds interact It reviews the enabling technologies that underpin digitally controlled supply chains and examines how the discipline of supply chain management is affected by enhanced digital connectivity discussing purchasing and procurement supply chain traceability performance management and supply chain cyber security The book provides a rich set of cases on current digital practices and challenges across a range of industrial and business sectors including the retail textiles and clothing the automotive industry food shipping and international logistics and SMEs It concludes with research frontiers discussing network science for supply chain analysis challenges in Blockchain applications and in digital supply chain surveillance as well as the need to re conceptualize supply chain strategies for digitally transformed supply chains *Proceedings of the 2025 10th International Conference on Financial Innovation and Economic Development (ICFIED 2025)* Maizaitulaidawati Md Husin,Tomoki Fujii,Xiaodong Lai,Azlina Binti Md Yassin,2025-05-02

This is an open access book Financial globalization plays a huge role in promoting the development of the world economy and the optimal allocation of world resources stimulates the accelerated development of the international division of labor and increases the international flow of production factors such as industrial transfer capital transfer and technology transfer It enables developing countries to make up for the lack of their own capital and technology and obtain industrial evolution technological progress and institutional innovation thereby accelerating the speed of economic development it also enables developed countries to open up cheap labor raw material markets and broad consumer markets prolonging product value More profits ease the economy the contradiction of stagflation and restore economic growth At the current stage the overall environment of the international financial market is relatively stable and the market environment has been improved to some extent However due to the complexity and diversity of the world economy coupled with the national characteristics of some countries There is great uncertainty in international policies which has greatly affected the stability of the international

financial market In addition the current international environment is changing The conflict between Russia and Ukraine the epidemic and the Taiwan issue have all had an impact on the international economic situation This is also the difference between this conference and previous conferences we hope to have a deeper discussion on the current situation

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