

Independent study title: Project Operations Management in China's Real Estate Industry: A Case Study of the B Real Estate Company

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Abstract

The research objectives were as follows: 1) to analyze the challenges faced by B Real Estate Company in project operation management; 2) to study the current state of project operation management in B Real Estate Company; and 3) to propose initiatives for project operation management at B Real Estate Company. To achieve these objectives, this paper mainly adopted a qualitative approach, utilizing document study and in-depth interviews with eight experts in project operation management as key informants.

The research findings revealed that: 1) B Real Estate Company faced multifaceted challenges in project operations management; 2) B Real Estate Company currently employed traditional project management methods, emphasizing detailed planning, resource allocation, and adherence to budget procedures. 3) initiatives for project operation management at B Real Estate Company included strategic vision refinement, strategic harmony, operational symphony, tech synergy, and talent cultivation odyssey. These initiatives formed a strategic roadmap, demonstrating the company's proactive approach to remaining competitive and agile in the real estate sector.

Keywords: Real estate company, Project management, Operations management

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