

Management of Commercial Assets in Universities in the Information Age

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Abstract

Tsinghua Zhengda Trading Company is the enterprise responsible for internal commerce and services of Tsinghua University. It is a subsidiary of Tsinghua University Logistics. Its management scope covers many major commercial outlets such as supermarkets, markets, maintenance and financial services. The company's main task is to provide basic merchandise and living services for teachers, students and residents, and to ensure the quality and safety of the products; at the same time, to ensure the commerce and trade materials for major events in the school; and to manage and supervise the commerce and trade assets and improve the use of resources. Efficiency and efficiency to achieve asset preservation and appreciation. With the continuous advancement of the "13th Five-Year Plan" of schools and logistics, comprehensive reforms have continued to deepen. According to the overall deployment and arrangement of Tsinghua Logistics, Zhengda Trading Company gradually adjusted the commercial service mode, gradually changed from Self-operation to assets management and service, standardized and informationized management of commerce and trade resources, and developed a commercial assets management information system. Through the adjustment and improvement in recent years, Zhengda Trading Company will provide convenient, affordable and excellent commercial services for teachers and students in a more humane way. Do not forget the initial intention, to achieve the "educational characteristics, reasonable commercial layout, standardized service management, quality and safety of goods, the satisfaction of the majority of teachers and students".

Keywords

Logistics, commercial services, assets management, information systems.

1. Introduction

Most universities in China have commercial services, which provide necessary guarantees for teaching and research work, life of teachers and students, and are an indispensable part of logistics services. From small ice-cold drinks to supermarkets; from teaching-assisted printing and copying, to life-assisted haircuts, repairs, catering, pharmacies, or public services such as post offices, banks, and communications offices, all of which are commercial services.

In today's comprehensive information age, the operation and management model of commercial assets will also undergo tremendous changes.

2. Change in Commercial Service Management

2.1 Historical Changes

In the past historical era, many basic service projects were operated on the basis of public ownership, such as printing, supermarkets, catering, etc. The effect of commercial services was mixed. With the gradual development of the socialization reform of universities, since the 1985 "Decision of the reform of education system formulated by the Central Committee of the Communist Party of China", the direction of college logistics reform proposed is to implement socialization. On June 15, 1999, at the third national conference on educational work, premier Zhu Rongji put forward that "logistics should be separated from schools, social services should be socialized, and social forces should be encouraged to provide logistics services for schools." The "Action Plan for Education Revitalization for the 21st Century" also clearly states that "accelerate the socialization of school logistics work, streamline and divert surplus personnel." "Strive for the socialization of college logistics in most areas within 3-5 years." Since then, logistics socialization has become the direction and goals of college logistics reform. For the management of commercial resources, most of the self-operated projects are gradually transferred to the introduction of social quality service. The original company is reformed or the basic professional services are provided by social professional companies. The school mainly focuses on rental management, and only purchases services and does not participate in operational management. Service projects are included in the scope of assets management.

2.2 Significance of Reform

The socialization reform of college logistics has completely broken the institutional obstacles formed by the backward logistics mode, promoted the transformation of educational thoughts, educational concepts and school-running modes, promoted the optimal allocation of educational resources, and improved the quality of service and management. It is conducive to reducing the burden on schools and students; it is conducive to reducing service costs and improving school efficiency; it is conducive to improving the vitality of universities; it is conducive to the sustainable development of universities and the stability of schools. At a higher level, it will also promote the expansion of the scale of running a school and the transformation of the school-running model, promote the development of higher education, and have a positive impact on economic and social development. The development of higher education and the cultivation of more high-quality talents will inevitably contribute to the implementation of the strategy of rejuvenating the country through science and education.

3. Commercial Management History

Through such reforms, the management of commercial assets has gradually realized the transformation from Self-operation to assets management and service. The corresponding management mode has gone through the extensive management and standardized management process in the past, and has now entered the era of information management.

3.1 Extensive Management Stage

The so-called extensive management, that is, in the past historical period, there were few commercial and trade service places, some dilapidated housing assets began to retire and rebuilt for commercial services, and the number of these assets was small, the quality was poor, the value was low. The management is mainly based on the management of the person in charge, which belongs to the development period of commercial resources, and the management is relatively extensive.

3.2 Standardized Management Stage

With the continuous construction and transformation of assets points, the environmental appearance has been greatly improved; property rights have gradually become clear; and due to the appreciation of real estate, the value of commerce and trade assets has increased significantly, and it has entered the development and maturity of commerce and trade resources, and various management units have

also established functional departments. The relevant management system entered the stage of standardized management.

3.3 Information Management Stage

Nowadays, with the development of society and the application of information, the information system of commercial assets management has become the inevitable era, and the use of computers for scientific management.

4. Commercial Assets Information System

The commercial assets management information system is based on the real estate assets that can be used for commercial services. It is based on assets management information, including assets information, merchant information, contract information, and operational information. Construction, leasing, supervision and other operational life cycles for dynamic and visual management, and a standardized, systematic, informatized and collaborative assets management system for management units.

Through the commercial assets management information system, it will be able to improve the level and efficiency of assets management, mainly in the following aspects:

4.1 Information Data Integration

Comprehensiveness: For the computer management of all aspects of commercial information, the related information is related not only to the basic information such as building features, operator data, contracts, but also to the fire extinguisher equipment and expire date, handling records of various types of cards, and management information such as staff files and corporate qualifications. Thereby making various statistics and queries more convenient.

Traceability: For the information of assets or merchants, historical data is saved, and the status of historical time points and the trend of changes at a certain stage can be queried at any time.

Real-time: After the comprehensive promotion of information systems, office automation, and paperless popularization, the data in the system is the latest state in real time, eliminating the complicated update data, checking the data, and reporting the invalid work step by step. At the same time, after the system and monitoring are integrated, the real-time picture of the assets points can be viewed even within the authorized scope, which improves the management control.

4.2 Data Security

Data security is critical, according to the definition of computer system security by the International Organization for Standardization (ISO): the security of the technology and management established and adopted for data processing systems to protect computer hardware, software and data from tampering, alteration, disclosure for incidental and malicious reasons. The security of the computer network can be understood as: by using various technologies and management measures to make the network system operate normally, thereby ensuring the availability, integrity and confidentiality of the network data. Therefore, data security is divided into two levels for management:

Application: Prevent malicious access by the highest possible technical means, such as software access verification system and hardware firewall; for legitimate users, there are also permission system grouping settings to view, add, modify, delete data permissions, to protect each Class managers operate within the scope of authorization and archive all actions.

Storage: Data storage is divided into three aspects. The first is that the server should use the disk array to provide redundancy. It is best to mirror the RAID1 to prevent real-time data loss caused by hard disk damage. Secondly, the administrator should periodically save the database. The server is backed up to other computers for archiving; finally, important files need to be printed and paper archived to ensure data is safe.

4.3 Merchant Credit Evaluation System

Through the information system, it is possible to better conduct merchant evaluation and assessment, and gradually form a merchant credit evaluation system. Some other universities have also carried out a similar service evaluation mechanism. For these data, especially historical data, the recording and scoring of information systems will be the best tools. The main evaluation records the following aspects:

1. In the bidding process, the merchant credit and service ability score, the entry system can be used as the initial score;
2. In the process of rent collection, whether it is paid in advance on time, any defaults will be recorded and have an important impact;
3. In the daily management process of the merchants, the degree of cooperation between the industry supervision department and the lessor management, the violation of laws and regulations, etc. not only affect the credit score, but also lead to the termination of the contract in serious cases;
4. Conduct a satisfaction survey on consumers on a regular basis, assess the service level of merchants, and form evaluation data.

In addition to the above direct data, it is also possible to introduce third-party authoritative data, such as "Credit China" and violations and turnover records of government departments such as industry and commerce and food and medicine. Or after the informationization of universities is generally realized, the data sharing of the other universities will bring important upgrades to the evaluation of the merchants.

Through continuous improvement of the evaluation mechanism, based on the moderate competition and comparison of merchants, the use of information systems to aggregate relevant records, the formation of credit evaluation records, will become an important basis for ordering rectification, renewal of contracts or termination of contracts and other management tools.

4.4 Clean Government Construction

The construction of the information system will make an important contribution to the building of a clean government. Assets management, because it involves a large amount of assets and funds, becomes a sensitive and high-risk job, and requires a series of systems and measures to protect it. Information technology will play a role in several aspects:

1. Rent Monitoring

Rent reminder, usually set to one month in advance. If it is not paid on time, it will be upgraded from the reminder to the overdue record. If the overdue time is too long, the relevant manager will be notified automatically. This will prevent the risk of arrears of rent and effectively supervise the work of assets managers.

2. Authority Allocation

Through system authority management, the processes of assets management and rent payment are divided into authorities, and the management department checks and supervises, and all operations such as filing, modification, and deletion record the operator, time, content, etc. in detail to prevent operational errors or abuse of authority.

3. Open and Transparent

Through information technology, all assets point information and rent data are transparent and transparent within the scope of application, especially the unit price of rent, and the manager can see at a glance. According to different industries and different locations, there will be a reasonable difference in the unit price of rent. If there is no justification and approval after exceeding the reasonable range, then any problem will be exposed in an intuitive comparison, which can effectively avoid power rent-seeking.

4.5 External Interface

The information system can be opened to external personnel to use some functions, such as commercial service network query, docking or development of mobile service APP. If the merchant sales system can be integrated, real-time query price and inventory will bring a new consumer experience.

5. Conclusion

Tsinghua University's commercial service projects are abundant. The logistics subordinate Zhengda commerce company is responsible for most of the legitimate commercial services. The commercial service project managed by the Ministry of Assets is to use the self-developed management system to gradually realize the improvement of management services and realize more, Thereby achieving greater social and economic benefits. It is also of great significance to study this management experience.

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