



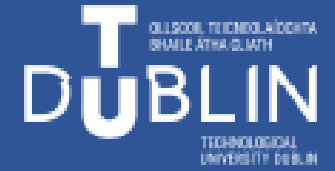
# RETAIL SYMPOSIUM 2023

The SMART Retailing (R)Evolution

20th & 21st March 2023

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The SMART Retailing (R)Evolution  
20th & 21st March 2023



The Annual TU Dublin Retail Symposium takes place this year on the 20th & 21st March at the Faculty of Business, City Campus Aungier Street and will also be available online for a remote audience. This year's symposium will focus on 'Smart retailing' and the development of Smart Retailing Strategies through innovative technology adoption. The emerging idea of Smart Retailing reflects a particular idea of retailing, where firms and consumers through a process of co-creation in the utilisation of new technologies reinvent and reinforce their role in the new service economy, by improving the quality of their shopping experiences.

Technology is increasingly integrated into the 2020's retail experience at point of sale, on mobile devices or even interactive storefront windows. The question of what constitutes a Smart Retailing Strategy and how such a strategy can be successfully implemented remains a contemporary challenge for retailers. This symposium aims to provide insights into the most relevant technologies that are reshaping retail strategies through both physical settings as well as digital channels. New interpretations on e-commerce opportunities to offer 'smart' retail solutions will be explored.

The symposium will be host to an eclectic mix of views from senior retail executives, customer insight & technology adoption experts and international retail academics on issues pertaining to technologically driven retail strategies. The audience will consist of TU Dublin undergraduate and postgraduate students, academic staff, and many of TU Dublin's corporate retail partners.

# Retail Symposium 2023

20<sup>th</sup> & 21<sup>st</sup> March 2023



## **Session 1:** Economic Perspectives on Ireland and the Cost-of-Living Crisis

**Monday 20<sup>th</sup> 09:30 and 10:30  
Room 2-046**



**Austin Hughes**  
Former Chief Economist at KBC Bank

**Cost-of-Living Crisis and the Consumer Confidence Index**



**Jim Power**  
Founder & CEO Jim Power Economics

**The Economic Context for the Retail Sector**

[Join Session 1 here](#)

# Retail Symposium 2023

20<sup>th</sup> & 21<sup>st</sup> March 2023



## Session 2: Future Consumer Trends in Retailing

Monday 20<sup>th</sup> 12 noon

Room 2-046



**Owen McFeely:**  
**Director Retail & Consumer Practice PwC**

**Consumer Insights and the Impact of Global Mega Trends  
on Retailing**

[Join Session 2 here](#)

# Retail Symposium 2023

20<sup>th</sup> & 21<sup>st</sup> March 2023



## Session 3: Retailing in Physical and Metaverse Cities



**Matthew Hopkinson**  
Managing Director at Didobi.  
Honorary Professor of Practice @UCL.

**Monday 20<sup>th</sup> 14:00 & 15:00**

**Room 2-046**

**Understanding and developing night-time economies for cities and towns**



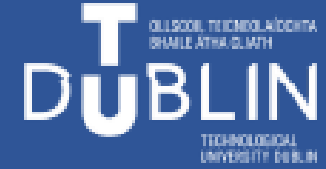
**Ciara Sheahan**  
CEO Orb Media

**Intersection from Web 2 to Web 3**

[Join Session 3 here](#)

# Retail Symposium 2023

20<sup>th</sup> & 21<sup>st</sup> March 2023



## Session 4: Understanding Consumer Behaviour

**Tuesday 21<sup>st</sup> 09:30 and 10:30  
Room 5050**



**Cathal Deavy**  
Customer Director Tesco Ireland

**CONSUMER FACING TECHNOLOGIES IN TESCO**



**Sean Higgins**  
Managing Director at Future Proof Insights & Future Proof  
Media

**COMBINING NEUROSCIENCE & CONSUMER MARKET RESEARCH**

[Join Session 4 here](#)

# Retail Symposium 2023

20<sup>th</sup> & 21<sup>st</sup> March 2023



## Session 5: Understanding Retail Entrepreneurs

**Tuesday 21<sup>st</sup> 12 noon**  
**Room 5050**



**Dan Ryan**  
**Retailer / Start-up Investor / Mentor / Speaker**

**Supporting and mentoring Retail businesses and online brands.**



**Miriam Simons**  
**Business Strategist With One Foot In The Future**

**Disruptive tech and Retail Consumer Behaviour.**

[Join Session 5 here](#)

# Retail Symposium 2023

20<sup>th</sup> & 21<sup>st</sup> March 2023



## Session 6: Future of Payments: Buy Now Pay Later



**Colin Creagh**  
Head of Klarna, Ireland

**Tuesday 21<sup>st</sup> 15:00 and 16:00**  
**Room 5050**

**Identifying strategic opportunities for Klarna within new verticals and markets**



**Prof. Dr. Tarek Taha, PhD**  
Dean of the Faculty, PUA -Egypt

**Toward a smart retailing: An Empirical Investigation of factors influencing retailers in developing countries to be smart**

[Join Session 6 here](#)