

Research on the Internationalization Strategy of Large Enterprise Groups under the Background of “One Belt and One Road”

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ABSTRACT. *After the reform and opening up, in order to improve international competitiveness and achieve its own sustainable development, some large-scale enterprises in China have developed toward the international standard of “going global”. At present, the Chinese government advocates the “Belt and Road” policy, promotes the integration of development strategies of countries along the Belt and Road, and explores the market potential in the region. This paper combs the strategy of large-scale enterprise groups towards internationalization under the background of the “Belt and Road” policy.*

KEYWORDS: *Internationalization, One belt, One road, Strategy*

1. Introduction

In recent years, China's economic development has entered a new ladder, and economic structural differentiation has tended to become more apparent. From the economic development of large enterprises, we can understand the economic development of the country. At the same time, competition in the enterprise's economic market is also a manifestation of national competitiveness. National economic development is driving the development of large enterprises. After General Secretary Xi Jinping proposed the “Silk Road Economic Belt” and the “21st Century Maritime Silk Road” strategic initiatives, all work revolved around the “Belt and Road” strategy. At present, the “Belt and Road” is mainly a new way of external development. At the same time, it has also opened up a new path of economic development since the reform and opening up. However, from the previous understanding, the internationalization strategy of large enterprises is still in the initial stage.

2. The Meaning of “Belt and Road”

To realize the internationalization of the enterprise can enable the enterprise's products to develop well outside. The international development of enterprises is closely related to the strategic development of the country. National strategic development can determine the development of internationalization of enterprises. Therefore, many people in the world have an in-depth understanding of the company's internationalization strategy. At present, the realization of enterprise internationalization is mainly composed of traditional internationalization development theory and international new enterprise theory. Network methods to realize the international development of enterprises, learning doctrine of internationalization of enterprises, export behavior theory, etc.

The “Belt and Road” is an important guide for large enterprises to achieve international development. First of all, in the domestic market, due to the large number of competing brands, companies face great challenges, such as: business faces growth, stability and profit sustainability. To realize the international operation of an enterprise, we must first increase overseas income so as to make the enterprise stronger and bigger.

3. Market Competition of Enterprise

Since the reform and opening up, the national strategic development has driven the development of enterprises, and at the same time, the national strategic development has brought greater capital to enterprises. At present, some large enterprises in China mainly rely on cheap labor, resulting in a large number of labor-intensive industries. From the perspective of the industrial structure of some enterprises, most enterprises focus on cheap manufacturing, labor-intensive and capital-intensive industries. Nowadays, with the rapid development of economic globalization, the competition between large enterprise markets is also more serious. To stand out in the fiercely competitive economic market, we must first have a large number of high-end technical talents. Under the strategic promotion of the “Belt and Road”, large enterprises have ushered in new reform methods. Therefore, under the background of the “Belt and Road” strategy, the transformation and upgrading of large enterprises is also a last resort.

4. Regional Cooperation and Exchanges Are More Frequent and Close

The creation of efficiency can benefit enterprises in the unified business activities across regions, generally divided into two categories: the use of the availability of factor endowments in different countries and the use of costs to obtain efficiency advantages. Under the guidance of the “Belt and Road” strategic thinking, not only can global supply chain sharing and procurement costs be reduced. At the same time, it has greatly helped the economic development of enterprises. It promotes the cumbersomeness and closeness between enterprises, and makes the capital advantage and reform experience of enterprises more improved. At the same time, there are more breakthroughs in industrial transfer. Under the premise of the strategic thinking of the “Belt and Road”, the company's existing labor-intensive

and capital-intensive industries are transferred, and the pace of industrial adjustment and upgrading of the company is accelerated. At present, enterprises must seize the opportunity to realize the adjustment and upgrade of their own industries, so as to achieve sustainable and healthy international development.

5. The Practical Difficulties Faced by the International Development of Enterprises

Objectively speaking, most countries along the “Belt and Road” have abundant resources. Its development needs are consistent with China's industrial advantages, technological advantages, and capital advantages. Therefore, it provides favorable conditions for the development of Chinese enterprises. However, enterprises face many uncertainties in realizing the construction of the “Belt and Road”. Factors that affect the development of an enterprise's internationalization can be viewed from several aspects: on the one hand, it comes from the enterprise itself, on the other hand, it comes from social environmental factors, and secondly from the technical environmental factors.

5.1 Sense of Responsibility

Today, corporate social responsibility awareness is a measure of whether a company has international competition. Establishing a good image of an enterprise not only improves its reputation and brand status, but also fulfills its social responsibilities. In the development process of the enterprise, advancing with the times, there are also some problems: such as lack of trust, manufacturing and producing fake and shoddy products. At the same time, the company lacks awareness of responsibility for production safety, does not attach importance to social responsibility, fails to protect employees' rights and interests, and undertakes responsibilities for ecological and environmental protection. In the process of going global, enterprises must have responsibilities and actively fulfill the social responsibilities of state enterprises.

5.2 Risk Issues

Enterprises under the “Belt and Road” strategy face certain risks. According to the geographical analysis of the countries along the “Belt and Road”, the major risks faced by large enterprises in the investment and development of these countries are divided into political security risks, institutional risks, custom culture and other risks. From the current national development of the “Belt and Road” strategic development, some companies that do not have the ability to achieve internationalization and go out blindly are likely to cause competition to worsen for enterprises.

6. Analysis and Strategy of Operational Strategies of Internationalization of Large Enterprises in the Construction of the “Belt and Road”

6.1 Actively Create Innovative Talent Strategy

In today's society, in the development of any enterprise, it is an important part for the mining and training of human resources. An enterprise with an excellent and high-quality talent team not only improves the working efficiency of the enterprise, but also reduces the operating costs of the enterprise. Excellent talent team can greatly increase the business level of enterprises, for large enterprise groups. The long-term development and expansion of large-scale enterprises in overseas business makes the company's requirements for talents higher. The talent team needs both outstanding professional talents, excellent management skills and high foreign language skills. Talent. It can be seen from this that large-scale enterprises need to cultivate excellent talents to join in the construction of their external development. The cultivation of excellent talents is mainly manifested in language and management talents. In order to effectively improve the company's management capabilities, it is necessary to recruit and train talents in this area. In their foreign operations, enterprises must constantly introduce outstanding talents at home and abroad, so as to realize the international development standards for large enterprises.

6.2 Promote the Optimization Construction of Informatization

Nowadays, with the rapid development of high technology in the times, large enterprises use some high-end technologies such as the Internet of Things and computers, resulting in effective use of enterprises in innovation and development. With the rapid introduction of new technology reforms, enterprises have undergone changes in business management, production and other modes. The use of high-tech technology to promote the construction of smart cities, connected to the 21st century “digital” Silk Road, so the “Belt and Road” strategic development is the road to corporate innovation. Chinese enterprises should use new Internet technologies such as computers, intelligent networks, and Internet of Things to innovate processes such as enterprise products, services, management, and business, so as to realize the business development, transformation, and upgrade of the enterprise at an early date. Through technological innovation, it is possible to effectively solve the problems faced by Chinese enterprises in international operations.

6.3 Increase Market Development

Brand is the fundamental way to prove the maximum value of innovation. Product pricing is in line with the purchasing power of the masses, so companies target market products to the general consumer group. Because the company's products are not sufficiently well-known abroad, it will have a certain impact on the international development of the company. Large enterprises need to increase R & D

investment and publicity of high-end products, expand brand influence, and thus realize the international development of enterprises.

6.4 Improve Overseas Risk Avoidance

In the development of large-scale enterprises, the first step is to establish a risk assessment and response mechanism, increase active risk prevention, and achieve sustainable development. Second, we must determine the target market and understand the market demand and market environment. Evaluate and analyze according to different market environments and make corresponding plans for the risks that enterprises will face. At the same time, we must pay close attention to other national security information issued by the Chinese government and respond quickly to possible situations based on prepared risk response plans. For infrastructure projects carried out overseas, it is necessary to first analyze the feasibility of the project and form a specific risk assessment report. Enterprises themselves must also establish a sense of risk prevention, especially when carrying out project projects across regions and countries, there may be certain legal risks. Enterprises need to understand the local legal policies in advance and change the concept of foreign development to avoid possible legal risks.

6.5 Cultural Integration

In the foreign market area, in different environments, enterprises have to face different customs and cultural issues. On the basis of their own characteristic cultural content, enterprises should pay attention to the exploration of characteristic culture with common characteristics of overseas companies. From the perspective of the enterprise, to realize the integration strategy of corporate culture, we must first learn from other excellent international corporate cultures and learn from other corporate cultures with an open mind. Secondly, it is necessary to combine overseas regional culture with its own corporate culture, integrate its own corporate cultural development with overseas cultural development, respect overseas local culture, and give an understanding of different cultural backgrounds. At the same time, we must actively reflect the spiritual outlook of our country, promote exchanges between different cultures, and achieve common development and common prosperity.

7. Conclusion

With the country's strategic initiative on the "Belt and Road", large enterprises have realized the development of international standards. In the process of foreign development, it will face problems such as national strategic deployment, business development, and financial capital. However, there are few studies on the enterprise's talent model, operation management, overall group structure, risk management and other issues. Therefore, in order to conduct more comprehensive and objective research on international operations, it is necessary to extend from a wider horizontal field and a deeper vertical field, and try to analyze the company's

development in a systematic and comprehensive manner, which will also become Research issues that I will focus on in the future.

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