29 & 30 OCTOBER 2024 | HOTEL NIKKO BANGKOK

Panel Discussion [E-Commerce] **Advancing E-Commerce Excellence: Navigating Dynamics Across Channels, Products and Services**



THE MARTECH

SUMM

SHOTINUTT **CHEWSUWAN**

Head of E-commerce **SEPHORA**



PIMROGE BATPANTANA

Director, **Regional E-commerce Jaspal Group**



PAUL ABBOTT

Former Director, **E-commerce** ex-DHL Supply Chain





GORDON NUGENT

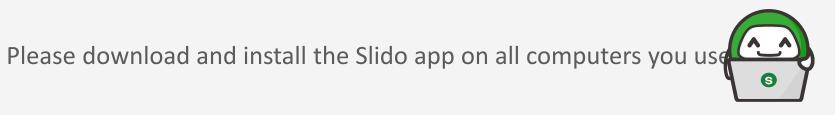
Head of Digital, Asia Pacific HP





Why do you buy online?

(i) Start presenting to display the poll results on this slide.







How to adapt to changing consumer behaviours and preferences in the digital marketplace?



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Best practices for using discounts, promotions, and bundling to attract and retain online customers, therefore increasing average order value (AOV)



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Challenges and opportunities in e-commerce journey with the rise of AI





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