

Dynamic capabilities in the realization of omni-channel retailing

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Abstract

Omnichannel retailing emphasizes the interplay between channels to provide seamless customer experiences across shopping journeys but is challenging for retailers to implement. This research explores the necessary actions and dynamic capabilities needed of retailers for realizing omnichannel retailing. A qualitative exploratory design with in-depth interviews of generation z customers and retail firms was used to provide insight into the dynamic capabilities necessary for obtaining omnichannel retailing. Our research elaborates on dynamic capabilities needed for omnichannel solutions related to (1) the underlying technology, (2) customer experience optimization, (3) internal and external collaboration, and (4) the overall omnichannel functionality. Our research enriches the retailing literature on omnichannel solutions and answers up the need of theoretical anchoring by applying the dynamic capability perspective in addressing actions useful for realizing omnichannel retailing.

Keywords: *Omnichannel retailing; Dynamic capabilities; Channel management*

Track: Retailing & Omni-Channel Management