

Innovation and Development of Small and Micro Enterprises and Supply Chain Thinking

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Abstract: From the surface meaning, supply chain is a trend network structure which develops with the change of environment. The application of supply chain thinking to the development of small and micro enterprises is mainly to connect similar enterprises and various departments of enterprises in a friendly way according to the changes of market industry development direction. In order to deal with the complicated competition in the market, establishing a supply chain can share social information and resources to a certain extent, so as to reach an alliance of cooperation and competition, and achieve economic win-win under the benign market competition. Especially in China's science and technology enterprises and small and micro enterprises, whether in the use of market resources or in technology and innovation, there are great obstacles. Therefore, for the common progress and development of enterprises, enterprises can solve their difficulties of survival and development with the help of external forces and support in the market. This paper will combine the current situation and shortcomings of small and micro enterprises to discuss the development and innovation measures of small and micro enterprises under supply chain thinking.

1. Introduction

In recent years, as one of the main forces to promote national economic development, small and micro enterprises not only improve the quality of people's production and life, but also solve the shortage of surplus labor force. However, with the opening and expansion of China's market, small and micro enterprises are more and more unable to adapt to the mode of modern social development. If small and micro enterprises want to seize the opportunity to develop smoothly, they can make changes and innovations at the level of development mode. For example, the application of supply chain thinking development mode to the development market of small and micro enterprises can not only help enterprises improve the innovation system and the internal driving force of innovation, but also help enterprises expand economic chain and industrial chain, enrich and enhance business capabilities, so that small and micro enterprises can achieve innovative development.

2. Bottlenecks and Difficulties in the Innovation and Development of Small and Micro Enterprises At the Present Stage

2.1 Lack of Perfect Execution System

In addition to the differences of employees, the fundamental reason why enterprises can't improve the construction of innovation and development lies in the fact that the leaders of enterprises do not pay enough attention to it and fail to make strict rules and regulations to make employees have a sense of identity and belonging. Some enterprise leaders have not implemented the construction of enterprise executive power, just carried out slogans orally, which can't stimulate the enterprise staff's sense of identity and self-improvement.

At the same time, another reason is that the enterprise leaders do not understand the working ability and professionalism of the employees in the enterprise, and can't reasonably allocate the appropriate jobs according to the majors and skills of the employees. Failure to deeply and properly understand the needs of the enterprise employees, and lack of communication with the employees

doom to the poor overall execution of the enterprise.

In the development of enterprises, the leaders of enterprises only pay attention to the economic benefits and market competitiveness of enterprises, but do not do a good job of phased consideration and planning goals for the current development status and future development direction of enterprises from the ideological level and a higher angle, and have no foresight for the future development of enterprises, so enterprises fail to retain talents, leading to the outflow of innovative talents, technological talents and old employees. This is caused by the lack of a reasonable target mechanism within the enterprise. As a result, the employees can't clearly understand the future development goals of the enterprise in the process of work and project. Because the enterprise leaders can't play a leading role, and can't make reasonable planning according to the market positioning of the enterprise and the differences between the initial and later development of the enterprise, and the cognitive differences in the development of the enterprise will lead to the poor execution of the enterprise. Therefore, the lack of planning of enterprise leaders will lead to the situation of slack and laziness in the work of internal employees. In the long run, the construction of internal executive culture in enterprises will disappear.

2.2 Single Structure of Enterprise Incentive Mechanism

The formulation of salary system is difficult to meet the actual needs and China's market economy environment is in constant change. However, enterprises fail to pay attention to this environment, which leads to the singleness of management mode in the process of salary management. Failure to formulate the salary system in line with the needs according to the changes of the market can't stimulate the enthusiasm of employees. Although the enterprise's salary management system can guarantee to improve the level of employees' income to a certain extent, in the process of the enterprise's development and marketization, the income gap is getting larger and larger, which makes it difficult for many employees to have a sense of identity with the enterprise.

The incentive mechanism structure of some enterprises in our country is relatively single. They pay attention to the material but ignore the spiritual reward, or they only pay attention to the spiritual incentive but ignore the material incentive mechanism related to employees' interests. However, the incentive mechanism is just acting on people's inner activities, and through the incentive mechanism to stimulate, drive and strengthen people's behavior. Incentive theory explains why performance evaluation can promote the improvement of organizational performance, and what kind of performance rating mechanism can promote the improvement of performance. Therefore, it is not only necessary for enterprises to strengthen the incentive mechanism of theoretical spirit, but also to develop diversified incentive mechanism suitable for employees. Only in this way can the enthusiasm of employees be aroused.

3. Strategies of Combining Supply Chain Thinking with Innovation and Development of Small and Micro Enterprises

3.1 Innovate Enterprise Cooperation Mode

Small and micro enterprises, especially those of science and technology type, can establish long-term cooperative relationship by applying their own development advantages, their own innovative development technology and innovation advantages, and the advantages of personalized products produced by their own enterprises, combined with a certain supply chain mode.

Especially for small and medium-sized enterprises, the establishment of core supply chain enterprises is restricted by the social and market environment due to the restriction of resource utilization and development channels in the market. However, with the help of supply chain, small and medium-sized enterprises can start from defining their own development direction and development ideas to formulate their own development strategies, so as to continuously improve their own product service quality, product technology and intelligent direction on the basis of their core competitiveness and core advantages.

Therefore, in order to expand the innovation and development space, improve their market competitiveness and let larger enterprises and the market tap their application value on a certain basis, the development of enterprises is inseparable from the individual ability, and also inseparable from the team cooperation. The better the development of the enterprise, the internal team cooperation is more united. Therefore, the most important thing for a good enterprise is the cooperation level between the internal departments of the enterprise. In the new era, if enterprises want to keep up with the development of the times and improve the market competition, they need to highlight their advantages in the development of the market, change the concept of enterprise management, build a working team with super executive power or improve the team cooperation ability of enterprise employees with the help of supply chain mode. The smallest unit that employees belong to is the team, and the culture among teams has a subtle influence on the management of employees. Therefore, in order to construct the executive culture of the enterprise, the enterprise should first build positive, healthy and harmonious team culture, increase the sense of identity among the team members, and seek coordination from the differences, so as to seek common ground while reserving differences.

3.2 Construct Supply Chain Management System

Constructing supply chain management system is mainly to enable different types of enterprises to achieve economic interoperability and cooperation, and the most important is to let small and micro enterprises gradually realize their own development characteristics with the support of large-scale science and technology enterprises and innovative enterprises. In addition, it is mainly to enable large enterprises to replace appropriate development resources for small and micro enterprises and open the cooperation mode between them in the process of market development, so that small and micro enterprises can gradually step on the right path to the market with mutual restriction and help, and also enable large enterprises to own a larger industrial chain and economic chain. Of course, the most important premise for the cooperation of the two is that the development characteristics and innovative application characteristics of the two enterprises are generally consistent, and when they encounter difficulties and economic troubles, they can jointly bear the corresponding loss of human and material resources. Moreover, when carrying out projects and cooperation, the regulations formulated by the two are also shared by both.

Through the supply chain, the development fate of large enterprises and small and micro enterprises are closely linked. For formal and long-term cooperation, a cross enterprise collaborative innovation team can be established, and the scientific and technological resources, economic chain, achievements and other innovation resources between the enterprises can be incorporated into the supply chain, so that they can share. On the one hand, the support of large enterprises can help small and micro enterprises to develop their own innovation system on a certain basis, and can also save the cost of innovation and service, and improve their innovation efficiency. On the other hand, through the mutual economic involvement and resource sharing, large enterprises also share part of the economic benefit risk and innovation risk for small and micro enterprises in the development process.

In particular, small and micro enterprises of science and technology in the market development can maximize the development and utilization of their own enterprises by relying on the economic development and innovation development of large enterprises and numerous social resources, which not only realizes the development of low investment, high efficiency and low risk, but also can constantly meet their development needs by learning from the innovative development mode of large enterprises.

4. Conclusion

At present, the biggest deficiency of small and micro enterprises development is the lack of certain research and development ability and innovation ability. They can't find a suitable way to survive in the social market. In addition, they lack the guidance of rationality and advanced

concepts, so as to affect the overall development of enterprises to a certain extent. However, with the emergence of supply chain thinking mode, small and micro enterprises are given certain development space, development and integrated resources. The expansion of the supply chain also brings more market development autonomy to small and micro enterprises. On the one hand, it helps enterprises save the cost of innovation and development, on the other hand, it also reduces the risk of enterprise development and alliance, so that small and micro enterprises, especially innovative small and micro enterprises, can achieve all-round improvement.

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