

Research on the Property Management Model of University Family Areas from the Perspective of Logistics Socialization

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Abstract: From the perspective of logistics socialization, property management in the family areas of universities. Against the backdrop of the reform of logistics socialization in universities, the degree of marketization in university logistics is increasing, and the guarantee ability, operational efficiency, and service quality of logistics are significantly improved. Universities are focusing on running schools and cultivating students, separating from the function of running society, and promoting the healthy and stable development of university undertakings. However, as of now, the family areas of many universities are still within the service guarantee scope of school logistics, and property management in family areas remains a difficult point in university logistics management, even becoming a heavy burden on some school logistics. This article studies the socialization perspective of university logistics, summarizes the types and advantages and disadvantages of property management and service models commonly used in family areas of universities, analyzes the key problems in family area property management, studies the path to solve the problems, and proposes a market-oriented outsourcing management model for family area property management in universities, in order to solve many problems in family area property management.

Keywords: Logistics socialization, College Family Area, estate management

1. Autonomous management mode of universities

1) In this mode, the university is mainly responsible for all management and services of the residential areas within the campus, and the property management services and maintenance of water, electricity, gas, and heating infrastructure in the residential areas are all guaranteed by the university's logistics department. Some universities even make unified payments for the water, electricity, gas, and heating costs in the residential areas, and then deduct the corresponding expenses from the employees' salaries. Under this model, universities need to establish specialized departments to manage residential areas uniformly^[1]. In addition to investing personnel and necessary daily maintenance, they also need to consider the large-scale repair costs incurred due to the long-term disrepair of family buildings, as well as the cost of installing elevators in old residential areas.

The advantage of this model is that universities have the initiative to include family areas in the unified management scope of the school, avoiding the situation of multiple managers without anyone responsible; From the perspective of faculty and staff, the school provides comprehensive support, which to some extent ensures the interests of faculty and staff. The disadvantage is that universities have a heavy burden, and it is often difficult to fully meet the demands of faculty and staff, which often conflicts with the school's construction and development planning and design; For the maintenance and repair of residential buildings, schools need to invest special funds for repairs, which to some extent affects the school's key work and can also become a focal point of contradictions, which is not conducive to the

harmonious development of the campus.

2) Entrusted management mode in universities

This model mainly involves universities entrusting property management services for family areas to on-campus logistics service groups or school-owned property enterprises for management. Universities calculate the cost of property management, which includes administrative management, water, electricity, heating and maintenance, cleaning, bathing, building duty and security. Each household in the community independently pays for water, electricity, heating and maintenance. This model actually still incorporates property management services in the family area into the university management system, but does not directly participate in property management services. However, in essence, the university is still managing, including logistics service personnel who are still directly employed by the university. For large-scale residential renovations, special funds are still applied for in the name of universities for maintenance.

The advantage of this model is that universities can reduce their burden appropriately and do not need to directly participate in property management. However, since the management and daily maintenance departments are still subordinate departments or school-owned enterprises, their essence still requires the school to invest funds to maintain them.

3) Platform resource advantages

2. The Problems and Difficulties of Property Management in University Family Areas during the Process of Logistics Socialization

1) Outdated and outdated daily management, inadequate infrastructure support

At present, many property management services in the family areas of universities still adopt the previous management model, where a department under the university serves as a nominal property management center to manage and provide services to the family areas. Although some universities have established logistics service groups or school owned property companies in the process of socialization reform of university logistics, and have also introduced modern property companies through the market, their property management methods and means are still based on the previous logical methods due to building ownership and management system mechanisms, making it difficult to adapt to the development requirements of the new era and new situations. On the other hand, according to the original campus planning and design of universities, the family areas of universities are designed to solve the problem of faculty and staff living nearby for work. Often, residential areas are intertwined with teaching areas, dormitory areas, sports fields, and canteens, and many equipment and facilities are shared. Therefore, how to calculate and distinguish the water, electricity, and management costs of public areas in property management is also a confusing problem. In addition, due to the limited area of the original campus, parking spaces were not considered, and there was no planning and design for parking lots^[2]. For most families at present, parking issues must be considered, which has led to the phenomenon of disorderly parking in family areas and even occupying teaching areas and student activity areas for parking.

2) Lack of maintenance funds and generally poor accommodation experience

The Special Maintenance Fund for Buildings and Residential Buildings was only promulgated and implemented by the state in 2008. It refers to funds specifically used for the maintenance, renewal, and renovation of shared parts, facilities, and equipment of housing after the warranty period expires. The special maintenance funds belong to the owners and are specifically used for the maintenance, renewal, and renovation of common parts, facilities, and equipment of the property after the warranty period expires. They cannot be used for other purposes. However, the construction of residential areas for college families is relatively old, and the vast majority of them do not have special maintenance funds. Currently, most of the shared infrastructure, public equipment renovation, and supporting green facilities in college family areas are managed and maintained by the university, and all required funds are paid by the university. As the service life of buildings becomes longer and the design of old buildings is often not very reasonable, such as multiple households sharing a kitchen, one floor sharing a bathroom, shower room, etc. In addition, there were no corresponding requirements for building supporting facilities before. These old residential areas have become relatively old and dilapidated as a whole, and various infrastructure including pipelines, lines, fire protection and safety facilities are seriously aging. There are often various safety hazards and problems, which can no longer meet the needs of teachers and staff for modern life.

3) The concept of residents has not yet changed, and it is necessary to rely on widespread thinking

Due to the maintenance and construction of basic dormitories, indoor pipeline maintenance, network construction and maintenance, community greening maintenance, fire safety, and parking management in traditional residential areas of universities, the costs are basically borne and paid by universities. However, universities only charge symbolic fees or fees far below market prices to make up for excessive cost expenditures. For example, some universities adopt a subsidy method for heating fees, with corresponding subsidies based on the different positions and titles of faculty and staff, and all excess costs are paid by the universities. For example, some universities have parking fees much lower than the surrounding market fees, resulting in a high number of "zombie cars" on campus, and even long-term occupation of parking spaces, causing guests visiting universities from outside to often not find parking spaces. Given that this type of fee management model has been in use for many years, many faculty members, especially retired ones, consider it a natural welfare benefit, and the idea of relying on it is more common^[3]. In the process of socialized and market-oriented reform of property management in college residential areas, it may not only be necessary to pay special maintenance funds for houses, but also to regularly pay other related fees such as garbage cleaning, management of green areas, public water and electricity, network, parking management, etc. This has stirred up the "cheese" that has long been regarded as the welfare of faculty and staff. This has led to a psychological imbalance among some faculty and staff, who are not interested in the reform, making it difficult for the reform to proceed smoothly. This is also one of the reasons why some college residential area property management reforms are currently struggling. To completely transform the majority of faculty and staff from the concept of "welfare" service to the consumption concept of "spending money to buy services", there is still a process that requires universities to do extensive ideological mobilization work.

3. The model path of promoting the socialization of property management in the family areas of universities

1) Keeping up with the times, changing concepts, and exploring market-oriented models

With the increasingly mature development of China's socialist market economy, the development of higher education institutions is also moving towards socialization and marketization. As a higher education institution that cultivates builders and successors of socialism with Chinese characteristics, universities should adopt systematic thinking in terms of internal governance, development concepts, management logic, and main responsibilities. They should shift from traditional planned economy thinking to market economy thinking, and focus their main energy on teaching, research, and student development. For non-teaching aspects, market-oriented approaches should be used as much as possible. Therefore, it is necessary to change our thinking and conduct research and analysis on the basic situation of family areas in universities, such as the number of residents, rental and lending situations, buying and selling transactions, existing faculty and staff residents, retired faculty and staff residents, former faculty and staff residents who have purchased properties but have been transferred to work, and external tenants. After sufficient research, we should develop a suitable implementation plan for the property reform of family areas in universities.

2) Clarify mechanisms, strengthen supervision, and build a management oriented logic

Introducing a market-oriented property management model does not mean that universities completely relinquish control over the management of residential areas, but rather to better use modern means to manage the property of residential areas in universities. As a family area connected to universities, it is not realistic to completely separate it from school management. Therefore, for a long time, universities still need to strengthen supervision over outsourced property companies in addition to authorized management. One is to ensure that the property management company complies with regulations and disciplines, and implements scientific property management in accordance with the property contract; The second is to ensure the legitimate interests of the faculty and staff of universities; Thirdly, from the perspective of safety and stability, we should also consider the importance of universities as special units and do a good job in daily supervision of property management companies.

3) Activate resources, explore markets, and expand business formats

The property management of college family areas should also actively strive to activate the resources in the area where the family areas are located, introduce more business formats, such as convenience supermarkets, convenience stores, or catering enterprises. Firstly, it can provide convenient and nearby living services for residents; Secondly, a portion of the profits can be used to subsidize the insufficient funds for infrastructure maintenance in the community;

Thirdly, it enlivens the living atmosphere in the family area, which is beneficial to the physical and mental health of residents. At the same time, facing the problem of difficulty in parking in old residential areas, it is also possible to consider introducing market mechanisms, such as allowing external vehicles to park during the day and collect a certain amount of revenue. In short, it is necessary to activate the resources of family areas in universities, actively explore the market, truly achieve market-oriented supply regulation, and ensure the formation of a virtuous cycle mechanism.

5.Conclusion

To deepen the reform of property management in family areas of universities, we still need to adhere to the direction of socialized logistics reform, adopt market-oriented outsourcing management mode based on sufficient research, and universities should correspondingly change their concepts, establish institutional mechanisms, activate market resources, enhance self-governance, and improve service levels. This not only makes university faculty and staff feel at ease with teaching and research work, reduces the financial burden on universities, but also helps to create a safe and harmonious campus environment, which is of great significance.

Reference

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