

Research on the Relationship Between Enterprise Innovation Strategy and Economic Growth in the Era of Digital Economy

Jinyu Li

Changwon National University, Changwon, 51140, Korea

Abstract: This paper discusses the relationship between enterprise innovation strategy and economic growth in the era of digital economy. With the rapid development of information technology, the digital economy has become an important force to promote the global economic growth, and enterprises are faced with the opportunities and challenges of using the digital technology for innovation. The research points out that technological innovation, management innovation and market innovation are the key factors driving economic growth. Large enterprises should focus on technology and management innovation, while smes should focus on market innovation and flexibility. The government plays an important role in this process, creating a good environment for innovation through financial support, policy framework and talent training.

Keywords: Digital Economy; Enterprise Innovation Strategy; Economic Growth

1. Foreword

With the rapid development of information technology, the digital economy has become an important driver of global economic growth, profoundly changing traditional business models and reshaping the way enterprises innovate. In this context, enterprises are facing unprecedented opportunities and challenges, and how to effectively use digital technology for innovation has become the key to the survival and development of enterprises. The rise of the digital economy makes data a new factor of production. Through technologies such as data analysis, artificial intelligence and cloud computing, enterprises can respond to market demand more quickly and improve the quality of products and services, thus enhancing their competitiveness. Therefore, the innovation strategy of enterprises is particularly important. Through technological innovation, management innovation and market innovation, enterprises

can continuously optimize the allocation of resources, improve production efficiency, and promote the sustainable development of the economy. Therefore, it is of great theoretical value and practical significance to deeply study the characteristics of enterprise innovation strategies and their impact on economic growth in the era of digital economy. This paper aims to discuss the relationship between enterprise innovation strategy and economic growth in the era of digital economy, specifically centering on the following questions: How do the characteristics of digital economy affect the innovation strategy of enterprises? What are the functional mechanisms of different types of innovation strategies (such as technological innovation, management innovation, and market innovation) in driving economic growth? The enterprise inHow should their innovative strategies be optimized in the digital economy environment to promote economic growth?

2. The impact of the Digital Economy on Enterprise Innovation

2.1 Definition and Characteristics of the Digital Economy

Digital economy refers to the economic form of production, trading and consumption through digital means based on digital technology. It covers not only the digital transformation of traditional economic activities, but also includes emerging business models and economic activities, emphasizing the central role of data and information in economic activities. The rise of the digital economy stems from the rapid development of information technology, especially the wide application of technologies such as the Internet, artificial intelligence, big data and cloud computing. The integration of these technologies has made fundamental changes in the way and efficiency of economic activities.

The core features of the digital economy mainly include data-driven, real-time information

transmission and efficient allocation of resources. Data-driven means that data is seen as a new factor of production, and companies increase their competitiveness through data collection, analysis and application for decision-making and innovation. Instant transmission relies on the Internet and mobile communication technology, enabling information to spread around the world in an instant, significantly improving the market response speed and decision-making efficiency. Efficient allocation of resources is realized through platform and networking. The digital platform can effectively connect the supply and demand parties, reduce transaction costs, promote the efficient use of resources, and at the same time enable enterprises to flexibly adjust their production and service modes to adapt to the changing market demand. Together, these characteristics promote the efficient operation and sustainable development of the economy [1].

2.2 Innovation Needs of Enterprises in the Digital Economy Environment

In the digital economy environment, enterprises are facing an increasing demand for innovation, which is mainly reflected in data-driven decision-making and innovation and the wide application of emerging technologies. With the rapid development of information technology, companies are able to collect and analyze huge amounts of data to deeply understand market trends, consumer demand, and competitive trends. This data-driven decision-making model enables companies to develop more accurate innovation strategies to identify potential market opportunities and risks. Through data analysis, companies can not only gain insight into consumer preferences and behavior patterns, but also predict market changes, and then adjust their products and services to meet changing market needs.

At the same time, the rapid development of emerging technologies has provided a strong impetus for enterprise innovation. For example, artificial intelligence technology uses machine learning and deep learning algorithms to optimize product design, improve productivity, and improve the customer experience. Big data technology helps companies analyze consumer behavior and develop personalized marketing strategies to better meet customer needs. In addition, blockchain technology provides a safe and transparent trading environment for

enterprises, enhancing the credibility and efficiency of the supply chain. Through the application of these emerging technologies, enterprises can not only improve their own innovation ability, but also maintain a leading position in the fierce market competition.

2.3 The Role of the Digital Economy in Promoting Economic Growth

The role of digital economy in promoting economic growth is mainly reflected in improving production efficiency, promoting the development of emerging industries and promoting international trade facilitation. Through technological innovation and management innovation, the digital economy can significantly reduce production costs and improve product quality, thus enhancing market competitiveness and promoting rapid economic growth. The application of digital technology enables enterprises to optimize the production process, reduce the waste of resources and improve production efficiency. In addition, the digital economy has also promoted the vigorous development of emerging industries, such as e-commerce, cloud computing and artificial intelligence, which have not only injected new vitality into economic growth, but also created a large number of job opportunities and promoted the optimization and upgrading of the economic structure. Traditional industries are also actively carrying out digital transformation, enhancing their own competitiveness through the introduction of digital technology, and promoting the innovation and development of the entire economic system.

In addition, the digital economy, through the construction of the digital platform, makes it easier for enterprises to enter the global market, expand their business scope, and further promote economic growth. Digital platforms have lowered the threshold of market access, enabling smes to participate in international competition at a lower cost, and promoting the efficient allocation of global resources. At the same time, the digital economy also promotes the facilitation of international trade, and improves the efficiency and security of cross-border transactions through technical means such as electronic payment, online transactions and logistics management. This facilitation not only accelerates the circulation of goods and services, but also promotes the interdependence and cooperation of national economies.

3. The Relationship Between the Type of Enterprise Innovation Strategy and Economic Growth

3.1 Classification of Innovation Strategies

The innovation strategy of enterprises can be roughly divided into three categories: technology innovation, management innovation and market innovation. Technological innovation refers to the enhancement of market competitiveness by developing new technologies or improving existing technologies to improve the performance and quality of their products or services, and so on. Management innovation involves the change of management concept, management process and organizational structure, aiming to improve the operational efficiency of enterprises and the ability to respond to market changes. Market innovation refers to the development of new markets, improve marketing strategies or the launch of new products to meet the changing needs of consumers, and then improve market share and competitiveness.

3.2 The Impact Mechanism of Various Innovative Strategies on Economic Growth

Various innovation strategies play an important role in promoting economic growth, especially technological innovation, management innovation and market innovation, which affect the overall development of the economy through different mechanisms. Technological innovation directly drives economic growth by increasing productivity. In the process of technological innovation, enterprises can introduce advanced production equipment and technology, so as to improve the production efficiency and reduce the production cost of unit product. The reduction of the cost enables enterprises to realize economies of scale and further enhance the market competitiveness. In addition, technological innovation also promotes the diversification and high added value of products, enabling enterprises to meet the changing market demand, and lead the development trend of the industry and create new market opportunities[2].

The impact of management innovation on the enterprise efficiency and cost is equally significant. By optimizing management processes and organizational structure, enterprises can improve the efficiency of

resource utilization, reduce redundancy and waste, thus reducing operating costs. Management innovation can also enhance the work enthusiasm and creativity of employees, enhance the adaptability and flexibility of enterprises, and make them better respond to market changes and competitive pressure. Effective management innovation can help enterprises to establish a more efficient decision-making mechanism and communication channels, improve the overall operation efficiency, so as to occupy a dominant position in the fierce market competition.

Market innovation promotes economic growth by increasing market share and competitiveness. Through market innovation, enterprises can better meet the needs of consumers, develop new market opportunities, and then expand sales and revenue. Market innovation can also enhance the brand influence and customer loyalty, so that enterprises can occupy a favorable position in the competition, thus promoting the sustainable development of the economy. By continuously introducing new products and services in line with the market demand, enterprises can attract more consumers, increase the market share, and thus promote the overall economic growth.

4. Suggestions for Innovative Strategy Optimization in the Digital Economy Era

4.1 Suggestions on Innovation Strategies for Different Types of Enterprises

In the era of digital economy, large enterprises and small and medium-sized enterprises should adopt different priorities and methods in their innovation strategies to adapt to their own resource conditions and market environment. For large enterprises, due to their strong resources and market influence, their innovation strategies should focus on technological innovation and management innovation. Large enterprises can invest more in research and development by establishing innovation laboratories and technology incubators to promote the application and development of cutting-edge technologies. These laboratories and incubators can not only provide the necessary financial and facility support for the research and development of new technologies, but also cultivate innovative talents for enterprises and form a good atmosphere for innovation. At the same time, optimizing the

internal management process is also an important aspect of innovation in large enterprises[3]. The introduction of agile management and data-driven decisions improves organizational flexibility and response speed, enabling enterprises to adapt more quickly to market changes and customer needs. In addition, large enterprises should also actively cooperate with universities, scientific research institutions and start-ups to form an open innovation ecology. Through this cooperation, enterprises can use external resources and knowledge to enhance their innovation ability and promote the rapid transformation and application of technology. This open innovation can not only reduce the risk of research and development, but also accelerate the listing process of new products and improve the market competitiveness of enterprises.

For small and medium-sized enterprises, due to the relatively limited resources, innovation strategies should pay more attention to market innovation and flexible response. Ses can increase their market share by having an in-depth understanding of target markets and consumer needs and developing products and services with differentiated competitive advantages. Through market research and consumer feedback, smes can better grasp the market dynamics and adjust their product strategies in time to meet the personalized needs of consumers. In addition, smes should make full use of digital tools and platforms to optimize their marketing strategies and enhance their brand influence. With the help of social media, e-commerce and digital marketing, SMEs can achieve extensive marketing at a low cost and enhance brand awareness and customer loyalty. At the same time, small and medium-sized enterprises should encourage employees innovative thinking, establish a good corporate culture, and stimulate the creativity and enthusiasm of the team. Through innovation activities and training within the organization, enterprises can cultivate employees awareness of innovation and keep them competitive in the rapidly changing market environment.[3]

4.2 Policy Recommendations

The government plays a crucial role in promoting enterprise innovation and economic growth, so a corresponding policy framework needs to be developed to support the development of the digital economy. First, the

government should increase financial support for enterprise innovation, including the establishment of innovation funds, providing tax incentives and subsidies, to encourage enterprises to increase investment in research and development, which can not only reduce the financial pressure of enterprises, but also encourage enterprises to make more investment in technology research and development and product innovation. In addition, the government can establish innovation platforms and technology transfer centers to promote the cooperation between enterprises and scientific research institutions, and promote the transformation and application of technological achievements.

Second, the government should improve the policy framework for the development of the digital economy and promote the construction of digital infrastructure to ensure that enterprises have access to high-speed and stable network services. The improvement of digital infrastructure is the cornerstone of the development of digital economy, which can provide the necessary technical support and service guarantee for enterprises. At the same time, the government should also strengthen the training of talents related to the digital economy, and promote the reform of the education and training system, so as to meet the needs of enterprises for high-quality talents. Through cooperation with colleges and universities and vocational training institutions, the government can promote the training and supply of talents and ensure that enterprises have sufficient human resources support in the process of digital economy transformation.

Third, the government should strengthen the supervision and standards in the digital economy to ensure fair competition in the market and the protection of consumers rights and interests. By establishing a sound system of laws and regulations, the government can provide a clear legal guarantee for the innovation activities of enterprises, and reduce the uncertainty in the innovation process of enterprises. This legal guarantee can not only enhance the confidence of enterprises in innovation, but also promote the healthy development of the market. At the same time, the government should also encourage enterprises to follow the principle of sustainable development in the innovation process, and promote the application of green technology and renewable resources, so as to

achieve sustainable economic growth.

5. Epilogue

In the era of digital economy, enterprise innovation has become an important driving force to promote economic growth. Enterprises must flexibly adjust their innovation strategies to cope with the new challenges and opportunities brought about by the rapid development of technology and the constantly changing market environment. By virtue of resource advantage, large enterprises should focus on technological innovation and management innovation, and enhance market competitiveness by increasing research and development investment and optimizing internal process, while small and medium-sized enterprises should pay more attention to market innovation, flexibility and dig into consumer demand to realize differentiated competition. At the same time, the government plays an indispensable role in promoting enterprise innovation and economic growth. By providing financial support, improving the policy framework and strengthening talent training, the government can create a good environment for innovation for

enterprises and promote the healthy development of the digital economy. In addition, it is also an important responsibility of the government to establish a sound regulatory system and standardized measures to ensure fair competition and sustainable development of the market.

References

- [1] Tyukhtenko N , Serezhenkova O .Digital transformation of the entrepreneurial environment in the context of socio-cultural changes in modern business[J]. 2024.
- [2] Choi B , Kim S , Kang H ,et al.A study on the diversification of technological capabilities of digital platform companies[J].The Korean Career, Entrepreneurship & Business Association, 2023.
- [3] Liu J , Fang Y , Xia Y ,et al.Can the Digital Economy Promote Sustainable Improvement in the Quality of Employment for Chinese Residents?—Moderated Mediation Effect Test Based on Innovation Environments[J]. Sustainability (2071-1050), 2024, 16(14).