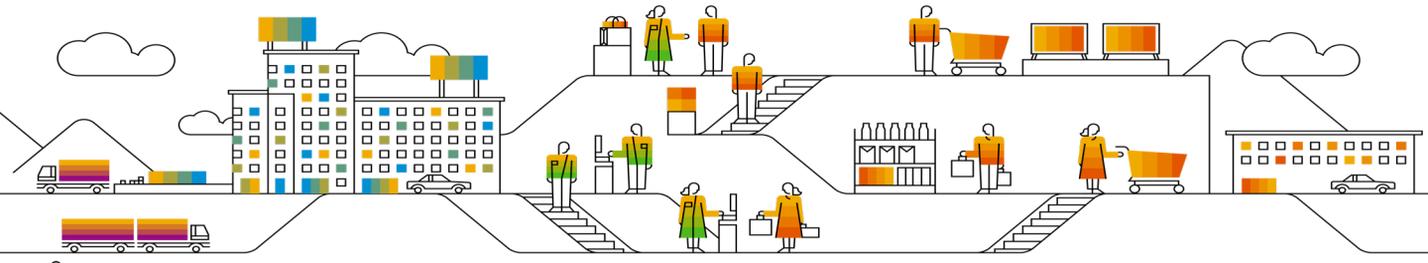


Meaningful Engagement for Retail Transformation: Value Co-Creation through Digital Technology and Sustainability Innovation



Intro

Ever greater demands for finite resources next to continuously rapid changing climate with worsening, well-documented symptoms worldwide stress the need for retail's transformation towards becoming more sustainable. By going green, research emphasises on valuable opportunities for retailers to meaningful engage with stakeholders on the sustainable-value creation process. Yet, **are retail industry's stakeholders willing to take an active role in the sustainability value-creation process?**; if so – 'how will meaningful engagement be enabled for driving and fostering sustainability innovation?' (Arnold, 2017)

Aim

to contribute in filling the gap by exploring collaborative meaningful engagement, identify best practice/enablers of retail transformation towards driving and fostering sustainable value co-creation along the entire value-creation process, and creating a framework for scalable retail (business model innovation)

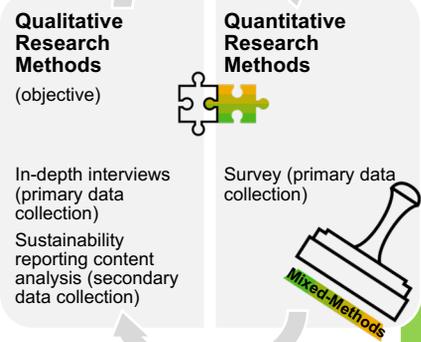
Objectives

1. to define meaningful stakeholder engagement (collaboration/sustainable value co-creation in retail context), categories the features and identify practices that facilitate meaningful engagement
2. to explore trends, challenges, and issues in retail that drive sustainability innovation and foster sustainability in retail
3. to identify enablers for sustainable, innovative value co-creation and retail's transformation and further develop a framework for scalable sustainable retail

Research Questions

- ? How does meaningful engagement in retail create sustainable value?
- ? Are, and if so – how do retail trends (i.e. innovation, connectivity, consumer) enable and transform retail to foster sustainability?
- ? What features involve meaningful engagement – and how can this contribute to sustainable, innovative retailing?

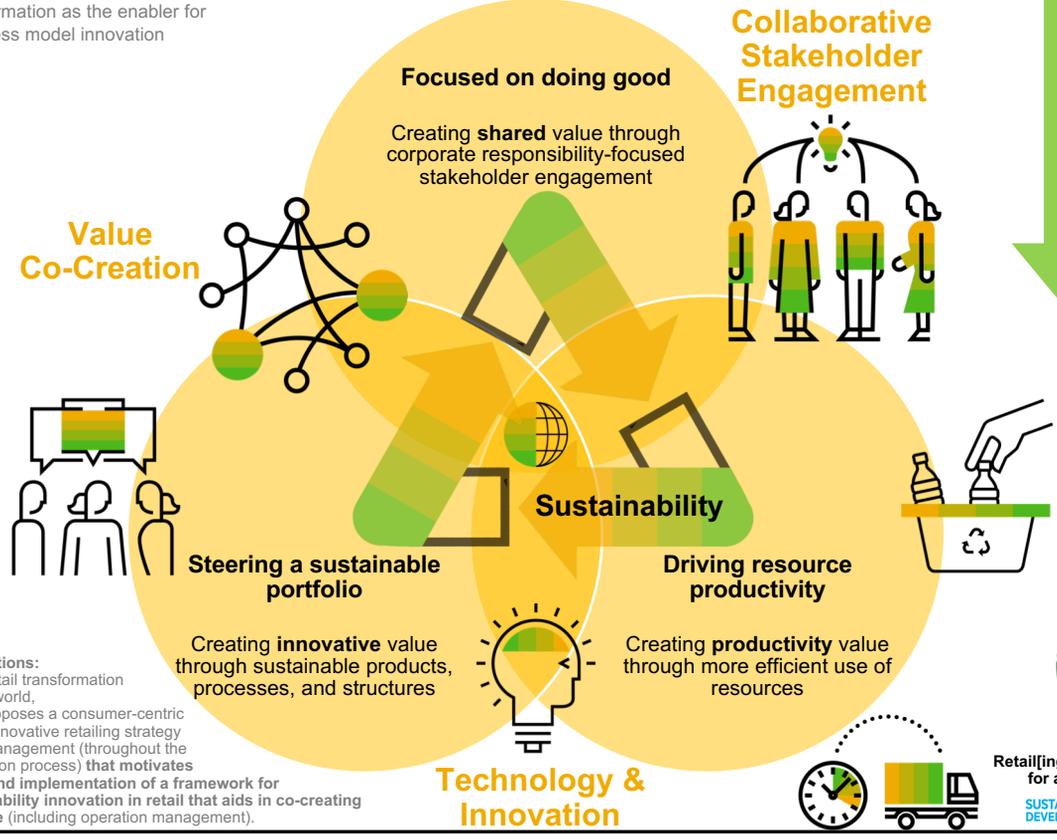
Post-Positivism



Inductive
 Creating an understanding of meaningful engagement for sustainable value co-creation
 Deductive
 Generalisation towards: Option a) conceptual framework creation for scalable retail Option b) learnings through multi-case study approach

Towards a scalable framework creation:

Digital transformation as the enabler for Retail's business model innovation



Practical implications:
By addressing Retail transformation for a sustainable world, the researcher proposes a consumer-centric and sustainable innovative retailing strategy and operations management (throughout the entire value-creation process) that motivates the application and implementation of a framework for scalable sustainability innovation in retail that aids in co-creating sustainable value (including operation management).