Analysis of factors affecting job satisfaction in foreign invested Real Estate companies in China

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Background

With China join into the WTO for over 10 years, increasing number of foreign investors show their interests in Chinese market, as well as foreign invested real estate companies. Due to the cultural differences between foreign and local companies, the foreign investor will face many challenges when entering into Chinese market. These challenges may lead to difficulties not only in establishing relationships with government, customers, and suppliers but also in managing local employees.

Employees’ job satisfaction is proven to be an important predictor to organizational performance. With more and more Chinese people work in foreign invested real estate companies, it is not clear whether they feel live up to their expectations. Limited literature is found about people’s job satisfaction in this field. What factors affecting Chinese employees’ job satisfaction in foreign companies are not examined.

Hypothesis

9 hypotheses are proposed based on the literature review. Previous literature shows that the cross-cultural environment has a negative effect on work related variables, so a hypothesis about the people’s overall job satisfaction in foreign invested real estate company is:

“Employees in foreign invested construction companies have a lower level of job satisfaction than those who work in local ones.”

8 factors, namely General working conditions, Career prospect and advancement, Pay and benefit, Personal growth and development, Performance appraisal, Job responsibility and authority, Interpersonal relationship and Company policy and management, are identified as predictors to people’s job satisfaction.

Hypotheses are proposed as “General working condition has a positive effect on employee’s job satisfaction in foreign invested construction companies.”

Research method

In this study, both quantitative and qualitative approaches are taken as the main research method.

The quantitative questionnaire is designed by taking reference of previous researchers’ suggestion and incorporating a number of existing scales for the measurement. A pilot study will be firstly conducted in Guangdong province in China. Respondents will be invited to provide feedback on the design of the questionnaire and suggestions for refining the survey instruments. After that, the reliability and validity of the instrument will be examined.

In addition, according to the suggestions from the respondents in pilot study, revision will be made to refine the questionnaire for the main survey. And then is the main survey. Shanghai will be chosen as the main sample area due to the distribution of foreign property companies in China. Questionnaire will be delivered to at least 200 respondents in foreign companies and collected back immediately after they complete. Same number of questionnaire will be sent to local companies to collect control data. And if possible, some experienced managers will be asked to do interview. Multiple regression analysis is applied for hypotheses testing.

Expected outcome

The results may confirm the first hypothesis that employees in foreign invested real estate companies have a lower job satisfaction compared with people who work in local companies. And some factors will be show to have significant relationship with people’s job satisfaction after data analysis.