

Growth Path of Small and Micro Enterprises under Innovation-driven Development Strategy

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Keywords: Innovation-driven development strategy; Small and micro enterprises; Growth path research

Abstract: Under the strategy of innovation-driven development, all walks of life have entered a period of rapid development, and the market competition environment of enterprises is more intense. For small and micro enterprises, whether they can actively transform and upgrade under the guidance of innovation-driven development strategy, improve product services and enhance marketing level directly relates to the sustainable development of enterprises. By putting forward the main problems in the growth path of small and micro enterprises under the strategy of innovation-driven development, analyzing the impact of innovation-driven development strategy on the growth path of small and micro enterprises, combining with the opportunities and challenges in the growth path of small and micro enterprises under the strategy of innovation-driven development, the paper puts forward the strategy of innovation-driven development of small and micro enterprises under the strategy of innovation-driven development. Micro-enterprise strategy and innovation growth path. It is concluded that the growth path of small and micro enterprises under the strategy of innovation-driven development in the future includes: first, giving full play to the role of market-led innovation; second, strengthening the synergy among innovation subjects; third, strengthening the cross-development of innovation finance; fourth, improving the cultivation mechanism of innovation carriers; and fifth, improving the soft environment of innovation and development.

1. Introduction

The Eighteenth National Congress of the Communist Party of China put forward that "scientific and technological innovation is the strategic support for improving social productivity and comprehensive national strength, and must be placed at the core of the overall development of the country." The State Council issued the Outline of National Innovation-Driven Development Strategy in 2016, pointing out that enterprises should enhance their innovation power and promote innovation and entrepreneurship. Innovation-driven development strategy indicates that China's future development should be driven by technological innovation rather than traditional resources, energy and labor force. Since then, innovation-driven has gradually become a high-frequency vocabulary, and many achievements have been made in the multi-dimensional research and discussion of innovation-driven development strategy. Innovation-driven development strategy is of great significance to China's economic and social development. For a long time to come, innovation-driven development strategy will also lead the long-term development of Chinese enterprises. Small and micro enterprises play an important role in China's economic development. According to the National Small and Micro Enterprises Development Report issued by the State Administration for Industry and Commerce in 2015, there are 50 million small and micro enterprises in China, accounting for more than 75% of the total number of enterprises, and they are the main force of scientific and technological innovation and employment promotion. As the main body of market economy, small and micro enterprises are not only the starting point of innovation, but also the foothold of innovation. For small and micro enterprises, the market competition under the strategy of innovation-driven development is becoming increasingly fierce. Therefore, how to pay high attention to the needs of products and service consumers in daily operation and production, implement corresponding growth path measures under the innovation-driven strategy, and enhance

market competitiveness are the important issues facing the current development of small and micro enterprises.

At present, China's small and micro enterprises have become an important pillar of the national economy, according to the State Administration of Industry and Commerce, by the end of 2017, 12.05 million small and micro enterprises, including more than 38 million individual businesses. The proportion of small and micro enterprises in the main market reached 92.75%, which solved the employment problem of 150 million people in China. More than 77% of new jobs and re-employment are also concentrated in small and micro enterprises. According to the data of Nanchang City Industry and Information Office, as of June 2017, SMEs in this city contributed 55% of GDP, more than 60% of GDP, more than 70% of technological innovation, and more than 80% of new jobs [2-3]. The number of small and micro enterprises accounts for more than 99% of the total number of enterprises in the province, and has become an important part of the national modern industrial system. Their rise and fall have an important impact on the province's economy.

However, in the post-financial crisis era, when economic growth slows down and structural transformation, the bottlenecks of the development of small and micro enterprises are increasingly prominent as follows: First, financing difficulties have eased in recent years, but there are still narrow financing channels, high financing costs and access to commercial banks. Problems such as less credit funds. In 2014, the availability of bank credit for SMEs was only 46.7% [4]. The main reasons are lack of collateral, less collateral, low income and fear of non-repayment at maturity. Second, the poor profitability can not solve the expenditure pressure caused by factors of production in a timely manner. According to the report of the General Administration of Industry and Commerce, 60% of small and micro enterprises have increased their expenditure, of which 52.6% and 61.5% have increased the cost of labor and raw materials, respectively. Whether we can successfully digest this part of the increased cost before we can not significantly improve the operating efficiency becomes the key factor that restricts the profitability of enterprises. Thirdly, the lack of innovation ability, core competitiveness and technological innovation are advanced. But high risk and low success rate are also typical characteristics. Owing to the limitation of enterprise life cycle and market risk, many owners are afraid and unwilling to innovate. Most of them rely on imitation or relying on large international trade enterprises or OEMs. They lack independent brand and core. The competent garment industry and lighting industry are particularly prominent. Therefore, the lack of core competitiveness and low-level repetitive construction lead to the poor risk-resistant ability of small and micro enterprises, so that when the risk comes, they first fall into the survival dilemma. Overcoming these bottlenecks is imminent, and innovation is the fundamental driving force to solve the problem [5]. Under the guidance of innovation, we should make rational use of policies to actively carry out marketing innovation technology. Innovation improves the financing environment, strengthens the technical strength and enlarges the competitive advantage. At the same time, with the help of national industries, clusters improve the risk resistance ability of enterprises, and realize the sustainable development of small and micro enterprises.

By analyzing the importance of innovation-driven development strategy in the growth path of small and micro enterprises, this paper understands the current research situation and research results of small and micro enterprises under innovation-driven development strategy, explores the shortcomings and advantages under innovation-driven development strategy, studies the report of innovation development index of Beijing in 2019, looks at the national economic development and derives the results. The growth paths of SMEs under the strategy of innovation-driven development in the future are as follows: first, to give full play to the role of market-led innovation; secondly, to strengthen the synergy among innovation subjects; thirdly, to strengthen the cross-development of innovation finance; fourthly, to improve the cultivation mechanism of innovation carriers; and fifthly, to enhance the soft environment of innovation and development.

2. Method

First, through literature review, we can understand the growth path of small and micro enterprises under the current innovation-driven development strategy, which proves that there are a

series of problems and shortcomings in the growth path of small and micro enterprises under our innovation-driven development strategy, and puts forward corresponding solutions to a series of problems and shortcomings. Suggestions. And the corresponding documents are completely preserved, and the parts related to the research topics are collected, which reflect the modern network security activities, people, affairs and theories [6].

The second is qualitative analysis. By means of induction and deduction, analysis and synthesis, abstraction and generalization, the obtained materials are reasonably considered and processed, so that the phenomenon of the development of small and micro enterprises under the national innovation-driven development strategy can be more accurately understood from the surface to the inside, and a new innovation-driven development of small and micro enterprises in the whole country can be obtained. The conclusion of the path.

The third is quantitative analysis. This paper takes the new path of implementing innovation-driven development strategy in Beijing as the research object, collects part of the scientific research data of the National Statistical Yearbook of 2019 and Beijing Statistical Yearbook data, and has an overall grasp of the achievements of the national small and micro enterprises in implementing innovation-driven development strategy, including the situation of high-level talents, scientific research input and scientific research. Number of mechanisms, etc. [7].

Fourth, the investigation method. By systematically searching for the latest achievements of innovation and development in Guangdong, this paper synthesizes and summarizes a large amount of data collected, and combines theory to analyze the opportunities and challenges of implementing innovation-driven development strategy in Guangdong.

3. Experiments

The Capital Institute of Science and Technology Development Strategy and the Beijing Science and Technology Commission jointly issued the "Capital Science and Technology Innovation Development Index 2019". As shown in Figure 1, the total index score of science and technology innovation and development in the capital is 78.56 in 2010, 80.94 in 2011, 83.57 in 2012 and 87.93 in 2013. The total index score has increased to 89.12 in 2014. In recent years, it has maintained a growth trend. The level of innovation resources, innovation environment, innovation services and innovation performance in the capital has continuously improved. It plays an important supporting role in the development of capital economy.

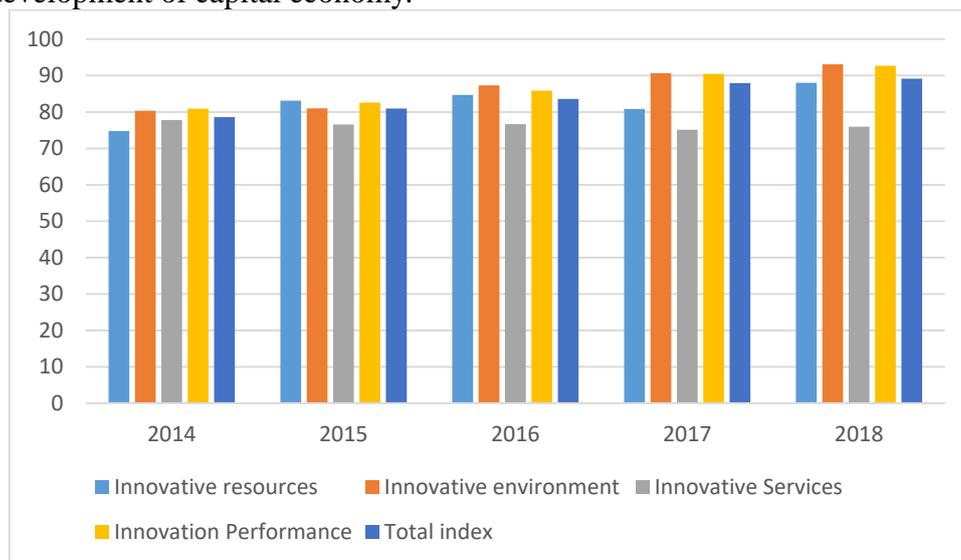


Figure 1. Capital Innovation Development Index 2019

In the index system of capital science and technology innovation development, the first-level indicators are: innovation resources, innovation environment, innovation services and innovation performance. The detailed scores of the first-level indicators of the index system of capital science

and technology innovation and development in the past five years are as follows:

Table I Index System of Science and Technology Innovation and Development in Capital

	2014	2015	2016	2017	2018
Innovative resources	74.74	83.11	84.67	80.8	87.98
Innovative environment	80.34	80.99	87.32	90.65	93.07
Innovative Services	77.77	76.55	76.63	75.12	75.95
Innovation Performance	80.88	82.58	85.85	90.46	92.68
Total index	78.56	80.94	83.57	87.93	89.12

The data trend of the Capital Science and Technology Index in the past five years shows that the capital pays attention to the supply of innovative resources, and the score of the innovation index rises obviously, which creates a good social resource environment for innovation and lays a solid foundation for Beijing's innovative development; the capital pays attention to the supporting role of soft environment for innovation, strengthens the innovative environment, and makes the capital. The index of innovation environment scored the highest among the four first-level indicators and grew at a relatively fast rate, which provided a strong impetus for the innovation and development of the capital; while the index of innovation service in the capital was relatively stable and needed to be further improved to provide a good service environment for innovation and development and to form an efficient and orderly innovation atmosphere; the capital paid attention to it. Give full play to the initiative and collaborative innovation ability of the participants in the innovation system, make the score of innovation performance index rise year by year, and a large number of scientific and technological innovation achievements emerge.

4. Result and Analysis

4.1 Play a Market Leading Role.

The effectiveness of three innovative purposes, namely, enhancing innovation capability, promoting achievement transformation and stimulating innovation vitality, should be tested by the market, which plays a leading role in innovation and development. To actively play the leading role of the market, we can start from the following aspects: First, the government's mechanism construction and management system reform need to pay attention to the role of the market. China's innovation system does not integrate the market well, and it is difficult to play the role of the market in the allocation of resources. An important object of innovation-driven development system is to enhance innovation ability, which is closely related to the mechanism of talent flow and scientific research management system constructed by the government. As an invisible force, the market always exists in the whole process of innovation and development. In order to better enhance innovation ability, it is necessary for the government to break the division of administrative concepts, introduce market factors, give full play to the role of market in allocating resources, and let the market play a leading role in the promotion of innovation ability. It is the government's need to respect the market law to protect the transformation of innovation achievements. Another important innovation purpose of innovation system is to promote the transformation of innovation results. However, the practice of innovation development shows that the government's protection of innovation results should be based on the premise of further respecting market rules. The Uber taxi software mentioned above is a typical example of administrative intervention and insufficient protection of innovation results. At present, the transformation mechanism of innovation achievements is not mature enough and needs to be further improved. We need to play the leading role of the government as the main body of institutional innovation, and perfect it from the four links of achievement display, product promotion, cooperation platform construction and sales

circulation, so as to build a mature transformation mechanism of innovation achievements. Change to modern marketing concept. Small and micro enterprises actively respond to the implementation of innovation-driven development strategy. The technology of small and micro enterprises needs innovation, and the market concept of small and micro enterprises also needs innovation. Consumer market has changed from seller's market to buyer's market. Enterprises should change their market concepts according to the change of market consumption decisive power, improve the added value of products by technological innovation and combine the change of consumers' concepts with modern market concepts such as green marketing or cultural marketing to open the gap of market demand and realize technological innovation. New economic benefits. It is difficult to reflect the benefits of technological innovation because of the leading technology without good product concept and market concept. Enterprises should timely understand and grasp the transformation of market and consumption concept, take consumer demand as the starting point of market concept, dare to make demand unbalanced by technology as a knocking brick, open the international market, and play the leading role of market in enterprise development [8-9].

4.2 Perfecting the Government's Innovative Function.

In view of the problems existing in the innovation development of the government, this paper further improves the innovation function of the government from three aspects: perfecting laws and regulations, formulating policies scientifically and clarifying the responsibilities of the government.

First, we should improve laws and regulations and strengthen the protection of intellectual property rights. The implementation and implementation of innovation-driven development strategy can not be separated from the protection of the law. It requires the government to start from the top-level design of the legal system to escort innovation and development. Firstly, the government should improve laws and regulations, especially those concerning financial innovation and venture capital guidance, so as to regulate the development of industries related to innovation and give full play to the role of legal norms of conduct; secondly, it should crack down on infringement and strictly enforce the law to protect intellectual property rights in order to stimulate innovation vitality. The shaping of a good innovative environment requires strict law enforcement as a guarantee. Only by cracking down on infringement of intellectual property rights and increasing penalties for violations, can we protect innovative achievements from the root, stimulate the vitality of innovative subjects, get rid of copycatting and copying infringements, and create a good legal environment; secondly, formulate policies scientifically. To ensure policy continuity. The government's policy continuity is of great significance to the innovation and development system, affecting the main body of the innovation system. The government needs to ensure the policy continuity: first, separation of powers and responsibilities. The government is only responsible for policy implementation, which is conducive to the separation of powers and responsibilities, the scientificity and effectiveness of policy formulation, and the long-term continuity of policy; secondly, it should make a detailed assessment of policy objectives. To establish strict access standards. Strict access is one of the effective ways of management. It is necessary to make a detailed evaluation of the effect of policy objects, formulate strict access standards, and ensure the long-term effectiveness of the policy. We should not rush out policy guidance only considering the immediate short-term benefits, otherwise it will cause waste of public resources. Third, clarify the responsibilities of the government. In the practice of innovation and development, governments often confuse their responsibilities with those of the market and simply replace the role of the market with administrative means, which results in the opposite. To clarify the responsibilities of the government, first of all, to clarify the boundaries between the government and the market, the government should actively change to a legal and service-oriented government, and the market plays a decisive role in the allocation of resources. On the one hand, the unclear responsibilities of the government and the market will lead to the excessive use of administrative means to intervene in the operation of the market economy, on the other hand, it will lead to confusion and corruption in the economic development environment; on the other hand, the government should improve the internal performance management mechanism at the same time of transformation, which is the

purpose of clarifying the responsibilities of the government. Lagging government performance management mechanism and long administrative approval process do not meet the environmental requirements of innovation-driven development strategy. In the process of seeking transformation, the government should improve the internal performance management mechanism and enhance the government's service capacity [10-11].

5. Conclusion

In a word, innovation-driven development strategy has brought new normal market and new development opportunities for small and micro enterprises. In order to adapt to the development of the new era, meet the differentiated needs of market consumers and enhance their core competitiveness, small and micro enterprises must actively adapt to the new normal, correctly understand the development opportunities under the strategy of innovation-driven development, effectively grasp the development opportunities, enhance the marketing innovation ability and obtain a larger market with the help of the strategic value of innovation. Competitive advantage, and then realize the long-term sustainable development of enterprises.

Acknowledgements

Project supported by the Philosophy and Social Science of Higher Education Institutes of Jiangsu,

Project Number: 2015SJB287.

Project supported by the “333” Cultivation Plan of High-level Talents Cultivation of Jiangsu, Project Number: (2018) III-1884.

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