

MORE THAN SHOPPING?

CHANCES & CHALLENGES OF SMART RETAIL SERVICE PLATFORMS

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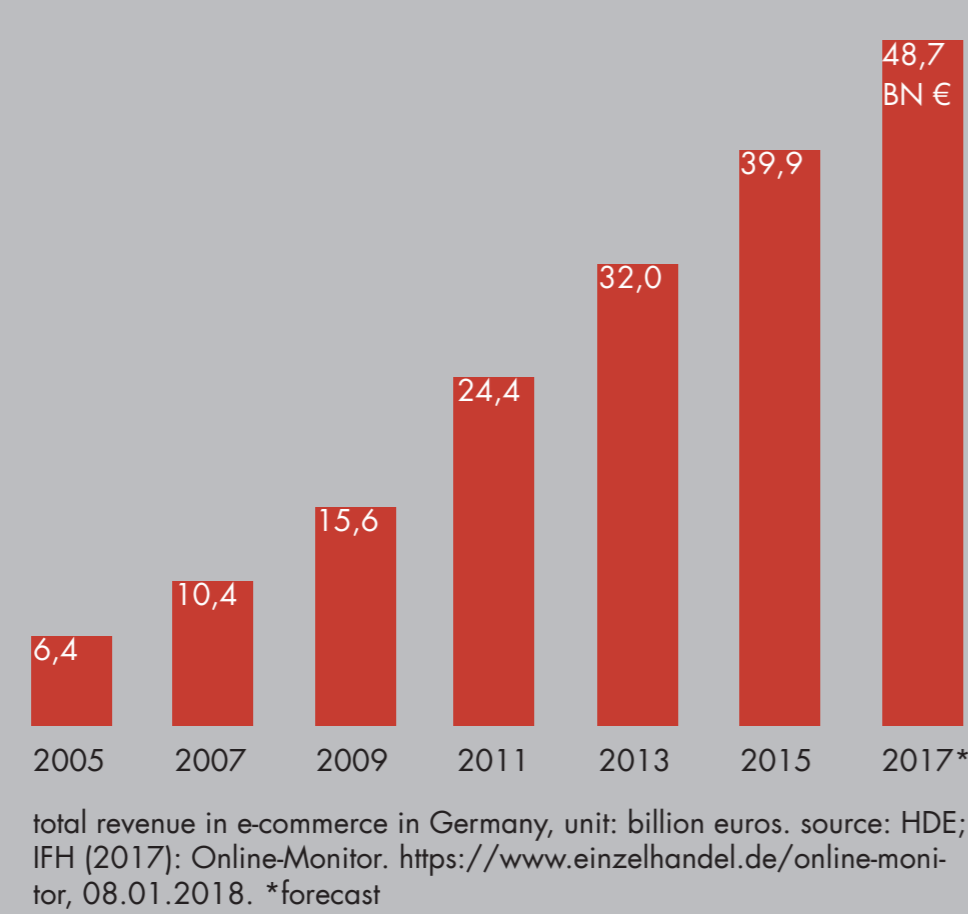
background

digitization and urban commerce

Digitization is causing urban transformation processes. As for the retail sector, e-commerce is regarded both as chance and challenge. On the one hand, primary effects of electronic commerce are expected to desolate local shops. On the other hand, a rising number of online market places can be identified.

consequences

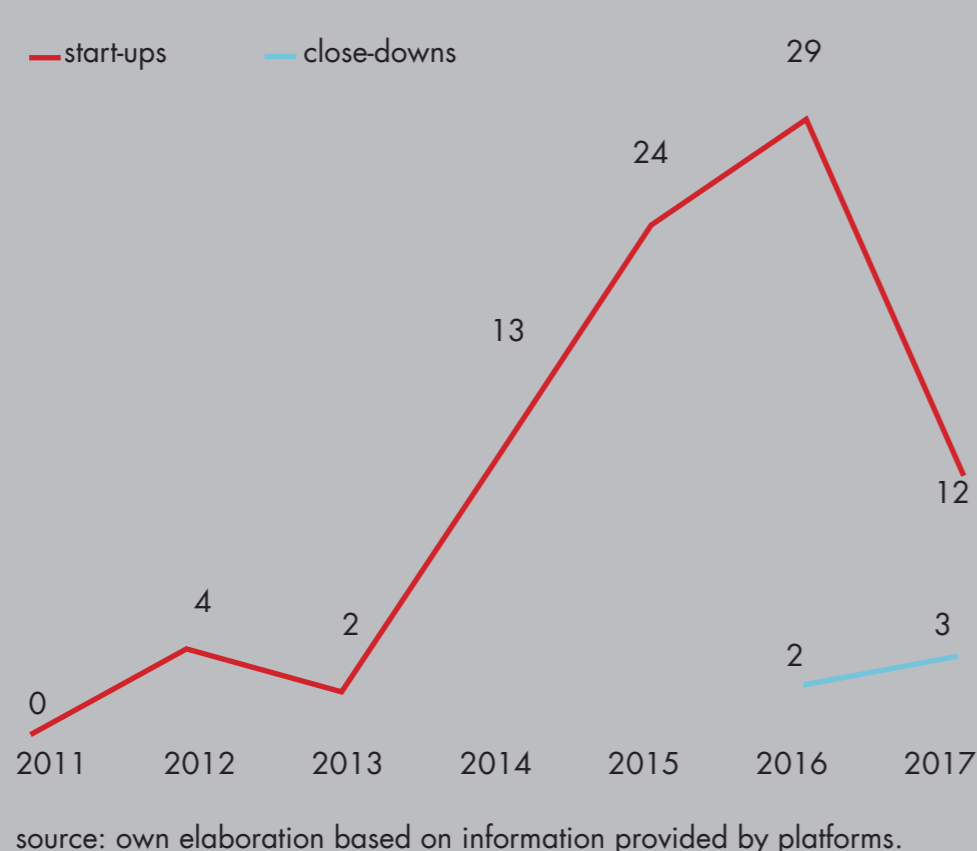
e-commerce is growing



close-down of 50.000 shops until 2020*



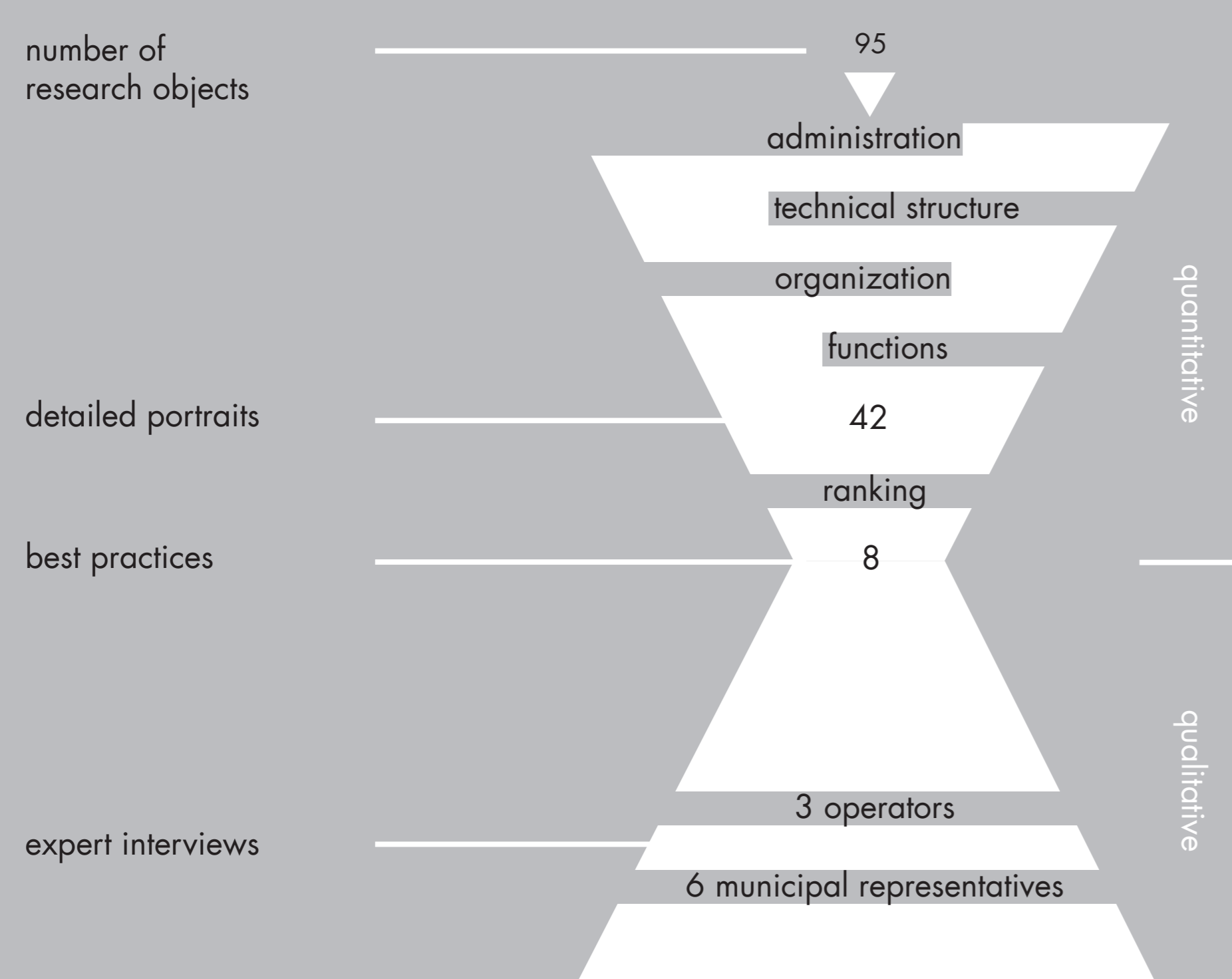
rise & fall of online market platforms



competitor analysis as mixed method approach

Existing platforms diverge strongly when it comes to success and function. Analyzing these platforms, their high number requires both quantitative and qualitative methods. Therefore, 95 platforms are analyzed by means of desktop research. 42 out of 95 research platforms are portrayed in detail, taking into account relevant aspects. On that basis, best practices are identified by a ranking system. Finally, interviews with relevant stakeholders are conducted helping to understand best practices' functionalities and concepts.

The aim of this poster is to [1] identify platforms, [2] analyze them concerning future trends and [3] transfer the results to future systems in order to contribute to urban sustainability.



1 quantitative analysis: spatial disparities and trends

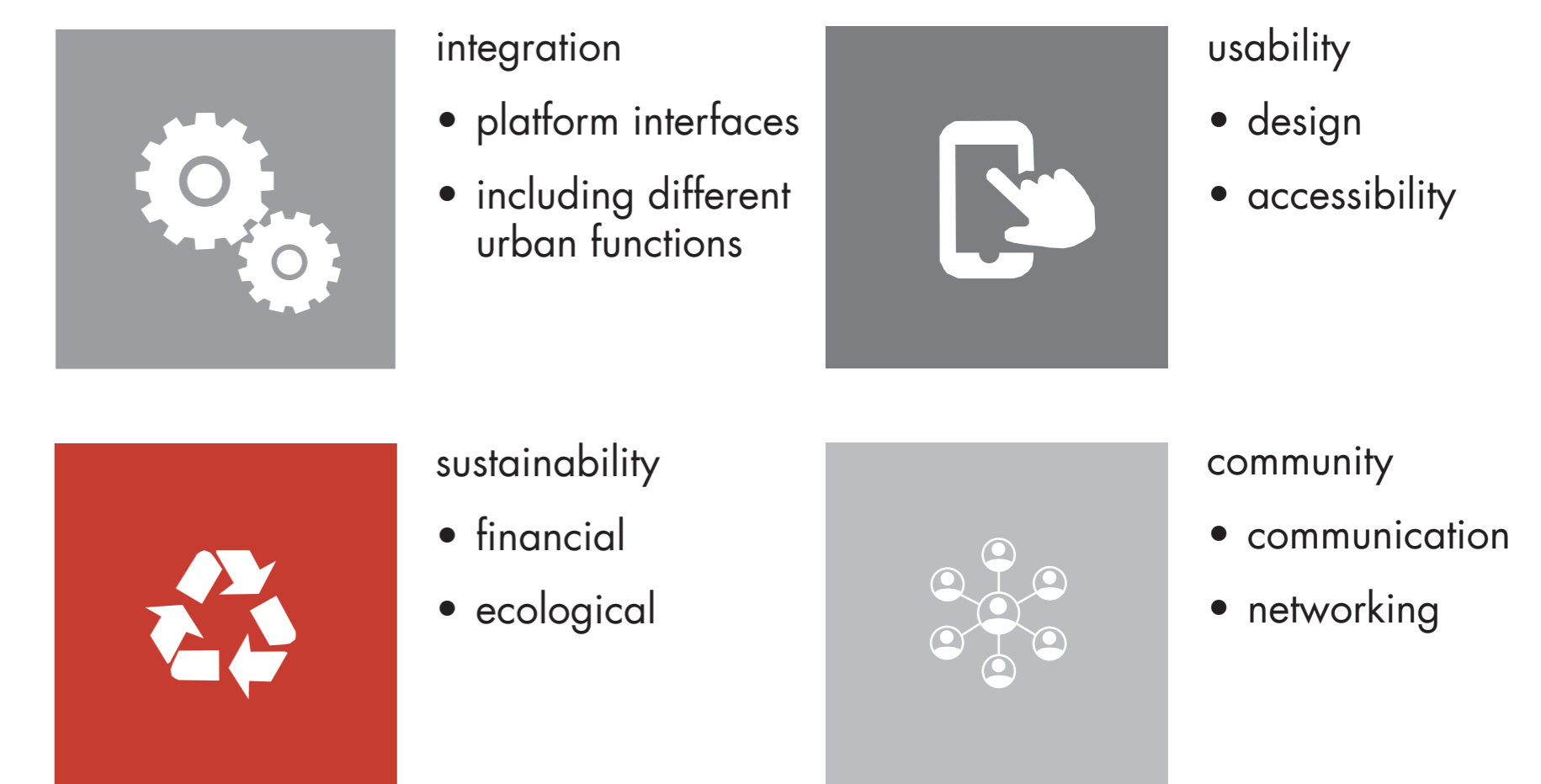
locating platforms: spatial disparities

- metropolitan areas have a high density of platforms
- high number of platforms in small and medium sized towns
- strong east-west divide
- offline-spaces in former East Germany, Central Germany, Rheinland Pfalz, Steiermark, Niederösterreich, Graubünden



trends in e-commerce

Based on literature review, we identify four trends in e-commerce, which are displayed below. In our further research, we put emphasis on sustainability of platforms, questioning particularly financial concepts.



2 qualitative analysis: challenging financial sustainability

statements

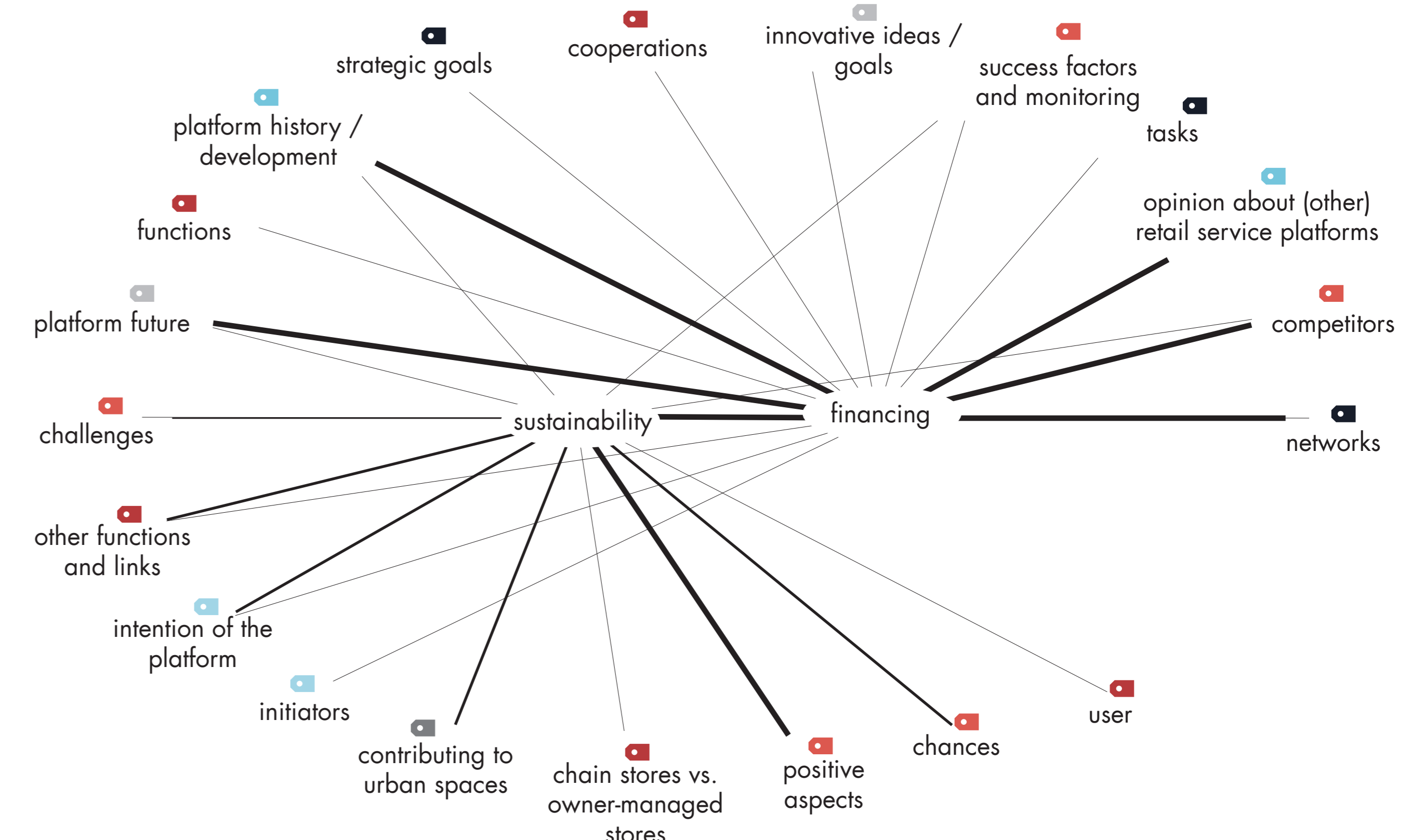
"If you want to do well, you need a lot of money, from my point of view. We now have to see for ourselves how we can continue to do that because the staff also costs money"

municipal representative "Wir-in Günzburg"

"So that's a very important point, that one is not building a castle in the air from development funds and everyone applauds that they now do digitization"

operator, "Lokaso in Siegen"

code-co-occurrence model of „sustainability“ and „financing“ by MAXQDA



3 discussion: chances for future platforms

networking as factor of success



five theses for improving sustainability of platforms

1. Platforms are networks. Bottom-up projects are more likely to be successful than top-down initiatives.
2. In order to address diverse target groups, platforms should integrate urban functions.
3. Communication needs to be multidimensional to enable networking.
4. In structurally weak regions, public funding is particularly necessary.
5. Public funding helps, but a stable financial model is indispensable.

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