

Panel Discussion | **[E-Commerce]**

Advancing E-Commerce Excellence: Navigating Dynamics Across Channels, Products and Services



**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



Lead Panellist

**GORDON
NUGENT**

Head of Digital,
Asia Pacific
HP

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Question 1

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



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Question 2

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



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Question 3

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



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Key Takeaway



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Q&A



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