

Retail digitalization: past, present and future

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Area: Marketing

Date: 22.01.2020, Venue: P11 @ 2.30PM

Abstract

The ongoing digitalisation of retailing is gaining increased attention due to changing consumer behaviours, business models and competitive landscape within the retail sector. Based on historical and contemporary studies of the emergence of e-commerce, digitalisation of consumer culture and retail trade, Johan Hagberg will discuss the digital transformation of retailing and its implications.

Speaker Profile

<https://johanhagberg.se/>