UNT Global Digital Retailing Research Center & Research Lab

Current Projects

The UNT Global Digital Retailing Research Center & Research Lab puts theory into practice through applied research and collaborative academic – industry partnerships. It supports research that seeks to close the gaps in understanding the consumer journey and the dynamic path to purchase that is blending digital and physical commerce across the retail, hospitality and tourism industries.

An automated future for restaurants? A study of human-robot-interaction in restaurant takeout orders.
- Dr. Xi Leung (PI) & Dr. Han Wen (Co-PI)
- Department of Hospitality & Tourism Management
- Support: FSMEC (Foodservice System Management Education Council).
- Award: $2,000

Mapping the Consumer Journey in the Dynamic Path to Purchase
- Dr. Judith Forney (PI), Dr. Dee Knight (Co-PI), & Ms. Linda Mihalick (Co-PI)
- Global Digital Retailing Research Center
- Concept Development

An Emerging Paradigm for GIS: Applying Geospatial Data and Analysis to the Customer Journey
- Dr. Murray Rice (PI), Dr. Judith Forney (Co-PI), Dr. Dee Knight (Co-PI), Ms. Linda Mihalick (Co-PI)
- Global Digital Retailing Research Center
- Concept Development