

# *Research Status and Characteristics of the Impact of Fiscal and Tax Policies on Enterprise Innovation Performance in China*

Qing Guo\*, Nianzhou Jiang, Xiyu Pu

*School of Economics and Management, Southwest University of Science and Technology, Mianyang, China*

*\*Corresponding author: 1642913772@qq.com*

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**Abstract:** Since the birth of Joseph Schumpeter's innovation theory, it has been widely believed that innovation is the most important driving force for a country's economic growth. At present, it has become a consensus of all countries to promote the development of strategic industries and establish an innovative country by relying on innovation and technological progress. In order to promote enterprise development and encourage enterprise innovation, the government has issued a series of fiscal and tax policies, which can improve enterprise innovation performance to a certain extent. This paper selects 407 relevant literatures on the impact of fiscal and tax policies on enterprise innovation performance from 2010 to 2021 collected by Zhongguozhi.com, uses CiteSpace software analysis system to sort out their development history, and introduces the research focus, characteristics and development trend in this field, in order to provide reference for relevant research.

## 1. Introduction

The research on fiscal and tax policies and enterprise innovation performance in China is relatively late, but the relevant research results in foreign countries have greatly promoted the correct understanding of the importance of fiscal and tax policies on enterprise innovation performance. Fiscal and tax policies have attracted more and more scholars' attention and become a research hotspot in recent years. In this paper, based on the current situation of domestic fiscal and tax policies and enterprise innovation performance, the document data is transformed into scientific metrological knowledge map by CiteSpace document metrological analysis software, and the research development trend of domestic fiscal and tax policies and enterprise innovation performance is deeply analyzed.

## 2. Research Design

### 2.1. Data source

The CNKI database is used to search Chinese literatures with "fiscal subsidies" OR "tax

incentives" OR "fiscal AND tax policies" OR "fiscal AND tax policies" AND "innovation performance" as the main topics. The sources of the journals searched are "SCI Source Journals", "EI Journals", "Peking University Core journals", "CSSCI" AND "CSCD". Excluding non-academic papers such as literature without authors, conference notice news, book introduction and so on, a total of 407 literatures in recent 10 years were obtained through screening, and the development trend of business model innovation field was analyzed.

## **2.2. Research methods**

Citespace is a software used to identify and display the new trends and dynamics of scientific development in scientific literature. It is also a very practical visual analysis software, especially in the field of scientific citation analysis. The software is developed with the support of Professor Chen Meichao. It has the advantages of simple operation and visualization, and is widely used in knowledge graph drawing. Therefore, this paper chooses CiteSpace software for visual analysis of relevant literature on the impact of fiscal and tax policies on enterprise innovation performance.

## **3. Research on fiscal and tax policies and enterprise innovation performance**

### **3.1. Research hotspot analysis**

Research hotspot analysis. Keywords are calculated by CiteSpace software, a total of 25, it can be seen that the research focus of recent years have "innovation performance", "the fiscal and taxation policy", "tax", "R&D", "financial subsidy", etc., which shows that scholars in the study of enterprise innovation performance, most scholars will be the research hotspot in combination with innovation performance.

The keywords sharing network chart of fiscal and tax policies and innovation performance shows that "fiscal and tax policies" became the focus of scholars' research from 2010 to 2013, and "enterprise innovation performance" became the focus of scholars' research from 2010 to 2017. In recent years, Scholars are paying more and more attention to "firm heterogeneity", "additional deduction of R&D expenses", "financing constraints" and other related researches, and the research objects and contents are diversified.

### **3.2. Keywords cluster analysis**

When clustering keywords, the modularity Q value calculated by CiteSpace is 0.687, and the average contour value is 0.5176. Both values are within a reasonable range, indicating that the clustering effect is significant. In the research on the relationship between fiscal and tax policies and innovation performance, six key words are co-clustered, which are "tax incentives", "additional deduction", "innovation performance", "technological innovation", "China" and "R&D investment". Among them, "tax incentives" and "innovation performance" have always been research hotspots from 2010 to 2021, and "R&D input" has been a research hotspot since about 2015 and has continued until now, indicating that tax incentives, innovation performance, and R&D investment have always been the focus of scholars' research.

### **3.3. Research institution analysis**

The chart of research institutions on fiscal and Tax Policies and innovation Performance shows that business School of Central South University has the largest number of articles published, followed by School of Economics and Management of Beijing University of Technology. Both of

these two institutions have the largest number of articles published independently. The cooperative institutions with a large number of publications and cooperation with other institutions are northwestern Polytechnical University School of Humanities and Economics, Shanghai Jiao Tong University China Institute of Urban Governance, Xi 'an Jiaotong University School of Public Policy and Management and Northwestern Polytechnical University MPA Education Center. The cooperative organizations represented by the School of Economics and Management of Beijing University of Technology, School of Public Administration of Tsinghua University and China Institute of Science and Technology Information. Headed by Tsinghua university economic management academy cooperation mechanism, including the Beijing normal university, institute of economics and business administration college of economics and management, Hebei university of technology, technology innovation research center, Tsinghua university and Jiangxi university of finance and industry economic research institute, etc., these will be cooperation between research institutions, and other institutions is relatively independent, mostly two research institution cooperation. It shows that the cooperation between institutions needs to be strengthened.

### 3.4. Study author analysis

In the research field of fiscal and tax policy and innovation performance, Zeng Jianghong, Li Jiawei and Du Kunyao published the most papers, and the collaboration among the three scholars also published the most papers, followed by the collaborative network headed by Zhang Yongan, with collaborators including Guan Yongjuan, Zhang Yuxiaodan and Li Chenguang. The cooperative network headed by Wu Jiannan, cooperators are Zheng Ye, Liu Yao. The cooperation network headed by Zhou Haitao, the collaborators are Zhang Zhengang, Li Kui. Guo Jiaqi, Li Changhong, Fan Jianping and Song Zhihong have also formed a cooperative network. The figure shows that most scholars have a certain connection with each other, and most of them are cooperative relationships between two scholars. Cooperation between scholars is conducive to promoting the continuous innovation and development of this research field.

## 4. Conclusions and Discussion

This paper uses CiteSpace software to make visual analysis of 407 selected literatures, including research hotspots, research institutions and research authors. Research findings :(1) the research on fiscal and tax policies on innovation performance started late, and research institutions are relatively independent, so research institutions should strengthen cooperation in this area.(2) There are also relatively few researchers, and there is no close network among scholars, so it becomes necessary to communicate with each other.(3) As can be seen from the time chart of keywords, the research on innovation performance started in 2010 and continues to be the focus of scholars until 2021.

Through combing and analyzing the literature related to fiscal and tax policies and innovation performance, it can be found that the research frontiers of these two fields are relatively clear at present. In the future, based on the current research, we can further study the incentive effect or crowding out effect between different industries and different enterprises, and even include more mediating variables and moderating variables.

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