







Universidad  
Zaragoza

Cámara  
Zaragoza

RETAILING CHALLENGES  
IN THE 2020s

20th Conference

European Association  
for Education and Research  
in Commercial Distribution

2-4 July • Zaragoza, Spain



Universidad  
Zaragoza

Facultad de  
Ciencias Económicas  
y Empresariales

AMBAR

HMV

Cámara  
Zaragoza

Logo of the European Association for Education and Research in Commercial Distribution (EAED)













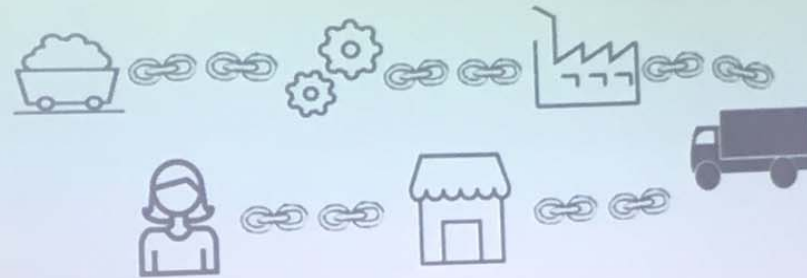








## B2B context





# Methods

- A systematic review:
  - Gather studies fitting the study-eligibility criteria:
    - B2B selling, published 2001-15.
    - Using sales performance outcomes as dependent variable.
  - Extract and record the measures used in each study in an evaluative framework.





### Objectives

- To extend a customer's knowledge and understanding of the company's products and services.
- To provide a clear and concise overview of the company's products and services, and to highlight the key benefits of each.
- To encourage customers to explore the company's products and services further, and to provide a clear and concise overview of the company's products and services.





## BACKGROUND

The background information, documents, and data were collected and analysed for the purpose of the research project, including the following:

The background information, documents, and data were collected and analysed for the purpose of the research project, including the following:

The background information, documents, and data were collected and analysed for the purpose of the research project, including the following:













**LA TIENDA EXTENDIDA**  
Una nueva aplicación del lenguaje comercial del  
siglo XXI

ENTRADA

SALIDA

PROHIBIDA LA FUMACIÓN





Un objetivo:  
pasar al comercio tradicional a tomar  
decisiones de cambio para encontrar  
su camino en un mundo digital











Thank you  
for your attention

PROCHA  
Marketing  
University of Siegen  
Chair for Marketing and Retail

XING





# Limitations



No right or wrong process  
just a range of different  
combinations leading to  
"better" number of  
classifications



Classifications will  
be different for the  
different types of  
data and problems



Not better than existing  
classifications



Building on existing  
properties of existing  
classifications



How to build a  
classification  
system of your  
own



Measurement &  
evaluation of  
classifications







# RETAILING CHALLENGES

22nd Conference  
European Association  
for Education and Research  
in Commercial Distribution  
2-4 July - European Spain





### Period, Age or Generation?



| Year | Percentage of people who are 65 and over | Percentage of people who are 65 and over with a disability |
|------|------------------------------------------|------------------------------------------------------------|
| 1990 | 12.5                                     | 1.5                                                        |
| 2000 | 15.0                                     | 2.0                                                        |
| 2010 | 17.5                                     | 2.5                                                        |
| 2020 | 20.0                                     | 3.0                                                        |



## Customer Experience in Retailing

- 1. Customer experience is the sum of all interactions that a customer has with a company, its products, services, and people.
- 2. Customer experience is a key driver of customer loyalty and repeat business.
- 3. Customer experience is a key driver of customer satisfaction and retention.
- 4. Customer experience is a key driver of customer advocacy and word-of-mouth.
- 5. Customer experience is a key driver of customer lifetime value.





**Customer Experience in Retailing**

Customer experience is the sum of all interactions a customer has with a company, from the moment they first hear of the company to the moment they leave the company.

Customer experience is a key driver of business success, as it can lead to increased loyalty, repeat business, and word-of-mouth referrals.

Customer experience is a complex concept, as it encompasses a wide range of factors, including the quality of the product or service, the ease of the buying process, the quality of customer service, and the overall atmosphere of the retail environment.

Customer experience is a key driver of business success, as it can lead to increased loyalty, repeat business, and word-of-mouth referrals.







Thank you very much for your attention!





## Scoring

- ▶ Most important method using feature importance and feature interactions. It is a method to score a new data point.
- ▶ It is a method to score a new data point. It is a method to score a new data point. It is a method to score a new data point. It is a method to score a new data point.

| Feature    | Score    |
|------------|----------|
| Feature 1  | Score 1  |
| Feature 2  | Score 2  |
| Feature 3  | Score 3  |
| Feature 4  | Score 4  |
| Feature 5  | Score 5  |
| Feature 6  | Score 6  |
| Feature 7  | Score 7  |
| Feature 8  | Score 8  |
| Feature 9  | Score 9  |
| Feature 10 | Score 10 |

- ▶ It is a method to score a new data point. It is a method to score a new data point. It is a method to score a new data point. It is a method to score a new data point.



## EAERCD Meeting 2019

It is proposed that over the next twelve months we should take the opportunity to:

- merge EAERCD and CERR and create a 'new' organisation
- establish a formal organisational structure
- explore and establish a wider set of sustainable activities to support the community of retail researchers and educators

establish the 'new' organisation at the scheduled CERR Conference in Valencia in July 2020.





EAERCD Meeting 2012

- 1. *and progress in the field of research on the environment*
- 2. *take the opportunity to*
- 3. *to bring a better and more complete view of the situation*
- 4. *to establish a better understanding of the situation*
- 5. *to establish a better understanding of the situation*
- 6. *to establish a better understanding of the situation*
- 7. *to establish a better understanding of the situation*
- 8. *to establish a better understanding of the situation*
- 9. *to establish a better understanding of the situation*
- 10. *to establish a better understanding of the situation*



# CSAC 2024 Theme: Transforming Robot Champions in the Digital Age - Monitoring and Governance Perspectives

DATE: 24th - 28th June 2024

We particularly seek our audience's welcome submissions on topics related to the challenges of adaptation for monitoring and governance of autonomous systems in the context of 5G, 6G as well as CAC.

Two types of submission are accepted:

- Extended abstract (between 1,000 and 3,000 words)
- Full paper (no more than 5,000 words, included in proceedings only with author's authentication)

Full guidelines and paper submission through the colloquium's website (<https://openaccessconf.org>)



