

Research on the Innovation Mode of Cross-regional Cooperation among SMEs under the “Belt and Road” Strategy

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Abstract: In the process of cooperative development of SMEs, there are problems of limited scale and limited comprehensive strength. In order to better promote the development of SMEs, the paper analyzes and studies the cross-regional cooperation and innovation model of SMEs under the strategic background of the “Belt and Road”, so as to better provide the comprehensive and rapid development platform for SMEs and better protect the health and long-term development of SMEs. In combination with the background of the “Belt and Road”, this paper makes an innovative research on the cross regional cooperation model of SMEs, and analyzes the development trend of cooperation and innovation of SMEs, in order to provide a reference for the development of modern economy.

Keywords: The belt and road; SMEs; Marketing

1. Introduction

The implementation of the “Belt and Road” strategy has provided more opportunities for trade cooperation between SMEs in neighboring countries and along the region, effectively promoted the transformation of the development model of SMEs and promoted the development of SMEs. In the process of traditional market competition, SMEs are difficult to develop effectively because of relatively low economic strength, relatively poor market development conditions and more old development models [1]. Therefore, combined with the strategic background of the “Belt and Road”, this paper makes an in-depth analysis and innovation on the development mode and marketing system of SMEs, advocates the development of SMEs in cross regional cooperation, and innovates the strategy of cooperation and innovation of SMEs in order to create conditions for the healthy and rapid development of all SMEs

2. Common Problems in the Process of Cooperation and Development of SMEs

At present, in some of the emerging industrial group in China, traditional industries such as manufacturing are still the main direction for the development of SMEs. The development of manufacturing industry is relatively low on the requirements of enterprise technology and capital, and the threshold for entry of clusters is relatively low, which is very suitable for the operation of SMEs. However, due to the lack of science and technology in SMEs, there are many problems such as low level and lack of innovation in industry [2]. Secondly, SMEs have

the problems of lack of relative enterprise operation and management method, low management talent quality, lack of understanding of existing malpractice and backward marketing means, lack of risk awareness and lack of innovation consciousness, which cause enterprises to be unable to adapt to the constantly changing market environment and difficult to compete with other companies. Finally, although the professional prototype of the division of labor in the machinery manufacturing industry has been established, the industrial distribution is uneven, and the connection is not obvious, and the vertical division is not high [3]. The lack of support from professional institutions in the process of industrial development is likely to cause problems such as excessive risk of operation of SMEs. With the continuous expansion and development of the machinery manufacturing industry group, the demand for resources is increasing in the process of enterprise development, so it is easy to cause the shortage of capital and resources of enterprises, which has become a major defect in the industry development. In addition, in the process of the development of SMEs, the importance of environmental pollution is insufficient, and pollution control also consumes a large amount of funds in the future.

2.1. Backwardness of the development concept of small enterprises

SMEs have been difficult to get better development because of their less share in the market. The main reason is that the management methods and marketing concepts of SMEs are lagging behind. At present, in the process of expanding the market and occupying market share, SMEs

have been using a single traditional marketing concept for offline marketing activities, and it is difficult to effectively cope with the current complex and volatile market segments [3]. Traditional and single marketing concepts are no longer suitable for the changing market environment, so a large number of SMEs are gradually eliminated by market competition. In addition, because SMEs do not pay attention to marketing awareness, they often neglect the strengthening and creation of marketing systems, which causes many problems and deficiencies caused by backward systems, and it is difficult to further develop.

2.2. Outdated marketing model

SMEs have poor Union and are more individual and isolated, and cannot cooperate and cooperate with all departments. Therefore, we must strengthen the connection between SMEs and the other departments of the enterprise, strengthen the degree of coordination and support, so as to establish a more sound enterprise system. Because of the lack of capital ability of SMEs, the credit rating of SMEs is generally low in our country, and enterprises that lose credit occupy a large proportion in the SMEs. Secondly, because SMEs do not have advanced management methods and talents are seriously deficient, and competition is fierce, it is difficult to establish a modern management system, which leads to a single marketing model and a more traditional concept [4]. In addition, in the process of operation and marketing, some SMEs still use some traditional or stereotyped and fixed marketing models, ignoring the enterprise products, enterprise culture and the actual situation of enterprises, so that all aspects cannot be innovated, which limits their own development. With the advent of the Internet era, people's consumption concept, consumption habits and consumption patterns have changed greatly. Therefore, the traditional and backward marketing concepts used by SMEs are bound to be rapidly eliminated. Only by innovating the concept of enterprise operation and establishing diversified marketing methods can SMEs develop better prospects.

2.3. Weak comprehensive competitive strength

The comprehensive strength of SMEs is relatively weak, and it is difficult to attract excellent marketing talents. In the early period, the domestic SMEs are using some cheap labor resources, and most of the enterprises are limited to industrial manufacturing rather than model creation, relying on simple production to develop. Therefore, in the later period, it is difficult for these enterprises to develop their own independent brands, and there are various risks in investment and decision-making, and there is no support and guarantee of national policy. The continuous simple industrial manufacturing mode can only harvest the cheap profit of raw materials, so the development of SMEs is very slow [5]. Lack of adventure

spirit, lack of innovation and lack of funds have become a stumbling block for the development of SMEs. With the rapid development of major enterprises, large enterprises quickly seized market share and have a good development advantage. Many SMEs were quickly eliminated under the pressure of the big environment. In the enterprise innovation, the management talent is very scarce, and the market resources are short, and the marketing concept is backward, which causes the situation that the product structure is single and the market competition ability is weak. Therefore, SMEs have many problems in the process of cooperation, which seriously hampers the development of SMEs.

3. Impact of the Strategy of the “Belt and Road” on the development of SMEs

The countries and regions along the “Belt and Road” have brought many scientific management methods and innovative marketing concepts, which realize the sharing of ideas. Only by getting rid of the traditional and backward marketing concepts and approaching the modern and new marketing systems, China's SMEs can stand firmer in the Chinese market. At present, SMEs have gradually advanced from industrial manufacturing to product creation. SMEs are gradually advancing from industrial manufacturing to product creation. Under the leadership of the “Belt and Road” policy, only by improving product quality and product innovation and establishing its own independent brand, SMEs can stand and be self-reliant in the market environment. Only by relying on other technologies and transforming into their own technologies can our SMEs be competitive in the world market environment. In the absence of a competitive advantage, an enterprise can only establish a green service marketing concept, and can create another way to create its own competitive advantage. This is the “Belt and Road” to bring the biggest system reform for China's SMEs.

As the market share has been lost, SMEs have to take a different approach, focusing on the development of some markets that are not currently developed or developed in an incomplete manner. Through cooperation, SMEs quickly seize the share of the market, strengthen the research and development of products, expand sales channels and marketing channels, such as WeChat, microblog, Tencent and other large social platforms, to achieve the accuracy of the market entry point, and do a good job of product publicity and after-sales maintenance of products. SMEs actively eliminate the traditional single marketing model, establish a new concept of green marketing, meet the basic needs of consumers' health on the premise of saving the existing resources. Secondly, SMEs retain some fixed customer groups and sales parties, and develop them into fixed customers and strengthen their cooperation relations. Finally, SMEs should introduce new

marketing concepts and enterprises' creative technology to adapt to the modern market environment and competitive environment. Only by actively improving themselves, SMEs will not be eliminated. SMEs should strengthen the innovation of marketing in later stage of service. Only by continuous improvement can SMEs develop better. The establishment of a comprehensive and diversified evaluation system is conducive to the improvement of the concept of SMEs.

The development of Internet information technology has gradually integrated enterprises with online media and mobile terminal services. With the changes and updates of modern consumers' shopping habits and patterns, Internet marketing plays an important role in the overall marketing. However, there are still some SMEs with a single marketing approach and no innovation, which makes the resources of modern networks idle and waste in SMEs. We must keep up with the development of the marketing model and strengthen the integration with the Internet to realize the better development of SMEs.

4. Cross-regional Cooperation Development Proposals Combined with the "Belt and Road" Strategy

In order to better promote the development of enterprises, the SMEs should actively combine the "Belt and Road" strategy, unite with other enterprises in related industries, form a chain industry, form the trend of strong alliance and strong - weak alliance, to promote mutual benefit and common development. On the basis of product innovation, SMEs should establish their own brands, transform from industrial manufacturing to product creation, and establish a production line of products through cooperative innovation. In the product innovation, enterprises must combine the existing marketing model and network model, such as the network marketing model, to innovate in concepts, brands, form packaging and design innovations. SMEs also should combine consumer psychology and use psychology, strive for the greatest competitive advantage in their own brands with humanized service concepts and creative concepts, and carry out some improvements in product functions, product advantages, product details of the original products.

In combination with the "Belt and Road" strategic background, SMEs should actively strengthen corporate cooperation and achieve the effect of mutual benefit, making good use of other strength and mutual support. It is used to break regional restrictions, use modern network technology to carry out cross-regional cooperation, build production lines, innovate corporate marketing management methods, learn from each other strengths, and stabilize capital, and avoid problems such as limited funds and insufficient capacity, actively promote the self-owned brands by leveraging the advantages of large enterprises' environment and marketing, and enhance cus-

tomers trust and dependence on enterprises by establishing cooperative relationships with large enterprises. At the same time, SMEs must learn some management systems and technologies which they lack to promote their own development.

Competition and cooperation are the most important ways to develop enterprises. Under the premise of cooperating with large enterprises, SMEs must also rely on the superior resources of peers to enhance the cooperation with peer competitors. The implementation of the "Belt and Road" strategy has pointed out a new development direction for the innovation and deployment of China's SME marketing strategy. Under the influence of the "Belt and Road", first of all, SMEs have diversified sources of funds, management technology innovation and advancement, and the sharing of resources and technologies brought by countries along the route is very beneficial to the development of SMEs. Secondly, the presence of SMEs will increase and market share will increase. Finally, reforming the marketing concept and actively strengthening cooperation are the biggest advantages that the "Belt and Road" bring to SMEs. To promote the long-term development of SMEs, we must actively break regional limitations, strengthen enterprise cooperation, establish orderly competition, and promote the establishment of industrial chain, so as to promote the rapid development of SMEs.

5. Conclusions

In summary, only innovation and speed which adapts to the modern development are the fundamental solution for SMEs to follow the pace and avoid elimination. Only by gaining market benefits can we maintain the continued development and prospect development of SMEs. The realization of economic benefits cannot always rely on the superior resources of large enterprises and the policy support of the state. The support of all external forces is not the absolute principle for promoting the development of SMEs. Only SMEs focus on their own development, actively strengthen cooperation, break regional restrictions and establish industrial chains, can they better protect the development of their enterprises. Therefore, China's SMEs should focus on their own advantages and disadvantages, and then develop and improve, and take advantage of the "Belt and Road" strategy to stand out in the big market environment.

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