

# International Retail Research: AI and Advanced Analytics

## SEMINARIUM

Leading international researchers and practitioners present new perspectives on AI and advanced analytics in retail.

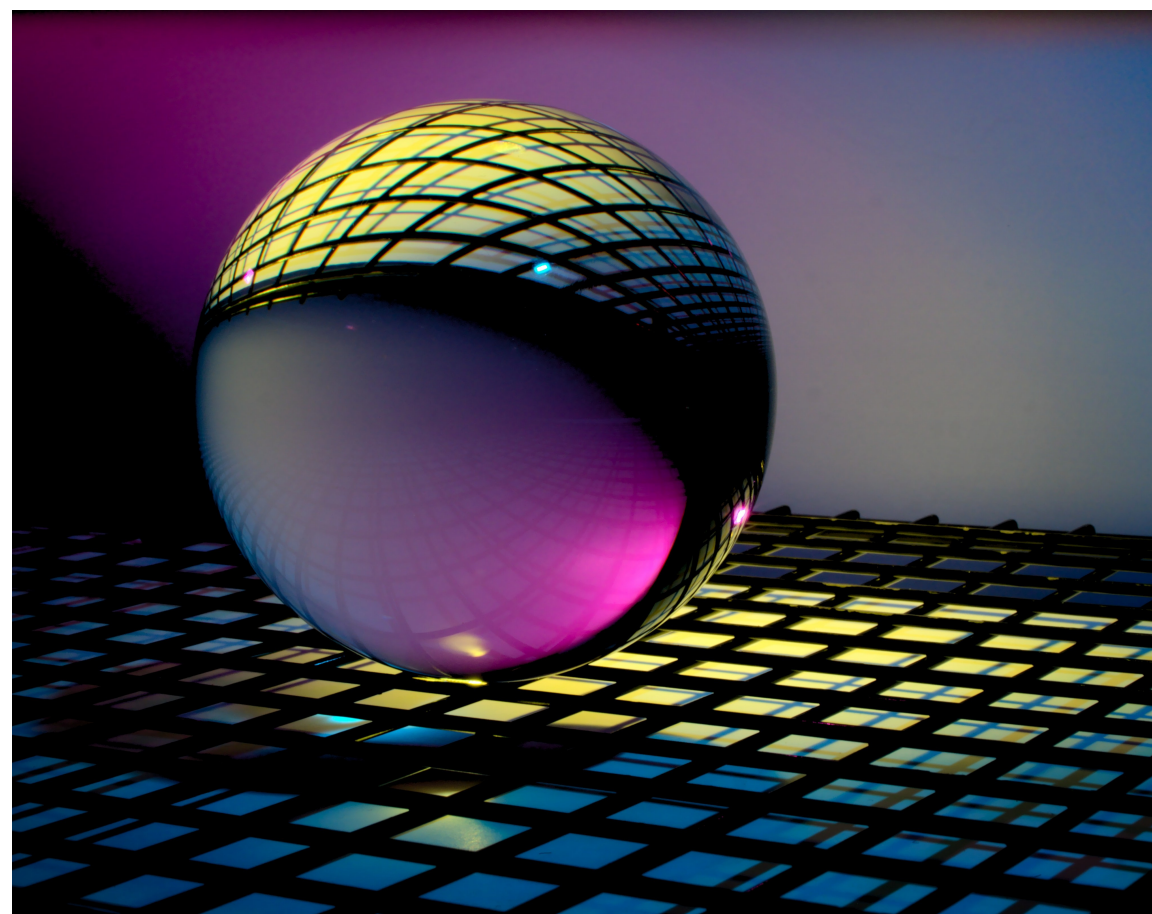


Photo by Michael Dzedzic on unsplash

The Centre for Retail Research at Lund University is proud to present a webinar at which leading international researchers and practitioners will present new perspectives on AI and advanced analytics in retail research.

In the near future, there will be a shift from person-centric decision-making to more data-centric and automated decision-making. Predictive and prescriptive analytics, including AI, play a key role in this shift. With AI / machine learning, we can today develop self-learning and self-optimizing software, which automates data analysis and gives us autonomous decision-making. To realize the potential and obtain a more sustainable retail, there is a powerful need to know how these technologies are going to impact the converging worlds of online and offline. In these two worlds, retail must begin to make better use of technology, large data sets, and analytics to respond to customers' future demands for products and services. Newer technologies, big data, and advanced analytics suggest that retail is on the verge of a quantum leap into an unknown shopping realm. This webinar gives you a glimpse into where the retailing field will be evolving in the near future.

This webinar will feature input from some of the Centre's international guest researchers. Researchers with a broad interest in applying AI and advanced analytics in retail are invited to attend. We look forward to lively discussions so please invite a colleague and share this event in your networks.

The webinar will be held in English.

**Date:** Friday 16 April 2021

**Time:** 13.00 - 15.00

**Location:** Online. [Register for link.](#)

### Preliminary programme

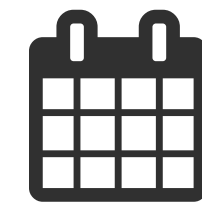
13.00 Welcome by Daniel Hellström - Centre for Retail Research

13.05 Eleanora Pantano - School of management, University of Bristol

13.35 Mats Larsson - Boost.ai manager, Sweden

14.00 Arno de Caigny - IÉSEG School of Management, Paris

14.55 Wrap up



16 APRIL 2021  
13:00–15:00

## LOKAL

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## KONTAKT

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