

# PhD Scholar's Presentation

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## Commercial Property Assets and Knowledge Intensive Firms



CRICOS No. 00213J

## This Presentation

- **Nature of the Research**
  - ▶ Background
  - ▶ Purpose
  - ▶ Themes
- **Consideration of Methodology/Structure**
  - ▶ Parameters
  - ▶ Options
  - ▶ Issues in industry engagement/data collection
  - ▶ Final structure
- **Current Status/Program**



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## Nature of the Research

### Title

“Property Asset opportunities with emerging knowledge intensive firms...concepts and examples to improve the value proposition of property to firms in new generation business sectors.”



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## Nature of Research (continued)

- **Change**
  - ▶ Economic
  - ▶ Business
  - ▶ Social Capital
  - ▶ Existing Assets/Infrastructure
- **Asset Responses**
  - ▶ To date
  - ▶ Likely future
- **Therefore Research Themes...**
  - ▶ The environment/demand
  - ▶ Available (commercial) courses of action (ownership and management) especially for existing stock.



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## Consideration of Methodology/Structure

- **Parameters**
  - ▶ Currency
  - ▶ Diversity
  - ▶ Need for “a holistic solution”
- **Options**
  - ▶ Grounded Theory
  - ▶ Survey (type?)
  - ▶ Case Studies
  - ▶ Factor Analysis
  - ▶ Delphi Technique
- **Issue with engaging industry/firms in reliable data collection**



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## Guideline of Methodology/Structure

Contextual

### Research Structure Process

- **Introduction and Analysis of Research Topic**
  - ▶ Definitions
  - ▶ Components
  - ▶ Context
  - ▶ Methodology



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## Guideline of Methodology/Structure (continued)

↑  
Contextual  
↓

### Environmental Scan

- Literature Review and other investigations
  - ▶ Economic
  - ▶ Business/Management
  - ▶ Assets, Infrastructure and Building
  - ▶ Social Capital



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## Guideline of Methodology/Structure (continued)

↑  
Contextual  
↓

### Environmental Scan

- Case Studies
  - ▶ Four summaries
    - i.lab, Brisbane
    - Brisbane Technology Park
    - Thebarton Research Park, Adelaide
    - Plumridge House, Fortitude Valley, Brisbane
- Preliminary Study/Data Collection

**(Re)establishment of definitions/principles/confirm components**



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## Guideline of Methodology/Structure (continued)

↑  
Investigations &  
Conclusions  
↓

**Focused Study/Data Collection and Analysis .....Dephi Study**

**Validation/Testing**

**Application Possibilities**

**Conclusions**

- Priorities
- Recommendations
- Future Study Proposals



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