

https://dspace.org/

Research priorities for corporate real estate professionals in South Africa

Jaca, Moroke Kgaugelo

2021
https://hdl.handle.net/10539/33406

Downloaded from a DSpace repository. https://dspace.org/

ABSTRACT

Real estate research priorities were established in different parts of the world. The purpose of the study was to examine property research priorities for professionals in the South African corporate real estate sector. The data collection process started with a pilot study using a questionnaire. Real estate research topics have been generated from previous studies with adjustment of local real estate terminology and market conditions accommodated. Findings reveal that Property and/or Corporate Real Estate Management was the key stakeholder of South African corporate real estate research. The top research topics are location and site selection, technology in corporate real estate management, corporate real estate strategy and the value added from corporate real estate management. It is recommended that further studies be conducted to cover a larger population. The small number of responses limit the work's inferential quality because it is difficult to generalise across the corporate real estate sector.