

Blockchain in Real Estate Management

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Abstract : Blockchain technology offers innovative solutions to enhance leadership and management in the real estate sector by addressing inefficiencies, fraud, and information asymmetry. This study examines how blockchain systems can streamline operations, reduce intermediaries, and foster trust among stakeholders through decentralized ledger systems, enabling transparency, data security, and regulatory compliance. Key methodologies include the analysis of blockchain's core applications, such as smart contracts for automating transactions, tokenization to increase investment liquidity, and decentralized frameworks to minimize fraud and human error. Surveys of real estate buyers and sellers revealed psychological readiness and user trust as critical factors influencing adoption, outweighing purely technical considerations. Major findings highlight the potential for blockchain to redefine leadership practices, shifting from hierarchical models to agile, trust-based approaches that support data-driven decision-making. Real-world use cases demonstrate improved efficiency and significant cost savings. This study underscores blockchain's transformative role in addressing persistent industry challenges while fostering innovation and operational excellence. It provides actionable recommendations to enhance stakeholder acceptance and outlines a framework for leveraging blockchain to advance leadership effectiveness in real estate.

Keywords : leadership, management, real estate, blockchain

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