

27th November 2024, Zürich

Research Workshop «How to Boost Innovation in Retailing?»

Speakers Vis. Prof. Lluís Martínez-Ribes (ESADE), and Agent inspirator, with extensive international retail business experience.

This workshop isn't about chasing "best practices"; it's a dive into the "next practices" for visionary retail managers. In today's dynamic retail environment, customers are the ultimate referees. Their choices extend beyond products to the very shops and e-shops they select for their shopping needs. This research workshop focusses on deep customer centricity as the cornerstone of retail innovation. This workshop is not just theoretical – it's hands-on learning, focused on collaboratively shaping innovative retail concepts. Specifically, we will use research findings from consumer neuroscience to innovations that customers admire and want to purchase. We will equip participants with concepts and tools to successfully implement innovations into their business units. We address the following questions:

- How does customer centricity serve as the cornerstone of retail innovation?
- What specific insights from consumer neuroscience can be leveraged to understand and meet customer preferences in today's dynamic retail environment?
- What are practical concepts and tools to design immersive customer experiences?
- How can retailers map the "neuro customer journey" – from initial stimuli to dopamine release, culminating in lasting loyalty.

The typical participant would be a manager with responsibilities in business development, marketing, communications, and operations. Above all, we hope for stimulation discussions between various job roles and around retail organizations.

Date

Wednesday, 27th of November 2024, 08:30 AM – 04:30 PM

Language

This Research Workshop will be held in English.

Location

Radisson Blu, Flughafen Zürich, Rondellstrasse, 8058 Zurich, Switzerland, Phone: +41 44 800 40 40, E-Mail: info.zurich@radissonblu.com, www.radissonhotels.com

Registration

Registration is now possible via handelsmanagement@unisg.ch.

Subject to change without prior notice. Participants will receive the documents immediately before the workshop.