

# Personalization, Cross-Selling and Social Commerce as Drivers of Incremental Sales in the Omnichannel Era



**Academic Speakers:** Prof. Dr. Thomas Rudolph (*Director Institute of Retail Management, University of St. Gallen*);

**Guest Speakers:** Michael Knoll (*Country Manager Österreich & Schweiz, E. Breuninger GmbH & Co.*)  
Alberto Menegazzi (*Head of Europe Central, Amazon Web Services EMEA SARL*);  
Marie-Theres Schramm (*Brand Partnerships Lead, TikTok*)  
Emily Künzli (*Brand Partnerships Manager, Tik Tok*)

The retail industry is increasingly facing challenges. Revenues are stagnating, profit margins are shrinking, consumer sentiment remains subdued, and competition from global players is intensifying. In this environment, identifying new sources of incremental sales is more critical than ever.

This workshop explores how retailers can leverage personalization, cross-selling, up-selling, and social commerce to drive growth in an increasingly complex omnichannel landscape. Drawing on both practice-oriented insights and cutting-edge academic research, we will show how retailers can activate new revenue streams across touchpoints. We will present the latest results from our long-term study on omnichannel management conducted in Switzerland, Germany, and Austria. Key Questions we answer and discuss in this workshop are:

- ✓ How can personalization, cross-selling, up-selling, and social commerce increase customer value and basket size in practice?
- ✓ Which strategies are most effective in strengthening customer relationships across multiple channels?
- ✓ What can we learn from leading retailers already applying these tactics successfully?
- ✓ How do omnichannel customers in Switzerland, Germany, and Austria behave?
- ✓ What do customers in Switzerland, Germany, and Austria expect from omnichannel retailers?

Participants will leave the workshop with actionable answers to these questions and a clearer view of how to better monetize existing customer relationships while staying competitive in the rapidly evolving retail landscape.

**Date:** Tuesday, 12 May 2026, 9:30 AM – 4:30 PM

**Language:** This research workshop will be conducted in English.

**Venue:** Radisson Blu, Flughafen Zürich, Rondellstrasse, 8058 Zürich, Schweiz.

**Registration:** By email to [handelsmanagement@unisg.ch](mailto:handelsmanagement@unisg.ch)