



Digital Retailing at the University of North Texas

There's no denying that the technology enabled by our smartphones and the internet has irreversibly changed our lives. We are living right in the middle of the development of the "Digital Economy", which only began in the mid-1990's. This technology, which is accessible via our phones and computers, has changed everything – how we live, communicate and shop.

80% of the US population **has a smartphone**

By 2020, its predicted that **75 billion devices will be linked to each other**

-> this will generate approximately 70% of gross world product

The Internet Culture has created a **Customer Evolution**

-> You, the digitally enabled customer, are now in control

Bountiful choice is **no longer the exception**

The Digital Retailing bachelor's degree program at the University of North Texas is unique among universities in the U.S. It keeps pace with the constantly changing digital and eCommerce landscape and prepares students with a strong foundation to embark on careers working in digital, brick-and-mortar and supporting web technology companies.

We serve as the leading university in the U.S. to facilitate collaboration with industry and other universities for Digital Retailing research, thought leadership, education, event experiences and talent success. We serve as the "face" and "evangelism" of Digital Retailing for UNT and the connection to the industry and community on the continually evolving science and dialog.

Linda Mihalick, Sr. Director of the Global Digital Retailing Research Center, Lecturer and Program Coordinator for the University of North Texas' Digital Retailing degree program, is passionate about the advancement of digital retailing, increasing knowledge and awareness of the science of multi-channel retailing and promoting a 360 degree understanding of continually changing consumer shopping behaviors. For more information, go to gdrcenter.unt.edu.

In today's online grocery shopping presentation, we demonstrate how these technology developments have made participation possible for everyone. Everyday tasks such as these are easy and convenient while saving time, money and decreasing stress.

