

Research on the Development Path of Specialized New Enterprises

Yu Yidan^{a,*}, Wang Yiran, Zhao Yuting, Huang Jingxiang

Guangxi Normal University, Guilin, China

^a13173268890@163.com

*Corresponding author

Abstract: As the backbone of China's economic development, SMEs play an important role in promoting economic growth, increasing jobs and driving technological innovation. Innovation is the source of strength for national development and the endogenous driving force for enterprise development. For China, the development of specialized new enterprises can accelerate China's catch-up strategic process and promote China's economy from high-speed development to high-quality economic development. For enterprises, the policy of "specialization and innovation" can enable enterprises to achieve sustainable development and technological innovation, so that enterprises always maintain the vitality support of enterprises and the effective transformation of advanced technological achievements. However, the development of small and medium-sized enterprises is still restricted by many factors at this stage. In the path selection, multifaceted subjects can jointly empower and cooperate to provide more diversified choices for the enterprise path.

Keywords: Specialized new; Development path; Path research

1. Introduction

1.1. Special and new enterprise definition

In September 2011, the Ministry of Industry and Information Technology issued a formal document in the form of an official document, which clearly stated that the development direction of 'specialization and innovation' is an important way for small and medium-sized enterprises to transform and upgrade and change the development mode. It is proposed to form a 'small and excellent, small and strong' enterprise, and promote the formation of a coordinated development mechanism for small and medium-sized enterprises and large enterprises. 'Specialized, refined, special and new' small and medium-sized enterprises refer to small and medium-sized enterprises with the characteristics of 'specialization, refinement, specialization and novelty'. The scale of enterprises must conform to the national 'small and medium-sized enterprise classification standard' (Ministry of industry and information technology joint enterprise 300).

Specialized and specialized new enterprises are a level of high-quality small and medium-sized enterprises. According to the Interim Measures for Gradient Cultivation and Management of High-quality Small and Medium-sized Enterprises issued by the Ministry of Industry and Information Technology of the People's Republic of China, high-quality small and medium-sized enterprises refer to small and medium-sized enterprises with strong innovation ability, focus on market segmentation and good growth in terms of products, technology, management and mode. Among them, the new small and medium-sized enterprises with specialized, refined and characteristic development, strong innovation ability and good quality and efficiency are the backbone of high-quality small and medium-sized enterprises.

Separately interpret 'specialty'. 'Professional', that is, specialization. It refers to the products with strong specificity, obvious professional characteristics and strong market professionalism manufactured by special technology or process through specialized production. Its main characteristics are the specialization of product use, the professionalism of production process, the exclusiveness of technology and the professional development advantages of products in the market segment. 'Fine', that is, refinement. It refers to the use of advanced and applicable technologies or processes, in accordance with the concept of excellence, to establish a fine and efficient management system and process, through the fine management, carefully designed and produced products, its main features are

the refinement of products, the depth of technology and the fine management of enterprises. 'Te ', that is, specialization. It refers to the products with regional characteristics or special functions developed and produced by unique processes, technologies, formulas or special raw materials. Its main feature is the specialization of products or services. 'New ', that is, novelty. It refers to the high-tech products with independent intellectual property rights developed and produced by relying on independent innovation, transformation of scientific and technological achievements, joint innovation or introduction of digestion, absorption and re-innovation. Its main characteristics are the innovation and advancement of products (technologies), high technical content, high added value and significant economic and social benefits.

With the transformation of China 's economic development mode and the promotion of economic restructuring, China 's economy has gradually shifted from the past factor-driven to innovation-driven. The mode of enterprise development has also shifted from emphasizing enterprise scale to focusing on innovation ability, from ' big and complete ' to ' big and strong ' small and fine '.

1.2. Development of Specialized Specialized New Enterprise Support Policy

In order to better support 'specialized and new 'enterprises, the state has introduced many policies, and also supports provinces to introduce support policies suitable for regional economy and 'specialized and new 'enterprises.

The support policy for ' specialized, special and new ' enterprises is constantly evolving. From the perspective of time, it can be divided into two parts: the overall layout of the development of ' specialized, special and new ' small and medium-sized enterprises under the transformation of economic development mode from 2011 to 2018 and the acceleration of the development of ' specialized, special and new ' small and medium-sized enterprises under the change of economic environment at home and abroad.

From 2011 to 2018, the following policies were issued: In September 2011, the Ministry of Industrialization and Information Technology issued the "Twelfth Five-Year Plan for the Growth of Small and Medium-sized Enterprises " and clearly stated that the important way for the transformation and development of small and medium-sized enterprises is to develop in the direction of "specialization, specialization and innovation. " In April 2012, the State Council issued the " Opinions on Further Supporting the Healthy Development of Small and Micro Enterprises, " which proposed to encourage small and micro enterprises to develop modern service industries, strategic emerging industries, modern agriculture and cultural industries, take the road of " specialization and innovation " and coordinated development with large enterprises, and accelerate the transformation from factor-driven to innovation-driven. In order to strengthen the cultivation and support of small and medium-sized enterprises, in July 2013, the Ministry of Industry and Information Technology issued the guidance on promoting the development of small and medium-sized enterprises, aiming to continuously improve the number and proportion of small and medium-sized enterprises and improve the overall quality of small and medium-sized enterprises. In 2016, the Ministry of Industry and Information Technology took the lead in formulating the " Guidelines for the Implementation of Industrial Base Strengthening Projects (2016-2020) " and the " Plan for Promoting the Development of Small and Medium-sized Enterprises (2016-2020) ", proposing the necessity of cultivating a group of specialized and new " Little Giants " enterprises and advantageous industrial agglomeration areas and strengthening basic research and the importance of promoting the development of both. In March 2016, the Ministry of Industry and Information Technology issued the " Action Plan for the Cultivation of Single Champion Enterprises in Manufacturing Industry (2021-2025) " to focus on cultivating a number of " specialized, sophisticated and new " small giant enterprises and improving the modernization level of industrial chain supply chain. In August 2018, the Ministry of Industry and Information Technology and other three ministries jointly issued the " Implementation Plan on Supporting the Creation of Characteristic Carriers to Promote the Innovation and Entrepreneurship Upgrading of Small and Medium-sized Enterprises. " It is proposed to promote the professional ability and level of small and medium-sized enterprises, especially small and micro enterprises, guide small and medium-sized enterprises to make breakthroughs in core technologies in key areas, and grow into new small giants in sub-sectors. In November 2018, the General Office of the Ministry of Industry and Information Technology issued a " Notice on the Cultivation of Specialized New ' Little Giant ' Enterprises, " focusing on the cultivation of specialized new ' Little Giant ' enterprises. In October 2019, the General Office of the Central Committee of the Communist Party of China and the General Office of the State Council issued the " Guiding Opinions on Promoting the Healthy Development of Small and Medium-sized Enterprises, " which pointed out that it is necessary to solve the problems faced by small and medium-sized

enterprises by creating a good development environment, solving the problem of financing difficulties and expensive financing, improving fiscal and taxation support policies, enhancing innovation and development capabilities, improving service guarantee work, strengthening organizational leadership and overall coordination. Problems such as rising production costs, difficult financing and expensive financing, and insufficient innovation and development capabilities. In February 2020, the Ministry of Industry and Information Technology's ' Notice on Coping with the Novel Coronavirus Pneumonia Epidemic to Help Small and Medium-sized Enterprises Return to Work and Return to Production ', the Ministry of Industry and Information Technology's ' Guidance on Carrying out Volunteer Service to Promote the Development of Small and Medium-sized Enterprises ' in March 2020 and the People's Bank of China's ' Guidance on Further Strengthening the Financial Services of Small and Medium-sized Enterprises ' in May 2020 are all to help small and medium-sized enterprises get through the difficulties of returning to work and production after the epidemic. In July 2020, the Ministry of Industry and Information Technology and other 17 departments jointly issued a number of opinions on improving the system of supporting the development of small and medium-sized enterprises, which put forward specific measures to alleviate the outstanding problems of small and medium-sized enterprises, such as financing difficulties and expensive financing, and to increase fiscal and taxation support, optimize the service system, protect the legitimate rights and interests of small and medium-sized enterprises and other aspects of the system design, while improving the basic system, compaction of local government responsibility requirements, focusing on long-term system construction, to help small and medium-sized enterprises long-term development.

In January 2021, the Ministry of Finance, the Ministry of Industry and Information Technology jointly issued the " Notice on Supporting the High-quality Development of Specialized, Specialized and New Small and Medium-sized Enterprises. " Through the guidance of central financial funds, the combination of cultivating excellent small and medium-sized enterprises and strengthening industries will promote the improvement of the quantity and quality of specialized, specialized and new " Little Giant " enterprises. In March 2021, the national " 14th Five-Year Plan " made the following specific arrangements to support the innovation of small and medium-sized enterprises: establishing a gradient cultivation system, guiding enterprises to take the development path of " specialization and innovation, " giving full play to the role of large enterprises and platforms, improving the innovation ecology, broadening direct financing channels, and encouraging small and medium-sized enterprises to innovate, so as to achieve the overall goal of improving the innovation ability and professional level of small and medium-sized enterprises. In April 2021, the general office of the China Banking and Insurance Regulatory Commission issued a notice on further promoting the high-quality development of financial services for small and micro enterprises in 2021. The purpose is to further improve the overall efficiency of financial services for small and micro enterprises, and to realize the mutual promotion and organic unity between the high-quality development of financial services for small and micro enterprises and the high-quality development of banking and insurance industry itself. In June 2021, the Ministry of Industry and Information Technology and other six departments jointly issued the " Guiding Opinions on Accelerating the Cultivation and Development of High-quality Manufacturing Enterprises, " aiming to accelerate the cultivation and development of high-quality enterprises represented by specialized and new " Little Giants " enterprises, manufacturing single champion enterprises and industrial chain leaders. In July 2021, the meeting of the Political Bureau of the Central Committee of the Communist Party of China proposed to strengthen scientific and technological innovation and the resilience of the industrial chain supply chain, accelerate the solution of the " stuck neck " problem, and develop new small and medium-sized enterprises. In November 2021, the General Office of the State Council issued the " Notice on Further Strengthening the Assistance to Small and Medium-sized Enterprises " to further refine the rescue measures, actively take targeted measures to help small and medium-sized enterprises cope with difficulties, and promote the development of small and medium-sized enterprises in the direction of " specialization and innovation. " At the same time, the Office of the Leading Group of the State Council for Promoting the Development of Small and Medium-sized Enterprises issued a notice on the issuance of a list of practical matters for small and medium-sized enterprises. The purpose of the list is to further support the high-quality development of small and medium-sized enterprises (including provincial-level small and medium-sized enterprises and national-level small and medium-sized enterprises), and to drive more small and medium-sized enterprises to take the road of development. In December 2021, the Ministry of Industry and Information Technology and other departments jointly issued the ' Notice on Printing and Issuing the ' 14th Five-Year Plan for Promoting the Development of Small and Medium-sized Enterprises ', focusing on the cultivation of high-quality small and medium-sized enterprises and the assistance of all aspects, with the overall development quality, innovation ability and professional level. The improvement of management level is the goal.

In January 2022, the Supreme People's Court issued the "Guiding Opinions on Giving Full Play to the Role of Judicial Functions to Help the Development of Small, Medium and Micro Enterprises" to help the development of "specialized, sophisticated and new" SMEs through the judicial department. In the 13th National People's Congress' Report on the Implementation of the National Economic and Social Development Plan in 2021 and the Draft National Economic and Social Development Plan in 2022' and the 14th National People's Congress' Report on the Implementation of the National Economic and Social Development Plan in 2022 and the Draft National Economic and Social Development Plan in 2023', it is pointed out that the innovation-driven development strategy in 2021 will be implemented in depth, China's global innovation index ranking will be upgraded to 12th, and the advantages of the whole industry chain will be effectively connected with domestic and foreign needs. In 2022, the effect of high-level science and technology self-reliance and self-improvement is obvious. China's global innovation index ranks 11th, and the security, stability and resilience of the industrial chain supply chain continue to increase. In March 2022, the State Council's "Opinions on the Implementation of the Key Work Division of the Government Work Report" mentioned the implementation of a new combined tax and fee support policy to help enterprises revitalize, increase enterprise innovation incentives, enhance the core competitiveness of the manufacturing industry, and strive to cultivate "specialized, special and new" enterprises. Give strong support in terms of capital, talent, and incubation platform construction. In May 2022, the Shenzhen Stock Exchange issued a 'Notice on Several Measures to Support the Real Economy' to support the healthy development of SMEs. In April 2023, the General Office of the Ministry of Industry and Information Technology's 'Notice on Organizing and Carrying out the Work of 'Listing' of Large Enterprises and 'Listing' of Small and Medium-sized Enterprises in 2023' expanded the channels for the integration and docking of large, medium and small enterprises, formed the synergy of collaborative innovation of large, medium and small enterprises, and improved the resilience and safety level of the industrial chain supply chain. The Ministry of Industry and Information Technology and other 'National Federation of Industry and Commerce' notice on 'joint action' to promote the integration and innovation of large, medium and small enterprises (2022-2025)' aims to promote the integration and innovation of large, medium and small enterprises and the supply chain of the industrial chain. In August 2022, the General Office of the Ministry of Industry and Information Technology and the General Office of the Ministry of Finance 'Notice on Carrying out the Pilot Work of Financial Support for the Digital Transformation of Small and Medium-sized Enterprises' supported local small and medium-sized enterprises through central financial funds to carry out pilot digital transformation of small and medium-sized enterprises, accelerate the growth of a number of small and medium-sized enterprises into specialized new enterprises, and promote the upgrading of industrial base and the modernization of industrial chain. In September 2022, the Ministry of Industry and Information Technology issued the Interim Measures for Promoting the Development of Characteristic Industrial Clusters of Small and Medium-sized Enterprises to promote the high-quality development of small and medium-sized enterprises and enhance the specialization, specialization and clustering development level of small and medium-sized enterprise industrial clusters. In October 2022, 'Notice on Several Measures for Intellectual Property Rights to Promote the Innovation and Development of Specialized and New Small and Medium-sized Enterprises' deepens the implementation of the intellectual property rights strategy promotion project for small and medium-sized enterprises, and promotes the innovation and development of specialized and new small and medium-sized enterprises. In November 2022, the Ministry of Industry and Information Technology's "Digital Transformation Guide for SMEs" aims to help SMEs promote digital transformation scientifically and efficiently and enhance their ability to provide digital products and services for SMEs.

2. The significance of supporting specialized new enterprises

2.1. Theoretical significance

Through the research on 'specialization and innovation', it fills the research gap in the development of high-tech enterprises in China, enriches the existing research theory, innovates in the development dimension of national small and medium-sized enterprises, and explores a road suitable for China's economic status, social reality and the development of small and medium-sized enterprises, which has certain theoretical research value.

2.2. Practical significance

SMEs are the main force of national economic and social development, an important foundation for building a modern economic system and promoting high-quality economic development, an important support for expanding employment and improving people's livelihood, and an important birthplace of entrepreneurship. Small and micro enterprises play an irreplaceable role in increasing employment, promoting economic growth, technological innovation and social harmony and stability, and have important strategic significance for national economic and social development. Through the research of 'specialization and innovation', the current situation of the development of small and medium-sized enterprises has been changed. Today, with the rapid development of international innovation and science and technology, the scientific and technological innovation and development of enterprises is also a major driving force for national scientific and technological progress. The development of 'specialized and new' enterprises has brought many positive effects on national science and technology and economic development. Whether it is to promote employment, promote innovation and development, promote the long-term development of enterprises, and promote the development of state-owned brands to the world, it has a very good impact, and the development of enterprises in the direction of 'specialization and innovation' also conforms to the requirements of modern society for enterprises, requiring enterprises to green sustainable development and digital transformation. At the same time, the implementation and research of a series of policies of 'specialization and innovation' are promoting the development of 'specialization and innovation' enterprises, giving small and medium-sized enterprises and other enterprises that need to transform or do not know how to promote sustainable and long-term development a guiding direction and practical development path. The proposal and development of 'specialization and innovation' has more advantages than disadvantages for the country, enterprises, society and individuals.

3. The development status of specialized new enterprises in some provinces and cities

3.1. The development status of specialized new enterprises in Jiangsu Province

As an important member of the Yangtze River Delta economy, Jiangsu Province is dominated by manufacturing, and its manufacturing industry occupies a prominent dominant position in the country. Jiangsu is also the first province in China to cultivate "specialized, specialized and new" SMEs, and is the leading province for the cultivation of "specialized, specialized and new" enterprises in China. In 2012, Jiangsu Province began to cultivate and identify new products and enterprises with specialization and specialty. The development process of more than ten years has cultivated a large number of high-quality new small and medium-sized enterprises with long-term focus, good growth and strong innovation ability for Jiangsu Province. ^[1]

At present, the development of new enterprises in Jiangsu has a solid foundation, rich experience, strong momentum and full potential, but there are also problems such as unbalanced distribution of industries and uneven distribution of regions. Up to now, Jiangsu has cultivated 285 and 1998 national and provincial special new 'little giant' enterprises, and 138 national manufacturing individual champions, of which more than 80% are concentrated in strategic emerging industries and advanced manufacturing industries. Most of the above-mentioned specialized, specialized and new enterprises are still small and medium-sized enterprises, mainly distributed in nine industries such as manufacturing, scientific research and technical service industry, software and information technology service industry. Among them, the manufacturing industry focuses on equipment manufacturing, electrical, electronic, computer and other specialized, refined, characteristic and novel fields, focusing on market segments. ^[1] However, the number of enterprises in key industrial clusters, such as automobile, medicine and high-end air transport manufacturing enterprises, needs to be further improved, especially the number of new industries and high-end industrial enterprises. ^[1] In terms of regional distribution, there are 247 in Suzhou and only 30 in Lianyungang, with a large gap and uneven distribution. ^[1] This may cause a 'siphon effect', bringing a series of problems such as industry, talent, capital, etc. In areas with more specialized new enterprises, industrial development will be more intensive, attracting more excellent talents, attracting a lot of investment, and widening the gap between regions.

3.2. The development status of new enterprises in Fujian Province

Fujian, as a major manufacturing province and a major foreign trade province in the eastern coastal

areas of China, has obvious advantages in manufacturing industry agglomeration. At present, the emerging industries of manufacturing industry in Fujian Province are emerging and intelligent manufacturing is flourishing. As of May 2022, a total of 1,015 provincial-level 'specialized, special and new' small and medium-sized enterprises have been identified, and 221 enterprises have become specialized, special and new 'small giants' enterprises of the Ministry of Industry and Information Technology, 55 key 'small giants' enterprises, and 27 enterprises have become national manufacturing 'individual champions'. However, there are still some problems in its manufacturing industry. For a long time, the industrial structure has been light, the scale of enterprises has been small, and the profit of products has been low. It is facing a huge challenge of climbing over the hill, transforming and upgrading, enhancing core competitiveness and increasing the quality and efficiency of development. At present, the development of 'specialized, refined, special and new' enterprises in the province emphasizes foundation and precipitation, with a solid and steady foundation. However, there is a certain gap with the advanced provinces, and new challenges are faced in terms of specialization and refinement, which still need to continue to make efforts and make solid progress. [2]

In terms of industrial direction, the selection of 'specialized, refined, special and new' enterprises in the province highlights the planning of a strong manufacturing province and focuses on the development of high-tech industries. The top priority of the selected enterprises is to make up for the weaknesses of the manufacturing industry. The 'Little Giant' enterprises are 100% focused on the advanced manufacturing industry. Among the 221 'Little Giant' enterprises, 212 are high-tech enterprises, with a proportion of up to 96%, covering intelligent manufacturing, energy conservation and environmental protection, biological health, new materials and other fields. The added value of high-tech industries in Fujian Province increased by 26.4% year-on-year. [2] In terms of the number of enterprises, there is still a certain inter-provincial gap between Fujian and advanced provinces. According to the statistics of the Ministry of Industry and Information Technology, among the top 10 provinces in the cumulative number of specialized new 'Little Giant' enterprises from 2019 to 2021, Zhejiang tops the list with 288, while Fujian has 142, ranking 16th. From the perspective of development trend, Fujian's 'specialized new' enterprises are facing new normal challenges in moving towards professional refinement. At present, some "specialized, specialized, special and new" enterprises have their own advantages in specialized fields and have a good development trend. However, under the new situation, some enterprises still face normalization problems in financing, talents, science and technology innovation, mainly manifested as shortage of funds, insufficient investment and lack of talents, which leads to limited scientific research, innovation and technological upgrading. [2] In addition, 'specialized new' enterprises are also facing difficulties in coordinated development with the market and industrial chain. Due to the lack of core technology, some 'specialized' enterprises fail to meet the product needs and technical standards of the main chain enterprises and cannot expand the market. [2]

3.3. The development status of specialized new enterprises in Gansu Province

Gansu is the only province in the western region of China that has the advantage of connecting the east and the west, extending the south and extending the north. It is an important channel connecting the Asia-Pacific region and the Asia-Europe region. By the end of 2022, the number of small and medium-sized industrial enterprises above designated size in the province reached 2341, and the number of state-level specialized new 'small giant' enterprises reached 45; there are 60 provincial-level small and medium-sized enterprises, and more than 400 provincial-level small and medium-sized enterprises are planned to be cultivated during the 14th Five-Year Plan period. The development of specialization, refinement, specialization and novelty of small and medium-sized enterprises in the province is continuing to advance rapidly.

In recent years, Gansu Province has taken strong industrial actions to further increase the bailout of enterprises, flexibly and accurately use various policy tools to achieve various support, strengthen security services, make every effort to create a development environment for SMEs, and promote the high-quality development of SMEs. The first is to create high-quality small and medium-sized enterprises with high added value and technical content and wide market influence. With the goal of creating industry segments, the quality and service of independently developed products are improved to the international and domestic advanced level, and developed into core technologies and brand products with high influence in the industry, so as to promote the high-quality development of specialized and special new enterprises, thus driving economic development. [3] The second is to build a green ecological industry system, create a province-wide "specialized, special and new" small and medium-sized enterprise cluster development model, gather enterprise production factors, promote the

integration and development of small and medium-sized enterprises in the province, intensive and efficient production space, continue to accelerate the transformation and upgrading of traditional industries, develop and strengthen the green ecological system, and then optimize the industrial layout and promote coordinated development. The third is to build a digital business service system, play the role of public service platform for small and medium-sized enterprises in Gansu Province, integrate high-quality resources of social services, realize data sharing, upgrade service institutions, and provide comprehensive services for small and medium-sized enterprises. ^[3]

4. Restrictive factors analysis of the development of specialized new enterprises

In recent years, with the change of economic situation and social development, 'Specialized' SMEs play an increasingly important role in today's market. Small and medium-sized enterprises usually have the advantages of strong innovation ability, strong flexibility and high degree of specialization, but they also face some constraints.

4.1. Insufficient financial support

The financial service system of small and medium-sized enterprises is not perfect. At present, the development of small and medium-sized enterprises in China is prone to the phenomenon of insufficient financial support such as not favored by traditional financing channels, difficult financing and expensive financing. Most of the small and medium-sized enterprises are small and have the characteristics of "two high and one light" (that is, high technology investment, high human capital investment and light assets), which often require a large and long-term financial support. If there is a problem of insufficient financial support for the development of specialized and special new enterprises, it will have an important impact of "three limits and one increase" to a certain extent, that is, restricting the talent training and attraction of enterprises, restricting the technological innovation and product development of enterprises, restricting the market expansion and expansion of enterprises, and increasing the financial risk and operating pressure of enterprises. Aiming at the problem of insufficient financial support, in order to obtain more financial support, improve the development speed and quality of the enterprise itself, and enhance the competitiveness of the new small and medium-sized enterprises, the small and medium-sized enterprises can actively seek the support of government support policies and venture funds to improve the visibility and influence of the enterprise; strengthen communication and cooperation with banks and other financing channels, improve the credit status and risk control ability of enterprises; actively look for investors' attention and financial support to enhance their own market influence and competitive advantage.

4.2. Structural talent shortage

There is a structural shortage of talents in the development of small and medium-sized enterprises. In the development process of specialized new enterprises, the structural shortage of talents is an important constraint. Because the specialization, refinement, specialization and innovation of 'specialized, refined, new' enterprises require high-quality and high-level talent support, in small enterprises, the shortage of talents is often an important factor restricting the development of enterprises. Technology is the first productive force, talent is the first resource, innovation is the first driving force. The lack of human resources will directly affect the innovative progress and creative development of SMEs. When there is a structural shortage of talents in the development of specialized new enterprises, it will affect the development speed and quality of enterprises, and limit the scale and market share of enterprises. Affect the market position and competitive advantage of enterprises, reduce the core competitiveness of enterprises; affect the sustainable development of enterprises and create power, limit the improvement of enterprise innovation ability; it affects the development of enterprise talent management mechanism, resulting in the loss of talent and the challenge of intellectual property risk. It can be seen that small and medium-sized enterprises need to pay attention to and solve the problem of structural shortage of talents in time, strengthen the attraction and cultivation of talents, and improve the core competitiveness and market position of small and medium-sized enterprises. For example, strengthen the attraction of talents, improve salary and welfare protection; establish a sound personnel training and management mechanism to provide employees with good training and promotion opportunities; create a good corporate culture and atmosphere, to provide employees with a good working environment and work experience. These measures can help small and medium-sized enterprises to attract and retain high-quality talents, improve their own creative power and development

level.

4.3. Innovation ability and insufficient research

The scientific and technological research and innovation ability of small and medium-sized enterprises is insufficient. The soul of specialized new enterprises is innovation, and intellectual property is an important standard to measure the innovation ability and level of specialized new enterprises. The development of specialized new enterprises requires continuous technological innovation and product R & D creation. The guarantee of innovation ability and research strength is very important for an enterprise. The lack of sufficient innovation ability and research strength will not only limit the technological innovation and product development ability of enterprises, but also affect the market competitiveness of enterprises. It will also limit the market expansion and expansion ability of enterprises, affect the market share and profitability of enterprises, and limit the talent training and attraction ability of enterprises, and affect the technical level and creativity of enterprises. Aiming at the problem of insufficient innovation ability and research strength of specialized new enterprises, more technological breakthroughs and market scale are achieved. Small and medium-sized enterprises can strengthen the introduction and training of talents and improve their own technological innovation and R & D capabilities; strengthen cooperation between enterprises and universities and scientific research institutions, jointly carry out technical research and innovation projects, and achieve win-win cooperation; strengthen cooperation with industry associations and enterprise alliances to jointly carry out technical research and marketing activities.

4.4. Policy system has certain binding force

The policy supply and institutional environment for the development of small and medium-sized enterprises still need to be improved. In recent years, the central and local governments have continuously increased the degree of attention and policy support for specialized new enterprises. However, some practical work is still not in place in the implementation, and the coverage and scope of application of some policy systems are limited, which cannot meet the needs of different enterprises. There is still a clear gap between specialized new enterprises and large enterprises in terms of market access and preferential policies. For example, the related fields are not open enough to 'specialized, special and new' small and medium-sized enterprises, the development of resource monopoly enterprises promotes the high operation of factor costs of small and medium-sized enterprises, and the acceleration of mergers and acquisitions of large Internet enterprises constantly inhibits the development space of 'specialized, special and new' small and medium-sized enterprises (Liu Chen, Cui Peng, 2022). The insufficient protection of intellectual property rights by relevant government departments may infringe on the scientific research technology and innovation achievements of specialized new enterprises, thus affecting the high-quality development of enterprises. The uncertainty and instability of the policies and regulations formulated by the central and local governments also make it difficult for specialized new enterprises to plan for long-term development, resulting in insufficient implementation of enterprises. The phenomenon of implicit discrimination in government administrative services still exists, and the implementation efficiency of some policies is relatively low, which leads to the cumbersome, time-consuming and laborious process of enterprises applying for and obtaining policy support, limits the development speed and motivation of enterprises, and dampens the enthusiasm of the development of new enterprises. The supporting measures for the government to formulate and issue policies are insufficient, which cannot provide sufficient policy support and institutional guarantee for specialized new SMEs, resulting in poor policy effect, thus limiting the innovation ability and development space of specialized new enterprises.

5. Enabling the development path selection of specialized new enterprises

On the historical journey of unprecedented changes in the past century and the great rejuvenation of the Chinese nation, the party and the state attach great importance to the development of small and medium-sized enterprises. In recent years, 'specialization and innovation' has also been emphasized on many occasions. Specialized new enterprises refer to small and medium-sized enterprises with the advantages of specialization, refinement, specialization and novelty, and are also the backbone of the development of high-quality small and medium-sized enterprises. In the face of the constraints and challenges in the process of enterprise development, the new pattern, new orientation and new situation enable the development of small and medium-sized enterprises, promote the transformation and

upgrading of enterprises, and analyze the choice of development path of small and medium-sized enterprises according to local conditions.

5.1. Increase government policy support, improve the institutional environment for enterprise development

Specialized new enterprises have an important strategic position and role in economic development, and are an important force in promoting the transformation and upgrading of economic structure and improving the quality and efficiency of economic growth. Specialized new enterprises also usually have the characteristics of 'three highs', namely high technology, high added value and high growth. It is necessary for the government to increase policy support to provide a better development environment and more powerful policy guarantee for specialized new enterprises and promote the rapid development and growth of enterprises. The government's support policies and the improvement of the enterprise system environment can reduce the development costs and risks of small and medium-sized enterprises, improve the innovation ability and competitiveness of new enterprises, and help enterprises better integrate into the market and promote economic development. Increase security and maintenance efforts to create a good business development environment, the government can provide financial support for specialized new enterprises through financial subsidies, tax incentives, science and technology innovation funds, etc., reduce the financial pressure of enterprises, and promote technological innovation and product development. Establish and improve the innovation system of the enterprise industry. The government should strengthen the multifaceted cooperation with universities and scientific research institutions, industry associations and enterprise alliances, use data management and other technologies to build an integrated platform, jointly cultivate and introduce high-quality talents, promote technical exchanges and cooperation between specialized, specialized and new enterprises, provide talent support and technical support for specialized, specialized and new enterprises, and improve the innovation ability and R & D ability of enterprises.

5.2. Improve the R & D system, enhance the independent innovation capability of SMEs

Technological innovation is an important driving force for economic development. As an important support for innovation-driven development strategy, innovative and specialized new enterprises can promote technological innovation and industrial upgrading, and improve the country's technological innovation capability and core competitiveness. Establish and improve the scientific and technological innovation system, the government to strengthen cooperation with universities, research institutions and enterprises, to provide technical support and innovation resources for SMEs; increase investment in science and technology research and development of small and medium-sized enterprises, reduce the cost of research and development of enterprises, improve the innovation ability and core competitiveness of enterprises; the introduction of a series of policies and laws and regulations to encourage independent innovation of small and medium-sized enterprises, improve the innovation consciousness and innovation ability of enterprises, including strengthening the protection of intellectual property rights, improving the efficiency of scientific and technological achievements transformation, and encouraging enterprise innovation. Strengthen the independent innovation ability of enterprises, strengthen the introduction and training of talents, and provide strong talent support for the scientific and technological research and development of enterprises; improve the R & D process and management mechanism, improve R & D efficiency and quality of results. Improving the scientific and technological research and development system and enhancing the independent innovation ability of SMEs will help promote sustainable development and achieve coordinated development of economy, society and environment.

5.3. Optimize the high-level talent introduction mechanism to enable high-quality development of enterprises

Talent is the most important factor in the development of enterprises, organizations and countries, and an important force to promote social progress. Optimizing the high-level talent introduction mechanism can improve the innovation ability and management ability of enterprises, promote the industrial transformation and upgrading of enterprises, promote the high-quality development of new enterprises, and enhance the national innovation strength and international competitiveness. Optimize the introduction mechanism of high-level talents and enable the high-quality development of enterprises. The government and enterprises should take a series of measures to create an environment for talents to love talents and respect talents, so as to provide strong talent support and guarantee for the

high-quality development of specialized and special new enterprises. The government has formulated a series of preferential policies, such as tax incentives, housing subsidies, etc., to attract high-level and high-quality talents to join new enterprises; establish a talent introduction platform, provide recruitment and training services for specialized and special new enterprises, strengthen the training of high-level talents, improve the overall quality and innovation ability of talents, and improve the efficiency and quality of talent introduction. The company formulates talent introduction and management plans to provide strong talent support for the high-quality development of specialized new enterprises ; improve the salary of talents, further enhance their sense of belonging and collective sense, and enhance the cohesion and competitiveness of enterprises ; establish a talent training mechanism to provide training and career development opportunities for high-level talents, improve the professional ability and innovation ability of talents, and promote innovative development and creative leap of specialized, specialized and new enterprises.

5.4. Build enterprise service ecology, promote the transformation and upgrading of small and medium-sized enterprises

With the in-depth development of scientific and technological revolution and industrial transformation, digital transformation has become the general trend. By using big data, cloud platform and other technologies, we can improve the level of digitalization, networking and intelligence of enterprises, promote the transformation and upgrading of 'specialized, specialized and new' enterprises, and promote the development and manufacturing of new formats, new models and new products. In order to build an enterprise service ecology and promote the transformation and upgrading of small and medium-sized enterprises, specialized, specialized and new enterprises should innovate and improve their service concepts, service models and service platforms, so as to provide more comprehensive, personalized and professional services for small and medium-sized enterprises and promote the high-quality development of enterprises and industries. Establish an industrial ecosystem to provide comprehensive services for SMEs, including technical support, market promotion, and financial support to help SMEs achieve transformation and upgrading ; build a service platform to provide various services for SMEs, such as talent introduction, training, financing, etc., to help SMEs improve their management level and competitiveness ; innovate service mode, strengthen service consciousness and service culture, according to the needs and characteristics of small and medium-sized enterprises, tailor-made service plan, improve the pertinence and effect of service ; carry out industrial cooperation and win-win plan, cooperate with relevant enterprises, institutions and groups to jointly promote industrial development and transformation and upgrading of small and medium-sized enterprises ; improve the whole process of digital policy chain, from the government, effective market, enterprise main body three aspects, the whole process, the whole chain to promote the key areas and key industries of small and medium-sized enterprises digital transformation.

6. Conclusions

The formulation of provincial support policies provides a macro-level guidance for enterprises to take a green development path, enhance industrial accumulation and strengthen brand building, and choose different forms and different transformation models. Regardless of the country's requirements for enterprise development or the needs of independent development of enterprises, it shows that enterprises need to develop the path guidance of 'specialization and innovation'. In the existing constraints, there are still some problems, such as insufficient financial support, structural shortage of talents, insufficient innovation ability and research strength, and certain binding policy system. In order to effectively solve the relevant problems, the main bodies also actively respond to them, and put forward the government to increase policy support, improve the scientific and technological research and development system, optimize the high-level talent introduction mechanism, and build the enterprise service ecology and other powerful measures to help enterprises improve the enterprise development system environment, enhance the independent innovation ability, enable high-quality development, and promote transformation and upgrading.

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