

Emerging Entrepreneurship Trends in Panama City Florida's Post-Pandemic Residential Real Estate Market

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Abstract

This study explores post-pandemic trends shaping Panama City Florida's residential real estate market, with a focus on entrepreneurial opportunities. Through an analysis of market data, expert insights, and shifts in consumer behavior, the study provides insights into the current state of residential real estate, identifying key trends that redefine the sector. The primary objective is to offer insights for future projects to investors, developers, policymakers, and academics. It encompasses an examination of housing demand, supply dynamics, pricing trends, investment patterns, and consumer preferences for property types, amenities, and locations within Panama City, providing a comprehensive overview of the market landscape. Furthermore, the study emphasizes the pivotal role of technology, showcasing trends like virtual viewings, online transactions, and data-driven decision-making processes reshaping the industry. It explores how market dynamics create fertile ground for innovative business models, capitalizing on rising demand for specific property types and digital solutions. This study intends to provide insights into understanding market resilience and the entrepreneurial landscape of Panama City Florida's real estate market post-pandemic. It outlines opportunities and challenges within housing market trends and proposes research avenues by formulating key research questions, providing a roadmap for future research and strategic decision-making for real estate entrepreneurs, investors, policymakers, and researchers interested in the evolving residential real estate landscape in Panama City, Florida.

Keywords

Real estate, entrepreneurial opportunities, trends.

Biography

Eren Ozgen is a full Professor of Management and the Coordinator of the Business Program in the College of Business at the Florida State University, Panama City Campus, Florida USA. She holds a PhD in Management from Rensselaer Polytechnic Institute, Troy NY, USA. She teaches numerous courses such as strategy, contemporary leadership challenges, organizational behavior, international management, negotiation and conflict management. She has published more than forty journal papers and proceedings including a book chapter. Her research was published in numerous journals such as Journal of Business Venturing, Academy of Entrepreneurship Journal, Journal of Entrepreneurship Education, Journal of Business and Entrepreneurship, International Journal of Business and Entrepreneurship, Journal of International Business Disciplines, Evidence Based HRM: A Global Forum for Empirical Scholarship and Journal of Management Policy and Practice. She also presented numerous refereed conferences. Her research interests include technology, innovation and entrepreneurship, opportunity recognition and international entrepreneurship.