

## Abstract

Title: Discussion on the innovation of Chinese Urban Real Estate  
Project – Home plus Work park construction

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This paper analyzes the current situation of the real estate enterprises in Chinese cities, using the office workers and companies as the main objects and the environment of all carriers. The conclusions are drawn as follows. (1) Real estate enterprises project products have high homogeneity and the project types tend to be saturated; therefore, the innovation is imperative. (2) Office workers spend too much time on long commute from their residence to work place as well as the traffic congestion. It leads to health problems, lack of companionship, neighborhood strange, matrimony disharmony, loose bond with neighbors and a series of chain reaction. (3) Due to the above problems, many companies are facing high employee turnover rate, increment in labor cost and they even need to set up psychological counseling posts to appease staff and other family problems. (4) There are social problems involved such as traffic congestion, environmental pollution, waste of energy due to the distance between residence and workplace.

All the mentioned problems are occurred due to the time spent on the way between the residence and workplace. Therefore, this paper proposed an innovative concept of “Home plus Work” park construction. It means to build offices that can solve employee’s separation problems and communities including schools, hospitals and other related ancillary services that are suitable for employee’s life. It is intended to shorten the distance between the main objects’ residence and workplace, aimed for reasonable breakdown of the real estate market. In order to prove the impact on the innovative method on the market demand, a questionnaire survey is carried out. SPSS 19.0 is conducted to analyze the reliability, validity and regression of the questionnaire data. It is learned that not only the innovative approach can satisfy the increasing consumer demand, but also raise consumer’s purchase intention because the enterprise shows more attachment to the society.

Therefore, the “Home plus Work” park construction is not only suitable for the current transformation concept in real estate units but improves the happiness index of real estate consumers, reduces environmental pollution and conserves energy. The park construction is better fulfilling the social responsibility of real estate units; hence, it will increase consumers’ purchasing demand.

**Keyword: Real Estate Innovation, Market Segmentation, Consumer Demand, Happiness Index, Social Responsibility**