

**STUDY ON PENSION INDUSTRY FROM PERSPECTIVE OF GLOBAL  
ECONOMY—A CASE OF PINGDINGSHAN, HENAN**

**ABSTRACT**

Title: Study On Pension Industry From Perspective Of Global  
Economy—A Case Of Pingdingshan, Henan

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Major: Business Administration

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17 1 7 1 2018

With the rapid development of global economic activities and the rapid development of commodity production and exchange, service industry has become another industry after business. With the large number of elderly population and fast aging, our country's task of coping with the aging of the population is becoming heavier. How to develop the service system for the aged is the top priority for the development of the pension industry in China. The service system for the aged of Pingdingshan city of Henan, responding to the national call, has greatly developed on home -based, community -based, institution-supporting and medical -supporting system . However, with the rapid growth of the number of elderly population, the number of the beds of pension institutions is obviously difficult to meet the needs of the elderly. Therefore, this article takes Pingdingshan city as a case to study.

This paper firstly summarizes the background and significance of the research, clarifies the research status at home and abroad, and defines the contents and methods of the study. Secondly, it studies the connotation of the concept of global economy and pension industry, with the theory of demand hierarchy and market segmentation

theory the basis of this study. The paper also collects the relevant data of Pingdingshan City, based on the global economic perspective, taking the old-age estate as an example to analyze the status of the development of the pension industry in Pingdingshan. Meanwhile, it also investigates the marketing situation and the demand for the old age of the WH real estate. With the findings that the WH real estate can meet the needs of the consumers well, the certain marketing mode proves its feasibility. Thirdly, the paper finds out the existing problems, including relative scarceness of institutional financing, equipment and facilities construction, products and services, as well as pension professionals. Finally, from the perspective of the global economy, the paper puts forward the countermeasures and suggestions for the development of the pension industry in Pingdingshan by expanding the financing channels, doing well in "combining medical care", enriching the old-age products and services, and strengthening the construction of professional talents for the aged.

**Keywords: Pingdingshan City; Global Economy; Pension Industry**

## 摘 要

题目: 全球经济视角下的养老产业研究----以河南省平顶山市为例

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17 1 2 1 2018

由于全球经济活动持续发展促进商品生产与交换的快速发展,服务业成为商业之后的又一个行业,随着老年人口数量多、老龄化速度快等问题,应对人口老龄化的任务显得愈发繁重,怎样深度发展养老服务体系,目前养老产业发展面临的首要任务.河南省平顶山市响应国家号召,在文件中指出平顶山市应当以居家为基础、社区为依托、机构为支撑、医养结合的养老服务体系,近些年养老产业已经有了较程度的发展,但相对于老年人口数量的高速增长,养老机构床位数的增速显然难以满足老年人的养老需求.因此,本文以河南省平顶山为例进行研究.

本文首先概述本文研究背景、研究意义,整理总结国内外研究现状,明确本次研究的内容和方法.其次,研究全球经济、养老产业概念的内涵,整理需求层次理论和市场细分理论作为本文研究的基础.收集平顶山市相关数据,基于全球经济视角下,以养老地产为例分析平顶山市养老产业发展现状,同时还对 WH 养老地产的营销情况、养老需求进行调查,结合二者数据发现 WH 养老地产能够较好的满足消费者的需求,说明营销模式在平顶山市具有可行性.再次,找出存在的问题,包括机构融资难、设备设施建设不足、产品和服务相对匮乏、缺乏养老专业人才.最后,在全球经济视角下提出平顶山市养老产业发展对策建议,扩大融资渠道,做好“医养结合”,丰富养老产品和服务,加强养老专业人才培养.

**关键字:** 平顶山市; 全球经济; 养老产业