Retail Futures

The Good, the Bad and the Ugly of the Digital Transformation

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About the Book

*Retail Futures* presents a comprehensive collection of new theory, original empirical evidence, and applied case studies synthesizing the emerging contributions in innovation and technology management for the retailing sector. Eleonora Pantano presents readers with an accessible and wide ranging collection of chapters aimed at clearly identifying the challenges retailers have to face in response to innovative new practices, while suggesting how the sector can respond to the technological developments.

The book analyses theories, frameworks and guidelines for successfully managing innovation in retailing, empirical research on retailers and consumer behavior when facing innovation in retail settings, ethical considerations and privacy issues, and case studies of retailers and innovation.

*Retail Futures* is primarily aimed at academic researchers studying retailing (including internet and e-retailing), as well as upper level students who want to understand this phenomenon. In addition, the book is useful for practitioners who are experiencing the dramatic effects of new and smart technologies on their retail strategies. This work provides a strong collection of theories, empirical evidence, and case study applications synthesizing the emerging studies on the innovation and technology management for retailing in an accessible way.