

Research on Management Innovation of Electronic Products in International Business Operations

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Abstract: E-commerce, as an innovative operating mode of international trade, has now had a significant impact on the development of global economy and trade, especially in terms of trade methods. Whether it is trade management, trade operation or trade marketing, they have all achieved a certain degree of innovation under the promotion of e-commerce. Based on this, this article mainly focuses on how electronic products can play a management role in international business operations, and discusses optimization and innovation strategies for the future application of electronic products in this area, hoping to provide reference.

Keywords: Electronic Products; Internationalization; Commercial Affairs; Management

In the current era of accelerated global economic integration and rapid development of information technology, the electronic product industry has become one of the most active and competitive sectors in the international business field. Electronic products, with their rapid updates, high technological content, and wide market demand, are profoundly changing peoples' ways of life and work. Conducting researches on management innovation of electronic products in international business operations not only helps enterprises to deeply understand the laws of the international market, master effective methods and strategies for management innovation, but also provides useful references and guidance for the sound development of the industry, promoting the sustainable development of the electronic product industry on the global economic stage.

1. The role of Electronic Products in International Business Operations

1.1 Promote the Growth of International Trade

Electronic products are an important component of international trade and play a crucial role in driving global trade growth. In the past few decades, the trade volume of electronic products has continued to rise, accounting for a significant proportion of the global trade volume. With the advancement of technology, various electronic products such as smartphones, tablets, and smart wearables continue to emerge, and their global market demand is becoming increasingly strong.

Taking China as an example, as one of the world's largest producers and exporters of electronic products, the annual export value of electronic products reaches hundreds of billions of dollars, making an important contribution to the international trade surplus. Many multinational electronics companies, such as Apple and Samsung, have set up different production regions around the world to achieve global sales.

This cross-border electronic product management model also promotes the flow of goods between different countries. In addition, the various raw materials used during the production of electronic products also drive the import and export of related products in the upstream and downstream industrial chain, such as chips, display screens, and other components, further driving international trade growth and becoming an important driver of global economic exchange and cooperation.

1.2 Promote the Upgrading of Industrial Structure

The electronic product industry, with its technology intensive characteristics, has effectively promoted the upgrading of industrial structures in various countries in international business operations. For developing countries, participating in the manufacturing and assembly of electronic products can attract advanced technology and

management experience, and promote the transformation of their manufacturing industry from labor-intensive to technology intensive. For example, some Southeast Asian countries have gradually established a relatively complete electronic manufacturing industry system and increased industrial added value by undertaking international electronic industry transfer. For developed countries, they continue to invest R&D resources to promote innovation in core technologies of electronic products, such as chip technology and artificial intelligence algorithms, consolidate their leading position in high-end industries, drive the development of software, Internet and other related service industries, and optimize the industrial structure.

1.3 Accelerate Global Technology Dissemination and Integration

In the process of international business operations, electronic products have become the core carrier of global technology dissemination and integration.

On the one hand, electronic product companies are increasing their research and development investment to gain a greater advantage in international market competition, thereby promoting technological innovation. Innovative achievements include new display technologies, fast charging technologies, etc. As product sales rapidly spread globally, these technologies have also begun to integrate globally. Consumers can also promote technology comparison and data analysis between brands by using electronic technologies from different brands, allowing more new technologies to be widely applied.

On the other hand, most multinational electronics companies have established research and development centers around the world to carry out technology cooperation, actively integrate technology resources from various regions, and accelerate the speed of technology integration. For example, some European and American companies have collaborated and exchanged semiconductor technology research and development with Asian companies, integrating the different technological advantages of Europe, America, and Asia, thus giving rise to more innovative achievements. The dissemination and integration of technology not only promote the development of the electronic product industry

itself, but also provide ideas and references for technological innovation in the enterprise industry, promoting the improvement of global technological level.

2. Innovative Management Strategies for Electronic Products in International Business Operations

2.1 Strategic Management Innovation

In international business operations, the reform of electronic product enterprises requires the creation of new strategic management thinking.

On the one hand, during the work period, it is necessary to strengthen the global perspective, conduct in-depth research on the market characteristics, policies and regulations, and cultural differences of different countries and regions, and accurately target the market. For example, the demand for high-end electronic products in the European and American markets is relatively high, and more cutting-edge technology applications can be introduced in this process. For developing countries, cost-effective basic electronic products can be developed to meet consumers' consumption needs.

On the other hand, an open innovation strategy system can be established to actively cooperate and exchange ideas with global research institutions, universities, and enterprises. For example, Huawei can work together with numerous research organizations around the world to overcome 5G technology challenges, which not only improves its own technological capabilities but also leads the industry's development direction. In addition, flexible adjustments should be made to the strategic layout, timely entering emerging fields or withdrawing from some declining markets according to market dynamics and technological changes, to ensure that the enterprise is always at the forefront of development.

2.2 Innovation in Supply Chain Management

Initially, it aims to build a digital supply chain, using technologies such as big data and the Internet of Things to monitor each link of the supply chain in real time, and achieve rapid transmission and sharing of information. For example, Foxconn has brought in a digital

management system to accurately control processes such as raw material procurement, production progress, and product distribution, greatly improving production efficiency and response speed.

Secondly, promote the green and sustainable development of the supply chain, and fully implement the green concept from raw material selection to product recycling and disposal in the context of increasing emphasis on environmental protection in the international market. Apple is committed to improving product recycling rates and using renewable materials, setting an example for a green supply chain.

2.3 Innovation in Marketing Management

Firstly, actively utilizing the social media and online platforms for precision marketing should be utilized actively, user's data should be analyzed to understand consumer preferences and purchasing behavior for the purpose of pushing personalized advertising products and information. For example, Xiaomi achieves interactive communication with users through social media, optimizes products based on user feedback, and conducts online flash sales activities, which is of great value in improving brand awareness and product sales.

Secondly, we should pay attention to brand building and cultural marketing methods, actively explore the cultural connotations of the brand, and integrate and optimize the brand with the cultures of different regions and countries. For example, Samsung has incorporated local artistic elements into the

product design process, effectively enhancing the product's affinity and sense of identity in the local market. Finally, we can carry out experiential marketing by setting up experience stores in various regions around the world, allowing more consumers to personally experience the functions and advantages of the product.

3. Conclusion

In the era of deep integration of the global economy and rapid development of technology, the importance of electronic products in international business operations is increasing day by day, and research on management innovation has also shown extraordinary significance. Through continuous management innovation, electronic product companies can not only enhance their competitiveness and achieve sustainable development in international business operations, but also make greater contributions to global economic growth, technological progress, and cultural exchanges.

References

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