

# Bricks or Clicks? Online shopping and retail real estate (Steine oder Klicks? Online-Shopping und Einzelhandel Immobilien)

'You'd better sell your shopping centres. In 2010, half of the retail stores in America will be closed because half of all purchasing will occur online. The whole notion of an automobile-based retail infrastructure is dead (Lester Thurow).'

This project aims to investigate the impact of online shopping on the performance of retail real estate.

Expectation:

- Review of the development of online shopping.
- Comprehensive literature review
- Quantitative analysis on the impact of online shopping development on the return of retail real estate using real-word data from database such as SNL database.
- Forecasting the future trend of retail real estate using proper statistics method.

Suggested Literature:

Tim Dixon & Andrew Marston (2002) U.K. Retail Real Estate and the Effects of Online Shopping, Journal of Urban Technology.

Worzala, E., McCarthy, A., Dixon, T. and Marston, A. (2002), "E-commerce and retail property in the UK and USA", Journal of Property Investment & Finance, Vol. 20 No. 2, pp. 142-158

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