

## **Disruptive business innovation models: How can traditional retailers embrace and proceed?**

**Professor B. Ellie Jin**

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**Date** : 22 May 2019 (Wednesday)

**Time** : 2:00pm - 3:00pm

**Venue** : ST602 (4D Theatre), The Hong Kong Polytechnic University

### **Abstract**

Unprecedented levels of competition and emergent technologies have posed a challenge to many traditional retailers in recent years. Yet, within this competitive environment, emerging innovative business models thrive, successfully disrupting the industry. In this seminar, the nature of disruptive business model innovations and the ways they disrupt the industry will be discussed, specifically focusing on fashion retail. Specifically, three disruptors that will be examined include born-digital brands, AI-enabled demand forecasting and product design, and collaborative consumption. After introducing the concept of disruptive business model innovation, the seminar provides insights as to how incumbent retailers keep current and move forward.

### **About the speaker**

Prof. Jin's research interests center on fashion brands' internationalization, branding, and consumers and retailing in emerging markets. Her research interests have expanded to innovative business models and competitiveness of small- and medium-sized enterprises. She has secured approximately \$1.5 million in grants from prestigious sponsors such as the U.S. Department of Agriculture (USDA), the U.S. Department of Education and the National Research Foundation (NRF) of Korea. Her unique contribution to the discipline is well recognized through several awards. She received the Distinguished Scholar Award in 2019 and Prentice Hall Lecturer Award in 2007 from International Textiles and Apparel association (ITAA), research excellence award from the University of North Carolina at Greensboro in 2014 and from Oklahoma

State University (OSU) in 2008, and the Outstanding Graduate Faculty Mentor Award in 2009 from OSU. She is presently Vice President Planning at ITAA, an advisory board member for the Korea Chamber of Commerce and Industry, and an associate editor for Clothing and Textiles Research Journal and Fashion & Textiles. She will serve ITAA president in 2020. She served a visiting scholar at University of Macerata, Italy in 2016. Dr. Jin holds a title of International Scholar at Kyung Hee University, Seoul, Korea since 2018.

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