

Research on the Strategy of Chinese Small and Micro Enterprises to Carry out International Business under the Background of Internet Web3.0

Kejia Dong, Miaomiao Chen, Xinyu Ren and Zhengdan Pan

Anhui University of Finance and Economics, Bengbu, 233030, China

Abstract

With the application of Internet technology in production, office, logistics, life, consumption, etc., "Internet +" has become an inexhaustible driving force for innovation-driven economic development. Therefore, based on the current development status of small and Medium-sized enterprises in chinese under the background of "Internet +", effectively guiding them to carry out international business can rapidly improve their development speed, development quality and innovation level. Based on the background of the current "Internet +" era, this paper briefly analyzes and discusses the positive significance of chinese's small and Medium-sized enterprises to develop international business strategies, existing problems and development strategies, hoping to innovate and develop international business for small and Medium-sized enterprises in chinese. Provide some reference.

Keywords

Internet; Small and Medium-sized Enterprises; International Business.

1. Introduction

In recent years, the rapid development and iteration of Internet technology has played a significant role in promoting the rapid development of small and Medium-sized enterprises in chinese, and has created favorable conditions for promoting the healthy development of chinese's economy[1]. From the current development background of "Internet +", there are still many problems in the process of participation and development of international business by small and Medium-sized enterprises in chinese, which not only directly affect their analysis, participation and competition in the international market in the process of development, At the same time, it also has a certain degree of influence on the planning of various industries in chinese on the development strategy and positioning of international business. Therefore, SMEs and relevant management departments must pay attention to the development opportunities and risks faced by SMEs in the context of "Internet +", and provide effective support for chinese's SMEs to carry out international business[2].

2. Analysis of the Current Situation of International Business Development of Small and Medium-sized Enterprises in Chinese

Nowadays, the speed and quality of domestic network system construction and information system construction have been rapidly improved. With the effective support of these auxiliary measures, China basically has the basic conditions for international business activities. Most small and Medium-sized enterprises Enterprises have also received relatively generous returns in the process of conducting international trade activities. However, the business activities carried out by developed countries abroad started relatively early, because there is a large gap between the domestic risk concept and the international level, and the international trade

activities carried out by some small and Medium-sized enterprises still remain in customer service, corporate marketing and At different levels such as employee training, there are some problems, whether in developing the market or in accumulating experience. However, in any case, the international trade market within the domestic small and Medium-sized enterprises still has a relatively large development potential, and actively exerts the value of the "Internet +" system to lay the foundation for the development of international business activities[3].

First of all, at present, the level of innovation of the international trade activities of enterprises is relatively low, and innovative strategies and thinking are relatively lacking. Because the internal business strategies and planning of small and Medium-sized enterprises are usually only based on the perspective of immediate interests, therefore, in the process of carrying out national business and marketing activities, it is often impossible to form an in-depth understanding of the market, or to form a traditional development model[4]. Due to certain dependence, it is impossible to innovate business methods and solutions in the context of "Internet +", and the interests of enterprises themselves cannot be maximized. The managers of some enterprises do not have a deep understanding of the formation of innovative ideas and concepts, and imitation is now a relatively common way and means.

Secondly, there is a relative shortage of professional international business talents. For enterprises, paying attention to the development of talents is the foundation and foundation of their survival and development[5]. Although China has invested a lot of experience in the construction of the Internet system, and the number of graduates of related majors is relatively large, however, graduates do not Get real exposure to international business work. Due to the limited scale of small and Medium-sized enterprises, some enterprises do not pay attention to the training of internal employees, and cannot use talents to inject vitality into the future development of enterprises. In addition, in order to control costs, most enterprises cannot introduce talents with rich experience and relatively high technical level, which limits the development of international business activities to a certain extent[6].

At the same time, some small and Medium-sized enterprises do not have a deep understanding of international business activities and are unwilling to invest in information technology. The basic equipment and facilities of most enterprises cannot provide necessary support for the construction and development of international business activities. , which makes the enterprise lose its advantage[7]. In addition, under the background of "Internet +", the in-depth application of information technology means will also have a relatively large impact on the development of international business activities. If there is no effective support for information hardware conditions, business The performance of the operation cannot be improved.

3. The Positive Significance of Chinese's Small and Medium-sized Enterprises to Carry out International Business under the Background of "Internet +"

3.1. It is Conducive to Accelerating the Pace of Internet Application of Small and Medium-sized Enterprises in Chinese and Improving the Competitiveness of Enterprises

Based on the expanding trend of economic globalization at the current stage, China's small and Medium-sized enterprises make reasonable use of the "Internet +" background and the advantages of technological integration, coordinated development, convenience and efficiency to carry out international business, which is conducive to further accelerating the mutual cooperation between small and Medium-sized enterprises[8]. The pace of network application will improve the comprehensive competitiveness of China's small and Medium-sized enterprises to carry out international business work. Therefore, in response to the current

changes in the "Internet +" era and international market competition, small and Medium-sized enterprises in Chinese must strengthen the development of international business based on their own development needs, join the international market competition with an active attitude, and supplement their own funds. , technology, talent, brand, experience and other aspects of the shortcomings, and then improve the competitiveness of enterprises[9].

3.2. Conducive to Broadening Development Channels and Guiding Small and Medium-sized Enterprises in Chinese to Get out of Development Difficulties

Judging from the current overall development of small and Medium-sized enterprises in Chinese, the shortage of funds is one of the main problems affecting the development and innovation of small and Medium-sized enterprises. Therefore, to carry out international business in line with the development background of "Internet +", develop domestic and foreign markets, and use domestic and foreign resources, it is beneficial to broaden the ideas of small and Medium-sized enterprises in the establishment of entry modes and channels, and effectively ease the development of small and Medium-sized enterprises in China. The pressures and problems such as shortage of funds in Chinese will guide small and Medium-sized enterprises to get out of the current development dilemma of single channel, narrow market and limited resources. Due to the influence of traditional social consciousness, its own operation mechanism and loan guarantee ability, the shortage of funds and the difficulty of loans for small and Medium-sized enterprises in Chinese are the main problems in financing. To a certain extent eased, but the problem of financial constraints has not been well resolved. Through international business cooperation, small and Medium-sized enterprises can obtain development funds through exporting commodities, attracting foreign investment, and international cooperation, and maintain their own development vitality.

3.3. Conducive to Promoting the Technological Progress and Management Level of Small and Medium-sized Enterprises in Chinese

Continuously increasing the efforts of small and Medium-sized enterprises in Chinese to carry out international business in the context of "Internet +" is conducive to promoting their improvement in technology, management level, and brand image. The current "Internet +" background is not only an opportunity for SMEs to adjust their development strategies and plans, but also an opportunity for SMEs to improve and optimize their production technology, management experience, and informatization construction in the process of national industrial restructuring and upgrading. Increasing the strength and scope of SMEs to carry out "Internet + international business" will not only help SMEs to solve the problem of capital and resource bottlenecks, but also help SMEs to actively introduce foreign advanced production technology and management experience. Enterprises should do a good job in the identification, digestion, absorption and innovation of imported technologies and experiences, and maximize the technical level and scientific management level of small and Medium-sized enterprises in Chinese.

4. The Existing Problems of Chinese's Small and Medium-sized Enterprises Conducting International Business under the Background of "Internet +"

4.1. Small and Medium-sized Enterprises have a Low Level of Awareness and Application of "Internet +"

Judging from the development situation of Chinese's small and Medium-sized enterprises conducting international business under the background of "Internet +" at the current stage,

small and Medium-sized enterprises have a low level of cognition and application of "Internet +", which is one of the main problems affecting their smooth development of international business. First of all, the current SMEs have not fully realized the importance of the background of Internet technology and informatization to their development and innovation in the process of development, and they are still affected by traditional development models and experience in terms of development strategies, international market entry models, and international business cooperation. Therefore, the international business development of small and Medium-sized enterprises is also at a lower level, and the overall development vitality is low. Secondly, the leaders and management of small and Medium-sized enterprises lack the understanding of "Internet +", which leads to their weak ability to respond to unexpected risks and events in the process of international business, and their understanding and analysis of the international market are low. In particular, the important role of "Internet +" in international business cannot be well played, which seriously restricts the efficiency and progress of chinese's small and Medium-sized enterprises in international market development.

4.2. Small and Medium-sized Enterprises Lack Innovative Thinking and Development Vitality

The lack of innovative thinking and development vitality of small and Medium-sized enterprises is another important issue that affects the efficiency and effectiveness of their international business in the context of "Internet +". It is more obvious that under the background of "Internet +", the technologies, experiences, thinking and models used in the development of enterprises have obvious innovative characteristics, while the development strategies and planning choices of small and Medium-sized enterprises in chinese are at a relatively low level, which leads to their In innovation work, there are often problems such as over-emphasis on immediate interests and conformity. At the same time, small and Medium-sized enterprises are weak in terms of development vitality and innovation driving force, and the integration of "Internet + international business" is not enough. In particular, the lack of efficient use of "Internet +" in learning and innovation work has further affected the efficiency and effectiveness of chinese's small and Medium-sized enterprises to carry out international business.

4.3. Lack of International Business Talents with Professional Qualities and Skills

Talents are one of the main resources of current enterprise innovation and economic development. In the development process of small and Medium-sized enterprises under the background of "Internet +" at this stage, the lack of international business talents with professional quality and skills has also become the main problem limiting their development efficiency. one. First of all, chinese's small and Medium-sized enterprises are relatively late to participate in international market competition, with a single entry mode and lack of management experience, which not only indirectly affects the effective connection between foreign advanced experience and development models and chinese's small and Medium-sized enterprises, but also in the recruitment of outstanding international business talents, and the lack of management experience. Configuration, training, remuneration, assessment and other aspects also lag significantly. At present, small and Medium-sized enterprises in chinese lack excellent talents with Internet information technology skills, professional knowledge of international business, and high foreign language proficiency. At the same time, due to the constraints of financial strength and human resource costs, small and Medium-sized enterprises are insufficient in the recruitment and training of outstanding talents, which leads to The information technology ability, business development ability and foreign language level of international business talents are relatively low, which affects the smooth development of "Internet + international business" in chinese's small and Medium-sized enterprises.

5. Effective Strategies for Chinese's Small and Medium-sized Enterprises to Carry out International Business under the Background of "Internet +"

5.1. Increase the Promotion and Application of "Internet +" in Small and Medium-sized Enterprises

Increasing the promotion and application of "Internet +" in small and Medium-sized enterprises is one of the important strategies to promote their international business efficiency. First of all, small and Medium-sized enterprises should study the national policies on "Internet +", combine the characteristics and development stage of the enterprise industry, and follow the policy guidance to effectively introduce Internet technology into the development strategy and planning of small and Medium-sized enterprises. At the same time, the leaders and management departments of small and Medium-sized enterprises should further pay more attention to the development of "Internet + international business", and make full use of Internet information technology to systematically conduct a systematic analysis of the current situation of the international market, consumption preferences, development trends, market forecasts, and risk management. Comprehensive analysis and comprehensive research, and the effective application of Internet technology and collected data information in the international business work of small and Medium-sized enterprises, to carry out product research and development, business development, order processing, customer relationship management, etc. Development risk in competition.

5.2. Pay Attention to and Speed up the Updating of Innovative Thinking and Development Strategies of Smes

Paying attention to and speeding up the updating of innovative thinking and development strategies of small and Medium-sized enterprises has extremely important practical significance for their international business under the background of "Internet +". First of all, small and Medium-sized enterprises should be based on the development trend of "Internet +", jump out of the constraints caused by traditional development models and management experience in a timely manner, and effectively use Internet technology to learn or obtain foreign advanced management experience, production technology and market information, especially international Key information such as market status quo, target market policy changes, development trends, consumer demand changes, and competitors' situations provide an information basis for decision-making such as its own development strategy, entry mode, and strategy adjustment. Secondly, it is necessary to make full use of the advantages of information communication brought by Internet technology to improve its own international business work mode and concept, and constantly play the important role of Internet technology in the development of international business work of small and Medium-sized enterprises. Make full use of online Canton Fair, online conferences and other platforms to expand customers and conduct business, and solve the constraints of time, cost, talents and other factors on the development of small and Medium-sized enterprises.

5.3. Cultivate and Introduce International Business Talents with Professional Quality and Skills

Cultivating and introducing international business talents with professional quality and skills also plays an important role in the international business work of small and Medium-sized enterprises under the background of "Internet +". First of all, chinese's small and Medium-sized enterprises should rely on Internet technology to actively carry out international business professional knowledge and skills training and re-education for in-service personnel, and guide them to understand the latest international business professional knowledge, skills, experience

and models under the background of "Internet +" development. Improve quality and skills through Internet online learning, online education, etc. Secondly, SMEs can effectively use Internet technology to establish a human resource management mechanism suitable for their own development conditions and development stages, and establish and improve systems and processes such as human resource planning, recruitment allocation, training development, performance management, salary management, and labor relationship management. To standardize management, reduce costs, and unite people's role. Thirdly, it is necessary to appropriately introduce external talents, bring in new management experience, professional skills, development models and other external resources through the introduction of talents, and use the "catfish effect" to activate the vitality of existing international business talents, so as to cope with the fierce international business for small and Medium-sized enterprises. Market competition and international business work provide a solid talent base.

6. Conclusion

As an important force to promote the healthy development of chinese's national economy, SMEs are not only faced with unprecedented development opportunities under the background of the current economic globalization and "Internet +" era, but also face many problems in developing international business and other aspects. , especially the lack of cognitive level, innovative thinking, talent team and other aspects, seriously restricting the innovation and vitality of chinese's small and Medium-sized enterprises to carry out international business at this stage. Therefore, small and Medium-sized enterprises in China should conform to the development trend of "Internet +", make full use of the information technology advantages of "Internet +", reasonably formulate international business development strategies and plans, increase efforts to develop international markets, and cultivate innovative strategies and thinking. In the construction of international business talents, both introduction and training should be taken simultaneously, so as to lay a solid foundation for China's small and Medium-sized enterprises to carry out international business in the context of "Internet +".

References

- [1] Aissaoui, R., Geringer, J.M., Livanis, G., 2020. International Collaboration and European Contributions to International Business Research. *Management International Review* 60, 827-868.
- [2] Buckley, P., Casson, M., 2019. Decision-making in international business. *Journal of International Business Studies* 50, 1424-1439.
- [3] Buckley, P.J., Casson, M., 2021. Thirty years of International Business Review and International Business Research. *International Business Review* 30.
- [4] Calma, A., Suder, G., 2020. Mapping international business and international business policy research: Intellectual structure and research trends. *International Business Review* 29.
- [5] Child, J., Hsieh, L., Elbanna, S., Karmowska, J., Marinova, S., Puthusserry, P., Tsai, T., Narooz, R., Zhang, Y.L., 2017. SME international business models: The role of context and experience. *Journal of World Business* 52, 664-679.
- [6] Griffith, D.A., Cavusgil, S.T., Xu, S.C., 2008. Emerging themes in international business research. *Journal of International Business Studies* 39, 1220-1235.
- [7] Lundstrum, L.L., 2020. Teaching international business development using current business metrics. *Journal of International Education in Business* 13, 263-274.
- [8] Seno-Alday, S., 2010. International business thought: A 50-year footprint. *Journal of International Management* 16, 16-31.
- [9] Zhang, Z.C., 2013. Business English students learning to write for international business: What do international business practitioners have to say about their texts? *English for Specific Purposes* 32, 144-156.