

Digital Transformation of Retailing

On 5th July 2024

Speakers:

Mr. Phani Bhushan Marineni, Assistant General Manager - Product at Reliance Retail

Sethuraman S, Senior Manager at Amazon

No. of Participants: 20

LinkedIn Post:

Grateful for the valuable insights shared by [Phani Bhushan Marineni](#) and [Sethuraman S](#) on the Digital Transformation of Retailing. Their discussions highlighted how digital technologies are reshaping consumer behavior and revolutionizing retail business models.

Key takeaways emphasized the significance of omnichannel integration for a seamless customer experience and the necessity of advanced data analytics to drive personalization and engagement. Addressing challenges such as optimizing supply chains and ensuring data security was also pivotal.

These insights are crucial for MBA students and future leaders looking to excel in the ever-evolving retail landscape.

Event Report:

At the Digital Transformation Colloquium on Retailing, speakers Phani Bhushan Marineni and Sethuraman S provided deep insights into how digital technologies are revolutionizing consumer behavior and retail business models. Their discussions underscored the pivotal role of omnichannel integration in creating seamless customer experiences and emphasized the transformative potential of advanced data analytics for personalization and engagement. They also addressed critical challenges like optimizing supply chains and ensuring robust data security.

The retail sector is undergoing a digital evolution characterized by trends such as AI-driven personalization, AR/VR for immersive shopping, geofencing for targeted marketing, and branded mobile apps enhancing customer interaction. Omnichannel strategies, leveraging tools like integrated e-commerce and real-time inventory management, are enabling unified customer experiences. Additionally, technologies like IoT and cloud computing are driving efficient supply chain management and predictive analytics.

MBA students and future leaders in retail must adapt to this dynamic landscape by understanding and applying these technological advancements. The insights shared at the event are instrumental in fostering the analytical and strategic thinking needed to navigate the evolving retail environment. Retailers aiming for competitive advantage must embrace digital transformation holistically while addressing the complexities of customer expectations and operational efficiency.

