

Performance of Management Systems of Chinese Real Estate Development Enterprises in Nanjing, China

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ABSTRACT

This study assessed the relationship between enterprise profiles (business type, years in operation, number of employees) and performance including employee demographics (age, gender, marital status, education level, and position) with organizational performance levels. Using a descriptive research design, data were collected from employees and managers of selected real estate development enterprises in Nanjing through survey questionnaires and focus group discussions. The participants included 500 employees (including 10 managers) of five real estate development companies in Nanjing (1 state-owned enterprise, 2 listed companies, and 2 non-listed companies). Statistical analysis showed that significant differences exist in management system performance across different enterprise types. State-owned enterprises and listed companies outperform non-listed companies in financial resource management and system processes. Enterprise performance levels are significantly correlated with enterprise characteristics such as negatively correlated with enterprise type and positively correlated with operational tenure and employee size. Employee background influences performance evaluation as shown by male employees scoring significantly higher in human resources and system processes; married employees reporting higher satisfaction with human resources practices; employees with higher education levels (PhD) scoring significantly higher in all dimensions with significantly higher scores than employees with associate degrees.

The findings revealed differences in performance assessments among various enterprise types and employees from diverse backgrounds. Significant variations unique to each organization were identified. The study found that there are significant differences in the management systems of different real estate companies that directly affect the effectiveness of employee management within the enterprise. It was shown that scientific human resource policies and management practices are the foundation for enterprises to achieve development goals and enhance employee effectiveness. At the same time, innovative management solutions can not only optimize customer service quality, but also significantly enhance corporate image. Based on the research data, the researcher constructed a set of performance management optimization model applicable to real estate development enterprises. The model can provide practical guidance for corporate managers as well as a reference framework for subsequent research, which will help to improve the operation and management level of the whole industry.

Keywords: Financial Resources, Human Resources, Performance, Real Estate, Systems and Procedures