Challenges, opportunities, and lessons learned: Sustainability in Brazilian omnichannel retail

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Abstract
This paper reports the focus group results administered with top executives of the Brazilian retailers regarding their omnichannel strategies. This study aimed at analyzing the process of implementing omnichannel strategies and identifying contributions omnichannel has to sustainability. Using qualitative exploratory and a case study design to assess three large Brazilian retailers, we collected information concerning omnichannel implementation associated with processes, technologies, and organizational structure. This study was conducted with top executives in Brazil.
Results suggest that the most viable solution, given a company's investment capacity, is implementing an e-commerce platform that results in greater integration, profitability, and sustainability of the whole chain. A discussion on the benefits and outcomes related to the sustainable performance of such companies is also presented.
This study answers calls for more research on the retail sector in Latin American countries.

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