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## Management Practice Lecture Hall | Lin Changqing, Vice President of the Property Management Association, gave a special lecture to our department

In order to help students understand the development trends and strategies of the property management industry, on the morning of October 31, our department invited Lin Changqing, vice president of the China Property Management Association and chairman of Fujian Yong'an Property Management Co., Ltd., to hold a special lecture in the academic lecture hall of our department. The lecture, entitled "New Opportunities, New Trends, New Actions - Development Trends and Strategies of the Property Management Industry", was attended by teachers of the Property Management Teaching and Research Section of our department and students majoring in human resource management, logistics management, and property management.



During the lecture, Vice President Lin Changqing conducted an analysis from three aspects: "The impact of company development strategies", "Analysis of market status and development trends" and "Thoughts on the property industry's strategy of 'serving the people's livelihood and promoting innovative development'", focusing on the construction and advancement of urban and rural construction, and the continuous deepening of social governance, he elaborated on the property industry's mechanism and system, the standardization and diversification of property service forms and the future co-construction and sharing, and multi-dimensional innovative development of the property industry.



At the same time, Vice President Lin Changqing also expressed his hope to the teachers and students, hoping they can follow the ideas of sustainable development, low-carbon economic development, and social and cultural development, and contribute their own strength to the future property industry.

After the lecture, Vice President Lin Changqing had an exchange and discussion with teachers and students on several answered questions raised by students, such as "When will home-based elderly care services be popularized and promoted?" and "The application of big data and Internet of Things technology in property management." He encouraged students to seize opportunities, grasp the new development trends of the intelligent, information-based and service-oriented property management industry, establish professional thinking, study in depth and take positive actions.

This lecture used real examples, was rich in content, hit the key points, and was full of practical information. The students expanded their thinking and gained experience through learning and communication, and they all expressed that they benefited a lot.



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