

E-Commerce Lab



E-Commerce Rocks – How Can We Achieve the Next Level?



VISION

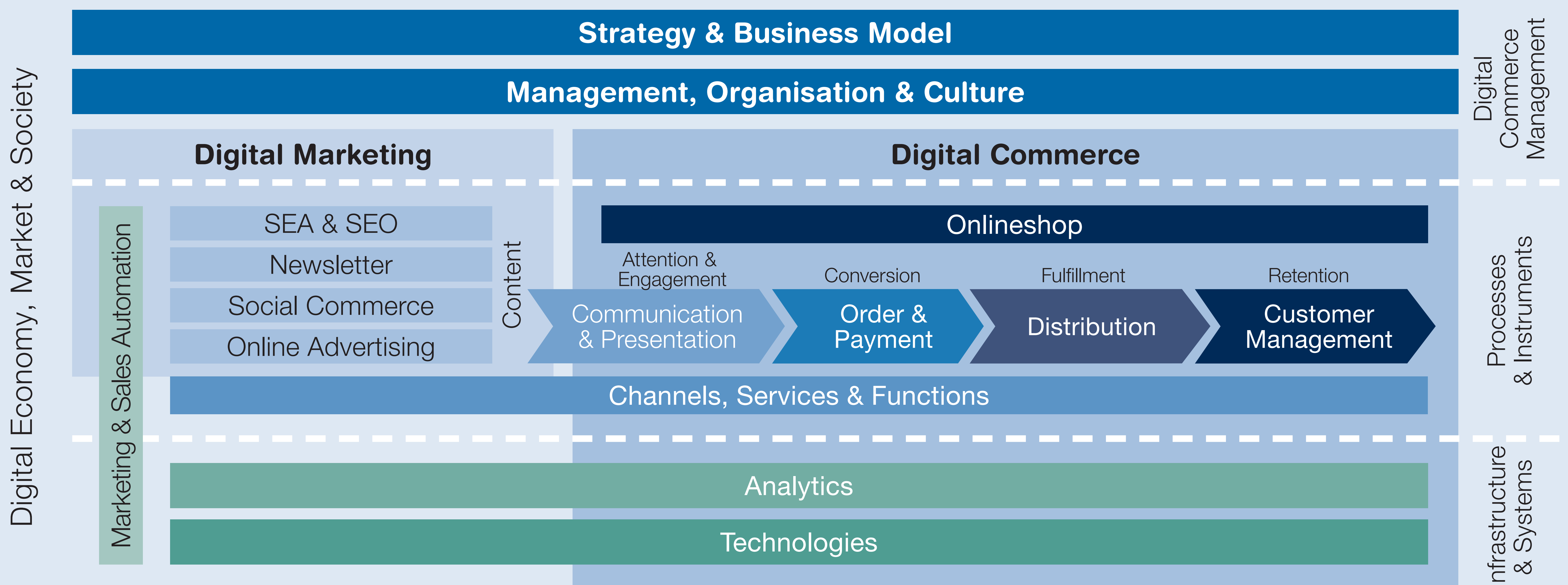
The E-Commerce Lab is the leading Swiss competence center for digital sales and online commerce. It conducts interdisciplinary, applied research and offers e-commerce training and continuing education programs.



MISSION

The E-Commerce Lab provides university-level training and development for professionals. It conducts research on aspects of current digital marketing and sales and advises companies in the digital business sector.

FRAMEWORK



Zumstein & Oswald, 2022



RESEARCH FOCUS AREAS

- E-commerce (online trade, online sales)
- Omnichannel sales management
- Sales-related services, such as
 - Virtual tours & consulting
 - Product configurators
 - Live chat & chatbots
 - Payment
- Social commerce & social selling
- Marketing & sales automation
- Marketing & communication tools
- E-commerce infrastructure & technologies
- E-commerce customer acquisition & loyalty
- Sustainability in e-commerce
- Challenges of e-commerce



CURRENT STUDIES

- Marketing Automation Report
- Social Commerce Report
- Online Retailer Survey 2022



CONTINUING EDUCATION PROGRAMS

- CAS in Digital Commerce
- CAS in Digital Sales & Marketing in B2B



CONTACT

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