

Notice for the PhD Viva Voce Examination

Mr Girish K (Reg. No. 1620073), PhD scholar at CHRIST (Deemed to be University), will defend his PhD thesis at the public viva voce examination on Friday, 25 September 2020 at 10.00 am on the Webex Meeting platform.

Title of the Thesis	:	Key Factors Elevating Omni-Channel Retail Experience: A Study of Critical Capability Dimensions
Discipline	:	Management
External Examiner (Outside Karnataka)	:	Dr Solomon Thangadurai Assistant Professor PG Department of Commerce St. Joseph's Arts and Science Kovur, Chennai, Tamil Nadu - 600122
External Examiner (Within Karnataka)	:	Dr Cynthia Menezes Professor School of Management Studies, Canara Bank School of Management Studies, Central College Campus, Palace Road, Bengaluru - 560048
Supervisor	:	Dr Uma V R Associate Professor Department of Commerce CHRIST (Deemed to be University) Bengaluru – 560029

Since it is an open viva, faculty members and research scholars of all branches of research are cordially invited to attend.

Place: Bengaluru
Date: 21 September 2020



Registrar

ABSTRACT

Increasing digital disruption is driving the necessity for Omni-Channel Retailing, compelling the integration of online and offline channels. The line between online and physical retailing is blurring as retailers intend to deliver a unified experience anytime anywhere, than a mere channel specific experience. As customer expectation for seamless experience intensifies, and retailers' organizational, operational and technical barriers persist, it would be vital to formulate a suitable strategy towards elevating Omni-Channel Retail Experience. Though prior studies have observed the need for realigning the strategy around blended advantages of multiple channels, there is a limited understanding with regards to Omni-Channel Capabilities influencing customer experience elements. Besides, it is challenging to adopt all the capabilities within a competitive timeframe. Thus, the importance of prioritizing these capabilities remains fairly underexplored.

This research aims to close this gap by ascertaining key Omni-Channel Dimensions and Capabilities influencing experiential aspects, pertaining to Apparel and Fashion retail, which is a leading category in India. The research first employs a qualitative study to corroborate the appropriateness of the Omni-Channel constructs identified from literature review, in the context of Indian retail market, followed by a quantitative study to validate their influence on Omni-Channel Retail Experience. The research determines key capabilities and dimensions from a retailers' perspective that underpin key experience elements. The findings established new knowledge in terms of top priority capabilities towards Omni-Channel adoption, and accordingly designed a novel framework termed "Capability Priority Framework" as a plausible approach to elevate Omni-Channel Retail Experience. The framework is an original contribution of this research serving as an accelerator for retailers to build and reinforce key Omni-Channel capabilities. The research provides a novel perspective of extending The Dialectic Theory of retailing to a modern context such as Omni-Channel. It serves as a basis for organized retailers in India to realign their strategy towards Omni-Channel adoption, as they embark on this path. Finally, it adds to the knowledge base on Omni-Channel, providing a conceptual background towards strategic retailing and further research in this domain.

Key Words: Omni-Channel, Retail, Capabilities, Strategy, Experience, Capability Priority Framework.