

Research on International Business Operation and Cross-Border Management of Enterprises

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Abstract: Since the reform and opening up, China's degree of opening up to the outside world has been increasingly deepening, and the connection between the domestic market and the international market has become increasingly close, ushering in new opportunities for social and economic progress. Under the influence of the trend of economic globalization, the international market has also entered a new stage of progress, and the degree of economic integration is constantly deepening. As a result, China's international business activities have also taken it to a higher level. When conducting business activities in different countries, cultural differences have to some degree increased the difficulty of international business operations and cross-border management for enterprises. Therefore, this article conducts research on national business operations and cross-border management of enterprises, to provide theoretical reference for pushing the smooth progress of international business operations and cross-border management in China.

1. Introduction

In the context of the deepening trend of economic integration, the central government of China has put forward the “the Belt and Road” progress initiative in recent years^[1]. The above policies have to some degree promoted domestic enterprises in China to enter the international market, providing crucial support for enterprises to develop international business operations and cross-border management. Currently, more and more enterprises are taking the international progress path, and international business cooperation and cross-border management have become the main direction of modern enterprise progress. However, due to cultural differences and insufficient management innovation, international business operations and cross-border management of enterprises face numerous difficulties. In this regard, the management of enterprises needs to increase their emphasis on international business operations and cross-border management, continuously innovate their work, and integrate into the process of global economic integration with a more proactive attitude.

2. Analysis of the Necessity for Domestic Enterprises to Strengthen International Business Operations and Cross-Border Management

2.1 Conducive to Implementing the “Going Global” Progress Strategy and Enhancing the Core Competitiveness of Domestic Enterprises

The active expansion of overseas business by domestic enterprises is a crucial measure to implement China's “going global” progress strategy. It not only facilitates the expansion of China's commercial landscape, but also facilitates domestic enterprises to actively learn from the business concepts and models, advanced production technologies, etc. of developed country enterprises, thereby improving the production and operation situation of domestic enterprises. However, there is still a significant gap between them and developed country enterprises, and the progress level is relatively backward. In strengthening international business operations and cross-border management, domestic enterprises can continuously enhance their management level and

production and operation capabilities, thereby helping them further achieve sustainable progress^[2].

2.2 Conducive to Promoting Deep Integration between Domestic and International Markets

By conducting international business operations and cross-border management, enterprises can organically connect their domestic and international markets, thereby enabling them to gain broader progress space and good progress prospects under the concept of win-win cooperation and progress. In addition, it can also help the backward industries in China's domestic market obtain new progress opportunities, thereby enhancing the comprehensive competitive strength of the domestic market in the international market.

3. Specific Strategies for International Business Operations and Cross-Border Management of Enterprises

3.1 Reasonably Set Goals for International Business Operations and Cross-Border Management

Against the backdrop of the wave of economic integration and the constant progress of modern information technology, in order for Chinese enterprises to occupy an advantageous position in the fierce international market and seek a comprehensive progress path, they must maximize their own advantages and formulate scientific, reasonable, and feasible strategic progress goals^[3]. Firstly, in the face of a complex market competition environment and an unstable market competition structure system, Chinese enterprises should combine the international business operation environment of different countries, regions, and progress stages, and fully grasp the local social culture. It is also essential to actively adapt to the progress trend of the times and flexibly adjust the goals of international business operations and cross-border management of enterprises. Secondly, when carrying out international business operations and cross-border management activities, Chinese enterprises should effectively understand themselves and each other, compare and analyze the competitive advantages and disadvantages of enterprises from different countries, and then identify their own international market positioning and formulate scientific progress plans. Thirdly, Chinese enterprises should also focus on controlling influencing factors outside of the international market, and be well prepared for risk management and response. Fourthly, Chinese enterprises must remember not to rashly enter the international market and need to make sufficient preparations in advance. Not only does it need to consider one's own market competitiveness, but it also needs to examine the entire international market environment. One can first conduct market "testing" and gradually shift the focus of progress to the international market after gaining a certain level of popularity in the market^[4]. Fifthly, although enterprises are actively expanding their industrial scale and market influence, they need to reasonably balance domestic and foreign production resources in carrying out international business operations and cross-border management activities, and formulate phased progress plans based on the progress of international and domestic markets, to address economic imbalances. Sixthly, the management of enterprises should closely monitor the global economic progress, recognize the changing trends in their market sectors, and establish a sound risk prevention and resolution mechanism. This will enable timely withdrawal in the face of deteriorating international economy.

3.2 Actively Foster and Introduce Management Talents, Strengthen Team Building

The production and operation activities of enterprises cannot be separated from the assistance of high-quality management talents. To effectively enhance the level of international business operation and cross-border management, enterprises must fully recognize the crucial value of management talents, strengthen team building, and establish a sound international business operation and cross-border management system. Firstly, enterprises should enhance their current international business operations and cross-border management system based on their actual situation, phased strategic progress goals, new progress needs, and complex and ever-changing international market situations, truly keeping up with the times. Secondly, enterprises should deepen

the implementation of the employment concept of “specialized skills” in expanding overseas markets and business processes. Whether it is a large enterprise group with strong capital or a small and medium-sized enterprise, it is essential to focus on strengthening the construction of international management talent teams and actively establish overseas management departments to specifically responsible for international business operations and cross-border management business of the enterprise^[5]. In the process of talent team construction, enterprises should put aside narrow mindedness and recognize that talent does not distinguish national boundaries. Firstly, enterprises should be rooted in the local area and actively recruit local management talents. This is mainly because local management talents have a thorough recognition of the local social culture, market progress history, etc., which can provide scientific guidance for enterprises to expand their overseas international business. Secondly, enterprises should also focus on providing professional training for internal talents, selecting a group of talents from within the enterprise, and strengthening their international environmental adaptability, international management thinking, and professional business management skills, to provide talent protection for international business operations and cross-border management of enterprises. Thirdly, enterprises should actively establish a cross-cultural business management system, align their local business management concepts with the international market and local culture, and formulate targeted progress strategies, to achieve diversified progress.

3.3 Establish a Sound System for International Business Operations and Cross-Border Management

When actively expanding overseas business, Chinese enterprises need to actively innovate their own business management system to better adapt to the international market environment. Firstly, while expanding their business scope, domestic enterprises need to focus on transforming a single market progress strategy, establishing a diversified market operation and progress strategy to achieve multifaceted progress in the international market. For instance, domestic enterprises can gain more economic benefits through direct and indirect export models when conducting international trade activities^[6]. Secondly, domestic enterprises can choose to enter the international market through investment or contract models. After comparative analysis of these two market access models, the contract model is more stable, and the probability of operating risks is relatively low, but it has higher requirements for enterprises. In this regard, enterprises can integrate the two methods, actively refer to the experience of other enterprises that have entered the international market, and formulate overall business progress strategies based on their own strength to establish a stable foothold in the international market. Thirdly, enterprises also need to pay attention to the research and innovation of their own products, and timely do a good job in brand positioning and promotion in the international market. It is essential to actively recognize the business situation of international competitors and explore sustainable progress paths in practice.

3.4 Timely Update Concepts of International Business Operations and Cross-Border Management

Concept is a scientific guide for action, and domestic enterprises need to update their international business operations and cross-border management concepts in a timely manner when entering the international market. When expanding overseas markets, domestic enterprises not only need to focus on how to compete for international market share and enhance market competitiveness, but also should focus on innovating international business operations and cross-border management concepts, and innovating management methods. Currently, although some enterprises have entered the international market, they have not yet gained significant market competition and progress advantages. Therefore, it is essential to actively learn from advanced business management concepts from developed countries. Firstly, domestic enterprises should have a clear recognition of their core competitive strength in the international market when transitioning, and conduct a comparative analysis of the current domestic and international market environment to clarify their shortcomings and lay a solid foundation for their future progress in the international market. Secondly, domestic enterprises should also focus on innovating the management philosophy

of management personnel, and establish a sound salary and welfare system for international business operations and multinational management talents, implement a people-oriented management mindset, and promote international management talents to experience a sense of belonging, responsibility, and humanistic care in practical work. This can effectively enhance the level and quality of international business operations and cross-border management, and help domestic enterprises establish a foothold in the international market.

4. Conclusion

In summary, influenced by the trend of global economic integration, more and more Chinese enterprises are turning to the international market after a certain level of economic strength. However, due to the complexity of the international market and the presence of many uncertain factors in the market competition environment, it is essential for enterprises to constantly strengthen their core market competitiveness, especially to strengthen international business operations and cross-border management. In this regard, enterprises should accelerate the construction of an international business operation and cross-border management system, strengthen the training and introduction of management personnel, enhance the international business operation and cross-border management model, and thus occupy an advantageous position in the fierce international market competition, achieving comprehensive progress.

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