

Forschungszentrum
für Handelsmanagement



Universität St.Gallen

Certificate of the University of St.Gallen (HSG)

Christa Furter

successfully completed the following executive development programme held from 14th February 2018 until 14th September 2018 in three modules (15 days in total incl. a written exam):

Certificate Programme in International Retail Management

This executive development programme was supervised by Prof. Dr. Thomas Rudolph, full professor of Marketing and Retailing at the University of St.Gallen, Graduate School of Business, Economics, Law, and Social Sciences (HSG), and organized by the Retail Lab of the Institute of Retail Management at the University of St.Gallen.

Attending the executive programme qualifies participants to:

- apply extensive knowledge on Strategic and Cross Channel Management, Leadership, as well as Innovation and Retail Marketing effectively and efficiently in practice.
- better understand hot topics in Strategy Development, Leadership Challenges, and Innovation Management in retailing.
- develop skills for strategic initiatives, to lead people and organizations within the wider context of changing retail environment and to stimulate innovation in retailing companies.
- interpret current theories as well as market trends and apply these insights to the rapidly changing retail industry and its global markets.
- manage state-of-the-art processes in contemporary Retail Management and use up-to-date concepts, methods, and tools.
- systematically approach complex business issues in retailing and apply innovative decision-making methods on a goal-oriented basis.

St. Gallen, 16th September 2019

Prof. Dr. Thomas Rudolph
Director

Elias Barth
Research Associate

