

4TH

OMNICHANNEL DAY

'FROM MOBILE SCREENS TO IMMERSIVE SCENES'

9TH OCTOBER 2025
Corvinus University,
Main Building
Faculty Club



UNIVERSITY OF PÉCS
Faculty of Business and Economics

Omnichannel Research Group at the
Corvinus University of Budapest and the
University of Pécs



NATIONAL RESEARCH, DEVELOPMENT
AND INNOVATION OFFICE
HUNGARY

PROJECT
FINANCED FROM
THE NRDI FUND

The Project is implemented with the support of the Ministry of Culture and Innovation from the National Research, Development and Innovation Fund and on the basis of the Grant Deed issued by the NRDI Office.

4TH OMNICHANNEL DAY – 'FROM MOBILE SCREENS TO IMMERSIVE SCENES'

We invite you to be part of **Omnichannel Day 2025**, where academia and industry **come together to redefine the future of omnichannel marketing**.

10.00 – 13.00 Presentations from academia

Our omnichannel research journey

Ildikó Kemény (Corvinus University of Budapest), Ákos Nagy (University of Pécs), Krisztián Szűcs (University of Pécs)

The Impact of Mobile Devices on Offline Retailing

Martin Spann (LMU Munich School of Management)

Formative constructs in retailing research and beyond: new ways of theorizing, modeling, and evaluating

Jörg Henseler (University of Twente)

Supermarket of the Future

Carina Eisel-Ende (Hochschule RuhrWest)

AI chatbots as a touchpoint in the customer's omnichannel experience

Ellen Römer (Hochschule RuhrWest)

14.15 – 15.55: Presentations from industry

Invited speakers from Ipsos, MOL, Rossmann.

Location: Corvinus University of Budapest,
Faculty Club

Date: 9th October 2025

More information:

- Website of the previous omnichannel days:
<https://ktk.pte.hu/en/omnichannel-day>
- Contacts:
 - Dr. Péter Németh: nemeth.peter@ktk.pte.hu
 - Dr. Judit Simon: judit.simon@uni-corvinus.hu

Participation at the event is free of charge, but registration is required.

Registration is available here:

<https://www.research.net/r/5QZDVLL>



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