

Future Commerce

Profile and Objective

Aim is the development and evaluation of innovative business models and technologies for multichannel marketing of services and products. The Future Commerce Laboratory's service portfolio is addressed to companies, students and the scientific community on the subject of direct marketing, e-commerce and multi-channel management. Both new technologies and concepts for a practical application and recommendations for actions for the concrete use in business environment are developed. In the context of research and development activities a working group of renowned international representatives from science and industry is set to enable a constructive knowledge transfer and exchange of experience.

+ Room Equipment

- Flatscreen Grundig Sidney 55" CLE 9476 BL LED
- Conference table and chairs

+ Applied Research

- Project meetings
 - Expert discussions
 - Research group meetings
 - Industry acquisition
 - Product and service evaluations
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