

Countermeasures for Chinese Enterprises to Profit from Technological Research and Development

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Abstract: With the continuous advancement of the global market, many large domestic enterprises must constantly seek new space for continuous development to better adapt to the international development and situation. In the international market competition, they can obtain more profits by continuously developing their own capabilities of scientific researches. Under the background of multilateral trade, the research and development capability of Chinese enterprises is directly related to whether the enterprises occupy a certain dominant position in the process of international development. In order to profit from technological research and development, it is necessary for the enterprises to improve their capability of independent innovation, optimize the allocation of resources effectively, and enhance the core competitiveness. Therefore, this paper mainly analyzes the ability of Chinese enterprises to carry out scientific researches, discusses the main international scientific research investment modes, and puts forward relevant countermeasures for Chinese enterprises to make profits from scientific research and development.

1. Introduction

In the process of globalization, the construction of global research and development network for Chinese enterprises is bound to become an important trend. With the continuous improvement of comprehensive national strength of our country, China has achieved a certain position in the international market. In order to make Chinese enterprises better go abroad, it is necessary to enhance the scientific research ability of Chinese enterprises, develop and expand enterprises through scientific and technological innovation, so that enterprises can obtain greater profits. How to make profits in scientific research has always been one of the important issues for enterprises. Combining by the international market and the demand of international market, Chinese enterprises can effectively improve their profitability by promoting their own scientific research technology. In order to better develop the scientific research ability and profitability of Chinese enterprises, it is necessary to effectively analyze the international market and combine the main international scientific research investment modes, so that enterprises can better profit from scientific research.

2. Internationalization Analysis of Scientific Research Capability of Chinese Enterprises

With the continuous development of globalization, Chinese enterprises are in the critical stage of transformation and upgrading. The research and development capability of Chinese enterprises is directly related to their development prospects in the international market. At present, the scientific research and development of Chinese enterprises is developing towards internationalization. By connecting with international standards, enterprises can directly obtain international advanced technology, continuously optimize their own resource allocation, further improve their ability of independent innovation, and enhance their core competitiveness. But at present, there are still some deficiencies for Chinese enterprises to make profits from technological research and development. For example, the internationalization ability of technological research and development is relatively small. Although some enterprises have a high level of profitability, they lack motivation for technological research and development, which leads to certain restrictions on international research and development. At the same time, compared with other developed countries, the amount of research and development investment of Chinese enterprises started late and has not yet formed a large scale. In addition, the international research and development and investment of Chinese enterprises are mainly distributed in the United States, Japan and other developed countries, resulting in higher total technological research and development expenditure, which is not conducive to the development of enterprises ^[1].

3. The Main Investment Methods of Chinese Enterprises in Scientific Research in the International Arena

At present, the main method of investment in scientific research by Chinese enterprises in the world is technology alliances. Due to the late development of research and development investment in the world and the limited strength of most enterprises, China can only choose technology alliance and other ways in the process of research and development to improve technological research and development capabilities to enable enterprises to occupy a certain position in the international market by combining with international advanced enterprises and the establishment of research and development centers. The establishment of technological alliance cooperation methods helps Chinese enterprises to introduce foreign advanced technologies. And multi-party cooperation can improve their independent research and development capabilities, so that enterprises can profit from scientific research and development ^[2].

4. Ways for Chinese Enterprises to Profit from Scientific Research

In order to profit from scientific research, Chinese enterprises must constantly improve their comprehensive strength. First of all, Chinese enterprises must integrate the development trend of domesticization and establish corporate brand advantages. By choosing developed countries as a breakthrough point, we will ensure our reputation and quality, attract more international investors to invest, establish corporate reputation and brand with the combination of domestic and foreign market development forms, and improve the international market share of enterprises by virtue of their own product advantages ^[3]. In addition, Chinese enterprises should establish an independent investment model. In the development process of an enterprise, we must reduce its own production costs and scientific research costs in addition to establishing a scientific research team in the international market. Through the implementation of the localization strategy, we can not only expand research and development team and strength, but also increase the company's market share in the investment process by combining the company's own technological innovation advantages and entering the overseas market in the mode of research and development investment. The establishment of an independent investment model is suitable for companies in our country who have advanced technology and continue to develop and update technology. These companies have

strong advantages in market competition, such as Huawei Company^[4]. Furthermore, it is necessary to expand the enterprise's information network and technology. In the process of technological research and development, by expanding the information network, the enterprise can always be at the forefront of technology and can obtain more information at home and abroad, which is convenient for the enterprise to continuously integrate the market environment, change its own research and development direction, and ensure that the developed products have certain core competitiveness in the international arena. By expanding the company's information network, it can help companies build their own information channels, and facilitate companies to monitor the gap between their own scientific research capabilities and other international companies in real time. And it can also help companies stand out and obtain greater profits. And we should also adopt diversified business development strategies to promote corporate growth. In order to better obtain greater profits from scientific research and development, enterprises must adopt a diversified business model for development to promote corporate profit growth. The enterprise combines its own technological research and development capabilities in the development process and adopts a diversified cooperation model such as technology invest in shares, technology alliances, establish research and development teams in the international market, and learn from other companies' advanced technologies, so as to promote the company's own development capabilities and enable companies to obtain greater benefits. At last, in the development process of an enterprise, in order to better benefit from scientific research, it must continuously improve its own science and technology. By continuously developing its own scientific and technological strength, forming its own scientific research team, and continuously upgrading and improving its own scientific research results, the comprehensive strength of the enterprise can be enhanced, so that the enterprise can obtain greater benefits from scientific research and development^[5].

5. Conclusion

To sum up, in the context of globalization, in order to occupy a certain position and initiative in the international market, Chinese enterprises must deeply grasp the general direction of international market, and constantly profit from scientific research by developing their own scientific research level. Among them, enterprises can combine the domestic development trend, establish enterprise brand advantage and independent investment mode, expand enterprise information network and technology, adopt diversified business development strategy to promote enterprise growth, and constantly improve their own science and technology, so as to obtain more profits in scientific research and further enhance the core competitiveness of enterprises in the market.

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