

How to Use Human Resource Management to Enhance the Core Competitiveness of Real Estate Enterprises in Developed Regions of China

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Abstract: Building an efficient human resource management system is the key to enhancing the core competitiveness of real estate enterprises. This article aims to explore how to enhance the core competitiveness of real estate enterprises through effective human resource management. In today's fiercely competitive market environment, human resources are one of the most important assets of enterprises. This article will propose relevant strategies and practical experience from aspects such as human resource planning, recruitment, and selection, to help real estate enterprises improve their core competitiveness.

Keywords: Human resource management; Real estate enterprises; Core competitiveness.

1. Introduction

In today's fiercely competitive real estate market, real estate companies need to continuously enhance their core competitiveness in order to maintain a competitive advantage in the market. Human resources are one of the most important assets of real estate enterprises, and how to use human resource management strategies to enhance the core competitiveness of enterprises has become an important topic[1]. This article will take human resource planning, recruitment and selection, training and development, performance management, and employee relations as entry points to explore how to effectively utilize human resource management to enhance the core competitiveness of real estate enterprises.

2. Establish Effective Recruitment Processes and Standards

It is crucial to establish an effective recruitment process and establish corresponding recruitment standards in real estate enterprises. By clarifying recruitment needs, selecting suitable candidates, and adopting scientific interview evaluation methods, the accuracy and efficiency of recruitment can be effectively improved. This helps to introduce high-quality employees and add core competitiveness to the enterprise[2].

In today's fiercely competitive real estate market, recruitment processes and human resource management play a crucial role[3]. Establishing effective recruitment processes and standardized human resource management can help real estate enterprises enhance their core competitiveness, attract and retain outstanding talents, and achieve sustainable development.

Firstly, it is necessary to develop a scientific and reasonable recruitment process. The recruitment process should include job demand analysis, preparation of recruitment plans, publication of recruitment information, resume screening, interview evaluation, background investigation, and employment decision-making[4]. Through job demand analysis, clarify the abilities, skills, and experience of the required talents, and provide guidance for subsequent

recruitment. The recruitment plan should reasonably determine the number of recruiters and timeline based on the company's development strategy and team building needs. When publishing recruitment information, attention should be paid to the accuracy and attractiveness of media selection and information content to attract the attention of outstanding talents. Resume screening and interview evaluation should establish scientific and objective evaluation criteria to select the candidate who best meets the job requirements. Background investigation is an important step in preventing false information and bad records, ensuring the reliability of candidates. Finally, the hiring decision should comprehensively consider the candidate's abilities, background, and job requirements to ensure the best candidate is hired. As shown in Figure 1.

Secondly, it is necessary to establish a standardized human resource management system. Human resource management is the foundation for the successful operation of real estate enterprises. By establishing standardized human resource processes, employees' work efficiency and satisfaction can be improved[5]. Firstly, it is necessary to establish a sound system for employee recruitment, training, promotion, and resignation, providing clear career development paths and benefits for employees, and stimulating their enthusiasm and creativity. Secondly, it is necessary to strengthen the assessment and reward and punishment mechanisms for employees, evaluate and motivate them based on their performance and contributions, and promote their growth and progress. At the same time, it is necessary to establish a good communication mechanism and team cooperation atmosphere, strengthen internal communication and collaboration within the enterprise, and improve organizational efficiency and employee satisfaction. Finally, it is important to attach importance to the training and development of employees, provide necessary training opportunities and career planning, and improve their professional literacy and competitiveness.

Assuming a company operates a catering business, in order to increase employee motivation and ensure customer satisfaction, the company has decided to implement a series of incentive and development measures. The company leaders recognized the importance of employees' dedication to the service industry, so they decided to implement an employee

reward plan to recognize those employees who perform well in their work. Every month, the company will select a "best employee" and give them an additional bonus. In addition, the

company will regularly hold team activities, such as employee gatherings or outdoor activities, to enhance teamwork and friendship among employees.

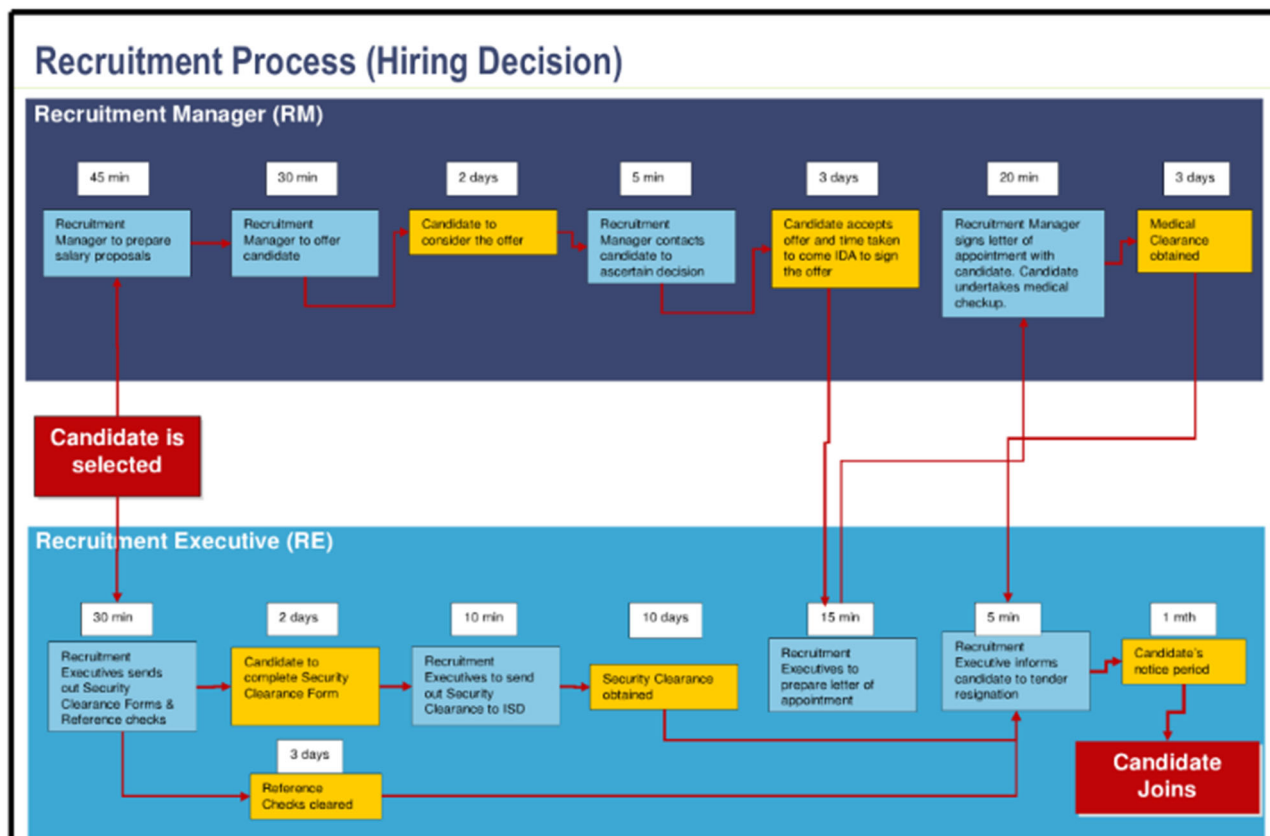


Figure 1. Recruitment Process Diagram

In addition to incentive measures, the company also recognizes the importance of employee development for employee job satisfaction and long-term career planning. Therefore, the company has established an internal training program to provide training opportunities in different fields to help employees improve their skills and knowledge levels. For example, the company invites professional chefs to provide on-site cooking skills training to help kitchen staff improve their cooking skills. In addition, the company also provides subsidies to subsidize employees' participation in external training courses or further education to encourage continuous learning and development.

By implementing these incentive and development measures, the company has achieved significant results. Employees feel valued and recognized for having the opportunity to be recognized and rewarded. This stimulated their enthusiasm and motivation for work, and formed a good cooperative relationship with each other. In addition, employees also continuously improve their professional abilities and confidence by participating in training and learning opportunities, making them more competitive for positions promoted within the company.

In short, establishing effective recruitment processes and standardized human resource management are the key to enhancing the core competitiveness of real estate enterprises. Through a scientific and reasonable recruitment process, excellent talents can be attracted to join the enterprise, and through standardized human resource management systems, employee development and growth can be achieved, improving the performance and competitiveness of the

enterprise.

3. Train and Develop Employees

Real estate enterprises should attach importance to employee training and development, and improve their professional literacy and skill levels by providing regular internal training programs and external professional training opportunities. In addition, companies can also establish a mentoring system and career development plans to motivate employees to continue learning and growth[6]. This culture that focuses on employee development will help enhance the competitiveness of the enterprise. With the increasingly fierce competition in the real estate market, enterprises are beginning to realize the importance of employee training and development in enhancing their core competitiveness. Human resource management plays a crucial role in real estate enterprises, not only in recruiting and managing employees, but also in making strategic decisions related to enterprise development.

Training and developing employees is an important task in human resource management. With the changing times and constantly changing market requirements, real estate enterprises need to continuously update their knowledge and skills to meet customer needs and win competitive advantages[7]. Through training, employees can understand the latest trends and technologies in the industry, learn new sales skills and service methods, and better respond to challenges and improve work efficiency. Through development, employees can enhance their professional skills and leadership abilities, promoting a virtuous cycle of

personal growth and corporate development.

Human resource management can also enhance internal cohesion and employee loyalty in enterprises through training and developing employees. Real estate companies often face the challenge of high employee turnover, and training and development opportunities can motivate employees' work enthusiasm and enhance their sense of identification with the company. When employees feel the company's care and support for them, they are more motivated to contribute to the company, thereby enhancing team cooperation and synergy.

In addition, training and developing employees can also cultivate the core competitiveness of the enterprise. In the real estate industry, customer experience and service quality are key factors in enterprise competition. Through training, employees can learn how to effectively communicate with customers, provide personalized services, and handle various complex situations. This can not only improve customer satisfaction, but also increase customer loyalty and word-of-mouth effects, thereby enhancing the brand value and market competitiveness of the enterprise.

However, real estate companies also face some challenges in employee training and development. Firstly, the training cost is relatively high, including the expenses of trainers, training materials, and equipment. Secondly, the training cycle is long, and employees need some time to learn and adapt to new knowledge and skills. Finally, the evaluation of training effectiveness is also a challenge, and enterprises need to find effective evaluation methods to ensure the effectiveness and value of training.

To overcome these challenges, real estate companies can adopt a series of strategies. Firstly, establish a sound training system and mechanism, and incorporate training into the overall planning and strategy of enterprise development. Secondly, arranging training time and methods reasonably can choose online learning, job rotation, and other methods to improve training efficiency and flexibility[8]. Finally, establish an effective evaluation mechanism to evaluate the training effectiveness based on the performance and feedback of employees after training, and adjust the training plan in a timely manner.

In short, training and developing employees are important means to enhance the core competitiveness of real estate enterprises. By continuously updating knowledge and skills, enhancing employee cohesion and loyalty, and cultivating the core competitiveness of the enterprise, real estate enterprises can stand out in the fierce market competition. Human resource management plays a crucial role in this process, requiring the development of scientific and reasonable training and development strategies to promote the common growth of enterprises and employees.

4. Establish Incentive and Reward Systems

Establishing a clear incentive and reward system can effectively stimulate employees' enthusiasm and creativity. By establishing a reasonable salary system, providing personal growth opportunities and welfare benefits, employees are motivated to better contribute value to the enterprise[9]. In addition, team rewards and periodic employee recognition activities can be adopted to enhance employee cohesion and sense of belonging, further enhancing the core competitiveness of the enterprise. Establishing an incentive and reward system is an important measure to

enhance the core competitiveness of real estate enterprises[10]. Human resource management plays a crucial role in the real estate industry, involving management of recruitment, training, incentives, and rewards. Establishing a reasonable and effective incentive and reward system is of great significance for attracting, cultivating, and retaining outstanding talents, and improving the work enthusiasm and competitiveness of employees in enterprises.

Firstly, establishing an incentive and reward system can attract outstanding talents. For real estate enterprises, talent is the source of core competitiveness. By formulating competitive salary policies and welfare benefits, more outstanding talents can be attracted to join the enterprise, continuously strengthening its innovation ability and competitiveness.

Secondly, establishing an incentive and reward system can enhance employees' work enthusiasm and competitiveness. A reasonable incentive mechanism can stimulate employees' work enthusiasm and motivation, making them more engaged in their work. For example, in real estate sales positions, rewards can be given based on sales performance, with awards such as sales champions and sales teams established to encourage employees to constantly challenge themselves. At the same time, establish a sound training plan to provide professional skills and management skills training for employees, allowing them to continuously grow and improve, and enhancing their core competitiveness.

Thirdly, establishing an incentive and reward system can enhance the core competitiveness of enterprises. Talents are the core resources of real estate enterprises. Only through incentive and reward systems can employees' enthusiasm and creativity be fully mobilized, enabling each employee to fully unleash their potential, can the overall competitiveness of the enterprise be improved. Through a fair and just assessment mechanism and promotion channels, employees are provided with promotion space and development opportunities, allowing them to feel recognized for their efforts and efforts, thus forming a good work atmosphere and corporate culture, and providing a solid foundation for the sustainable development of the enterprise.

In summary, establishing an incentive and reward system is an important measure to enhance the core competitiveness of real estate enterprises. Attracting and retaining outstanding talents through reasonable salary policies and welfare benefits; Improve employees' work enthusiasm and competitiveness through incentive mechanisms and training plans; By establishing a fair and just assessment mechanism and promotion channels, a good work atmosphere and corporate culture can be formed to enhance the core competitiveness of the enterprise. Only by establishing an effective incentive and reward system can real estate enterprises remain invincible in the fierce market competition.

5. Strengthen Internal Communication and Team Cooperation

Real estate enterprises should strengthen internal communication and team cooperation, and create a good working atmosphere. Promote collaboration and cooperation between different departments by regularly organizing employee exchange meetings, establishing cross departmental communication mechanisms, and sharing information platforms. This helps to break down information barriers, enhance team cohesion and cooperation efficiency,

and improve the core competitiveness of the enterprise. In today's fiercely competitive real estate market, strengthening internal communication and teamwork is crucial for enhancing the core competitiveness of enterprises. Human resource management plays an important role in this process. This article will explore the significance of strengthening internal communication and team cooperation for enhancing the core competitiveness of real estate enterprises, and propose some suggestions.

Firstly, strengthening internal communication can help enterprises better convey information and goals. A good internal communication mechanism can ensure that the company's strategy and goals are accurately communicated to every employee. Through clear communication channels for work communication groups, employees can better understand the company's vision, mission, and values, thereby integrating them into their work. This helps to form a unified goal and values, improving team cohesion and collaborative ability.

Secondly, strengthening team cooperation can promote knowledge sharing and innovation. In the real estate industry, employees in different positions have their own professional knowledge and skills. By strengthening team collaboration, knowledge sharing and communication among employees can be encouraged, enabling each member of the team to benefit from collective wisdom. This knowledge sharing and innovation can improve the professional level and service quality of enterprises, and enhance their competitiveness.

Furthermore, strengthening internal communication and teamwork can help improve employee satisfaction and loyalty. A company with a good communication and collaboration atmosphere can help employees feel their value and importance. Employees are more likely to feel satisfied and identified in such an environment, thereby improving their work enthusiasm and loyalty. This helps to reduce personnel turnover, reduce labor costs, and provide solid human resource support for the stable development of enterprises.

To strengthen internal communication and team cooperation, real estate enterprises can take the following measures:

1. Establish open communication channels. Encourage employees to provide opinions and suggestions, and ensure that their voices are heard and valued. With the development of the economy and the intensification of market competition, real estate enterprises are facing many challenges in improving their core competitiveness. In this fiercely competitive industry, excellent human resource management is the key to a company's long-term development and maintaining a competitive advantage. Establishing open communication channels is one of the important means to promote human resource management.

Real estate enterprises need to communicate information with various government departments, suppliers, partners, and customers at all levels. By establishing open communication channels, enterprises can timely understand market information, policy changes, customer needs, and make adjustments and decisions quickly. At the same time, by communicating with employees, leaders can understand their opinions and suggestions, thereby better solving problems and improving work. The smooth flow and sharing of information will help enterprises better grasp market opportunities and improve work efficiency. Real estate enterprises are usually composed of multiple departments, and each department needs close collaboration to successfully

complete tasks. Through open communication channels, various departments can directly communicate, share information and experience, strengthen collaborative cooperation, and improve overall work efficiency. At the same time, establishing open communication channels can also narrow the distance between employees and leaders, promote good work relationships and teamwork spirit. This helps to stimulate employees' enthusiasm and creativity, and improve the core competitiveness of the enterprise. The image of real estate enterprises in the market is crucial for their development. By establishing open communication channels, enterprises can have timely and effective communication with customers, partners, and the general public, enhancing the transparency and fairness of the enterprise. This helps to increase customer trust, establish a good image of the enterprise, and attract more outstanding talents and resources to join the enterprise. The advantages of talent and the abundance of resources will further enhance the core competitiveness of enterprises.

2. Provide training and development opportunities. Improve employees' professional and teamwork abilities through training and development plans, so that they can better adapt to the needs of enterprise development.

3. Regularly organize team building activities. By regularly organizing team building activities, enhancing mutual trust and team awareness among employees, and enhancing team cohesion and collaboration capabilities.

In short, strengthening internal communication and teamwork is an important measure to enhance the core competitiveness of real estate enterprises. By establishing a good communication mechanism and teamwork atmosphere, real estate enterprises can better convey information and goals, promote knowledge sharing and innovation, and improve employee satisfaction and loyalty. These measures will help real estate companies stand out in fierce competition and achieve sustained development.

6. Conclusion

Through effective human resource management measures, real estate enterprises can enhance their core competitiveness. Strategies and practical experience in human resource planning, recruitment and selection, training and development, performance management, and employee relations are all of great significance for enhancing the core competitiveness of real estate enterprises. In practical operation, real estate enterprises should develop suitable human resource management strategies based on their own situation, continuously improve and optimize the management process, in order to achieve continuous improvement of core competitiveness.

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