

GenAI in Retail – Impacts on Consumer Behavior and Customer Inspiration



Academic Speaker: Prof. Dr. Thomas Rudolph (*Director, University of St. Gallen*)

Guest Speakers: Rocco Bräuniger (*VP, Country Manager DACH & EU Expansion at Amazon*);
Dr. Felix Kreyer (*Chief Customer Officer, Breuninger*) - *inquired*

ChatGPT, NotebookLM, Claude and others generate text, analyze data, and develop concepts as if it were the most natural thing in the world. What sounded like science fiction only a few years ago is already shaping our daily lives and is rapidly transforming the retail sector as well. But where do we truly stand today? Which applications are already in use, which are still emerging beneath the surface, and how are these technologies reshaping the behavior of our customers?

In our workshop, we take a look behind the scenes. We illustrate where GenAI is already transforming the retail sector, where untapped potential still exists, and how these new capabilities are shifting consumer behavior. The workshop also offers exclusive insights into our new IRM-HSG study **“Customer Inspiration in Swiss Retail 2026”**, which highlights current trends and findings on inspiring shopping experiences in the age of GenAI.

Key questions addressed in the workshop:

- ✓ Where does the retail sector truly stand today in terms of Generative AI?
- ✓ Which applications are already a reality, and which are emerging next?
- ✓ How does GenAI influence customer purchasing behavior?
- ✓ How can retailers leverage GenAI to create value?
- ✓ Opportunities and risks: What potential and challenges does GenAI present for retail?
- ✓ Which future scenarios are likely for brands and retailers in the DACH region?

The workshop is designed for executives, marketing professionals, and anyone seeking a deeper understanding of the challenges and opportunities of GenAI in the retail sector.

Date: Tuesday, September 15, 2026, 09:30 AM – 4:30 PM

Language: This research workshop will be conducted in English.

Address: Weiterbildungszentrum Holzweid (WBZ), Holzstrasse 15, 9010 St. Gallen, Schweiz.

Sign-Up: Mail to handelsmanagement@unisg.ch