

Analysis of International Business Operation and Transnational Management of Chinese Enterprises

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Abstract: The ability of international business operation and national management is of great significance for enterprises to expand the market and improve their market competitiveness. To take effective measures to improve the ability of international business operation and transnational management of Chinese enterprises is necessary to help the sustainable and stable development of enterprises. By analyzing the current situation of international management and transnational management of Chinese enterprises, this paper puts forward suggestions on international management and transnational management of Chinese enterprises, promotes Chinese enterprises to give full play to their advantages in international business management better, and guarantees the sustainable development of enterprises.

Keywords: Enterprise; International Business Operations; Multinational Management; Analysis

1. Introduction

As China's enterprises continue to go international, the international business cooperation and transnational management of enterprises are becoming more and more important. Since Chinese enterprises have been involved in international business operation for a relatively short period of time and have insufficient experience, many problems are bound to exist in their operation and transnational management. Actively improving the international business operation capability and transnational management of Chinese enterprises can promote the better development of their international business.

2. The Current Situation of International Business Operation of Chinese Enterprises

Along with the rapid development of China's economy, the pace of internationalization of Chinese enterprises is getting faster and faster. The importance of international business in the development of enterprises is becoming more and more prominent, and the international and domestic business environment is becoming more complex. By analyzing the current situation of international business operations of Chinese enterprises, we can help Chinese enterprises to develop their international business smoothly in the future.

3. The Current Situation of Multinational Management of Chinese Enterprises

3.1 The Overall status of Multinational Management of Chinese Enterprises

In terms of the overall situation, the current situation of multinational management of Chinese enterprises is good and the development momentum is strong. In recent years, the practice of transnational management of Chinese enterprises has been promoted continuously, and more and more transnational investment and operation activities of enterprises have been carried out. In the face of the new international economic environment, more and more enterprises are going abroad to seek more opportunities, and the move of Chinese enterprises to expand global markets and sell domestic products to global markets has become more active. At the same time, Chinese enterprises are also strengthening their multinational management, continuously improving their organizational structure and

exploring innovative models of multinational management. In order to better adapt to the globalized market, enterprises are striving to improve their service level, enhance their overall operation level and improve their international competitiveness. Chinese enterprises are also developing emerging markets and expanding their products to all over the world, thus promoting our economic development. The transnational management of our enterprises is developing rapidly and playing an important role for our economic development. However, there are some problems in the multinational management of Chinese enterprises, such as the lack of management talents and the lack of management experience. At the same time, there are many potential risks in the multinational operation of Chinese enterprises, whether it is legal risk, political risk or economic risk, which need to be effectively controlled by enterprises.

3.2 Problems of Multinational Management of Chinese Enterprises

In recent years, with the great development of China's economy, Chinese enterprises have gone abroad and started to conduct multinational operations overseas [2]. First of all, Chinese enterprises lack sufficient experience and skills in international business operation and cannot effectively resist the risks existing in the process of international business operation. Because Chinese enterprises have entered the international market for a relatively short period of time and have too little experience, they lack sufficient experience in international business management and do not summarize and apply the experience gained in international business management in the past in a timely manner. Secondly, the lack of consistency in the multinational management of Chinese enterprises leads to the lack of overall arrangement of enterprise activities, and the failure of all parties to coordinate and cooperate, and the lack of cooperation in the process of actual work. The competition, risks and changes in financial activities in the international market often have a serious impact on the management of enterprises. Business activities are not only governed by the internal environment of the enterprise, but also by the external environment of the enterprise. In the process of carrying out international business operations, enterprises need to act in accordance with China's internal laws and regulations and relevant policies, as well as to follow the relevant regulations of international business operations. In the process of conducting business activities, enterprises may encounter some unexpected situations or face new changes in the international situation, but the relevant management policies are not updated at the same time, resulting in a lack of consistency in enterprise management. In addition, our companies lack an international perspective in multinational management. There is a huge correlation between the activities of our enterprises and the competence and perception of managers. Currently, managers of our domestic companies lack an international perspective to some extent, making them lack a global perspective in their business planning. Leadership-centered and artificial governance is still common in conducting business management, instead of relying on more perfect scientific and systematic management methods to ensure the smoothness of each link and the regularity of staff behavior. Chinese enterprises must use international management models to gain an advantage in global competition, strengthen the management level of enterprises, and develop their international management capabilities.

4. Optimization Strategies for International Business Operations and Multinational Management Work of Chinese Enterprises

4.1 Optimization Strategies for International Business Operations of Chinese Enterprises

In recent years, with the development of China's economy, Chinese enterprises are expanding their international business operations to obtain good development opportunities, but due to the current changes in the international economic environment, coupled with the lack of multinational management level of Chinese enterprises, there are certain challenges for Chinese enterprises in their international operations. Therefore, it is very important to optimize the international business strategies of our enterprises to achieve their multinational management goals. First, Chinese enterprises should have a comprehensive understanding and grasp of the market situation so that they can develop better business strategies and make their business solutions more in line with the actual development needs. Enterprises should conduct a comprehensive survey of the global market, understand the current market situation, the level of technological development, customer needs, etc., and then develop a comprehensive business strategy based on this, and adjust and improve the previous business plan to improve the competitiveness of enterprises in the global market. Secondly, Chinese enterprises should continuously improve their transnational management system, strengthen the coordination and linkage between domestic and international departments, ensure the effectiveness and efficiency of transnational management, and enhance the

flexibility of enterprises in international operation [3]. In addition, Chinese enterprises should also strengthen cooperation with partners, select high-quality international enterprises or local enterprises and establish long-term partnerships with them, in order to better promote the development of cross-border business activities. Finally, Chinese enterprises should establish a market tracking and research mechanism, continuously assess the development status and business plan according to the changes in the market situation, implement dynamic management, as well as continuously improve the international business strategy of enterprises to maximize the competitiveness of enterprises in the global market.

4.2 Optimization Strategies for Multinational Management of Chinese Enterprises

With the reform and opening of China's economic system, Chinese enterprises are more and more involved in international business operations, and transnational management has become an important part of enterprise development. In order to better play the advantages of enterprises in international business operation, Chinese enterprises must establish and implement a set of optimized transnational management strategies. First of all, Chinese enterprises must make good preparations for transnational management. In addition to learning relevant management measures and methods, they should also actively carry out comprehensive research on transnational management, gain an in-depth understanding of the local international business environment and achieve their development goals. Secondly, Chinese enterprises should choose partners carefully, and partners should be carefully researched and screened, and the consistency of interests with local partners should be carefully considered, so as to ensure the interests of both sides and achieve the purpose of win-win cooperation. In addition, talents are indispensable in multinational management. Chinese enterprises should actively promote talent training programs, strengthen the training of relevant staff, improve their work skills and work quality, and provide them with more opportunities for further training [4].

Conclusion

To sum up, Chinese enterprises face many challenges in international business, and it is very important to optimize their international business strategies and do a good job in transnational management. Therefore, Chinese enterprises should make full use of market information, improve their transnational management system, strengthen cooperation with partners, evaluate scientifically, seek truth from facts, and continuously improve their international management strategies, so as to effectively promote the effectiveness of their transnational management work, achieve good international management results, and promote the long-term and stable development of enterprises.

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