

Assessing the Management Implications from Change of Ownership in Public Real Estate

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SUMMARY

This study is mainly concerned with assessing critically the policy, processes and implications of a local government's privatization and divestment of government assets. A private organization (TLM) obtains the management rights of majority commercial retail properties originally owned by government (GOV). TLM has to manage these properties under the direction of GOV and related regulations initially. A year later, TLM goes for an Initial Public Offer (IPO) and acquires these properties to become the largest single owner of retail properties (affects most residents lodging in public rental housing estates) in local market. This paper aims to study the changes of management services from that offered previously by GOV to that by TLM and its impacts in terms of customer satisfaction, implications to residents' life, social effects, overall service quality etc. Both qualitative research such as interviewing with major stakeholders, and quantitative approach by means of a well-designed questionnaire, will be adopted. It is expected to cast some insights for better improvements of services offered by TLM in the coming future.