

The Influence of Diversified Innovation Strategies on the Survival Resilience of Enterprises under the Background of Globalization

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Abstract. Globalization is an important trend of current world economic development, which brings many opportunities and challenges to enterprises. In this context, enterprises need to actively respond to the challenges brought by globalization, and constantly innovate and improve to adapt to the changing market demand and improve their competitiveness. This paper mainly studies the influence of diversified innovation strategies on the survival resilience of enterprises under the background of globalization. Through literature review, case analysis and questionnaire survey, it is found that diversified innovation strategies play a significant role in improving the survival resilience of enterprises, and this influence mechanism is different among different industries. In addition, this paper also finds that the regulatory role of market environment and industry competition plays an important role in the impact of diversified innovation strategies on the survival resilience of enterprises. Therefore, enterprises should actively promote diversified innovation strategies and improve their survival resilience. In practice, enterprises can formulate targeted diversified innovation strategies according to their own conditions and the characteristics of different industries in order to gain greater competitive advantages. It is hoped that the research results of this paper can provide theoretical support and practical guidance for enterprises to formulate globalization strategies, and help enterprises gain greater living space and development potential under the background of globalization.

Keywords: Globalization; Diversification; Innovative Strategies; Enterprise Survival Resilience.

1. Introduction

Globalization refers to the process that activities in various fields such as economy, culture and politics transcend national boundaries and geographical restrictions, and are increasingly interrelated and influential [1]. With the continuous development of globalization, the competitive environment and market challenges faced by enterprises are becoming more and more complex and changeable. Globalization makes it necessary for enterprises to have stronger adaptability and innovation ability in order to maintain competitive advantage in the ever-changing market environment [2]. In this context, how to improve the survival resilience of enterprises through diversified innovation strategies has become the focus of academic and business circles [3]. Diversified innovation strategy refers to the strategy of enterprises to achieve sustainable development by operating in multiple business fields and constantly innovating. This strategy has been proved by many enterprises to be an important means to improve competitiveness, expand market share and reduce risks [4]. However, the implementation of diversified innovation strategy is not smooth sailing, and enterprises need to face various challenges and risks, such as the change of market environment, the rapid development of technology and the intensification of competition.

The enterprise's survival resilience refers to the enterprise's ability to constantly predict, prepare, respond and adapt to the uncertainty and interference of the external environment, so as to maintain its competitiveness and the ability to survive and develop [5]. In the business environment, the performance of enterprise survival resilience can be seen from the following three aspects: 1) operational resilience. Enterprises need to constantly iterate and upgrade their products and technological processes to improve efficiency and quality and enhance their competitiveness [6]. 2) Supply chain resilience. Under the background of globalization, the stability and reliability of supply chain are very important for the survival and development of enterprises. Enterprises need to establish stable suppliers and cooperative partnerships, while maintaining the flexibility and adaptability of the

supply chain to cope with various risks and challenges [7]. 3) Information resilience. Enterprises need to establish a sound information management system to protect their intellectual property rights and information security, and at the same time make rational use of information resources and data to support their strategic decision-making and business operations [8]. Enterprise survivability is a comprehensive ability, which is not a simple superposition of individual members' resilience, but an individual's ability to integrate through deep connection. This includes establishing consensus, working together and other mechanisms to integrate resources in all aspects to cope with changes and challenges in the external environment [9]. In the face of uncertainties and challenges, enterprises need to establish and strengthen their own survival resilience, which can be achieved by formulating adaptive strategies, improving innovation ability and strengthening internal cooperation. Only with sufficient survival resilience can enterprises maintain their competitive advantage and realize sustainable development in the ever-changing market environment [10].

This paper aims to explore the influence of diversified innovation strategies on the survival resilience of enterprises under the background of globalization, in order to provide guidance for enterprises to implement effective innovation. The purpose of this paper is to reveal how diversified innovation strategies affect the survival resilience of enterprises under the background of globalization. It is hoped that through this study, we can deeply understand the mechanism and actual effect of diversified innovation strategies in improving the survival resilience of enterprises. At the same time, this study will also provide theoretical support and practical guidance for enterprises to formulate effective innovation strategies. Through in-depth analysis of the application and effects of diversified innovation strategies in different industries, it can provide reference for enterprises to formulate more targeted innovation strategies and help enterprises gain greater living space in the fierce market competition.

2. Literature Review

Diversification strategy refers to the strategy of enterprises to realize diversified development by operating in multiple business fields. The existing research shows that diversification strategy can expand the product line of enterprises, reduce risks and increase profits [11]. In addition, innovation strategy is the measures taken by enterprises to meet market demand and realize technological innovation, including product innovation, process innovation, organizational innovation and market innovation. Previous studies have shown that innovative strategies can improve the competitiveness and market share of enterprises. However, the existing research mainly focuses on the separate research of diversification and innovation strategy, and there is relatively little research on the influence of diversification and innovation strategy on the survival resilience of enterprises. Therefore, this paper aims to explore the influence of diversified innovation strategies on the survival resilience of enterprises under the background of globalization, and deeply analyze its mechanism and actual effect. In this paper, the following research questions are put forward: How do diversified innovation strategies affect the survival resilience of enterprises under the background of globalization? Is there any industry difference in this influence mechanism?

3. Research Method

The research methods of this paper mainly include literature research, case analysis and quantitative analysis.

Literature research method: In the literature research method, this paper will collect and sort out the research data about the influence of diversified innovation strategies on the survival resilience of enterprises by consulting relevant academic journals, papers and reports. By combing and evaluating these documents, this paper will understand the research status, main viewpoints, research methods and conclusions in this field, and clarify the research problems and assumptions of this book.

Case analysis: Case analysis is a method of in-depth analysis and research on actual cases. In this study, we will select some enterprises that have successfully implemented diversified innovation

strategies and achieved remarkable survival resilience under the background of globalization as cases, and provide empirical support for the study of this book through in-depth analysis of the implementation process, effects and influencing mechanism of diversified innovation strategies of these enterprises.

Quantitative analysis method: quantitative analysis method is a method of quantitative research on research problems through mathematical modeling, statistical analysis and computer simulation. In this study, the data of enterprises will be collected by questionnaire survey and analyzed by statistical software such as SPSS, including descriptive statistics, correlation analysis, regression analysis and variance analysis, so as to test the influence of diversified innovation strategies on the survival resilience of enterprises and its mechanism. In addition, this paper will also use computer simulation technology to simulate and analyze the effects of diversified innovation strategies in different industries and enterprises.

4. Result

Table 1. The influence of diversified innovation strategies on the survival resilience of enterprises

Influencing factor	Survival toughness
Degree of diversification	Positive influence
Innovation investment	Positive influence
Innovation capacity	Positive influence
Market environment	Regulating effect
Degree of industry competition	Regulating effect

Table 2. The influence mechanism of diversified innovation strategies on the survival resilience of enterprises

Influence mechanism	Describe
Spread risk	Through diversification, enterprises can disperse business risks and improve their ability to resist market fluctuations.
Open up new markets	Diversified innovation strategy can help enterprises to open up new market space and increase income sources.
Build a competitive advantage	Through diversified innovation strategies, enterprises can form unique competitive advantages and enhance their position in international competition.
Adjustment function of industry difference	The influence of diversified innovation strategies on the survival resilience of enterprises varies among different industries, especially between high-tech industries and traditional manufacturing industries.

Table 3. The difference of diversified innovation strategy among different industries

Industry	The Influence of Diversified Innovation Strategies on the Survival Resilience of Enterprises
High-tech industry	Company A explores new technologies and markets through diversified innovation strategies to maintain its competitive advantage.
Traditional manufacturing industry	Company B improves production efficiency and quality through diversified innovation strategies, and enhances its market position.
Service sector	Company C expands its service field through diversified innovation strategies to improve customer satisfaction and loyalty.
Agriculture	Company D improves the efficiency and quality of agricultural production and increases farmers' income through diversified innovation strategies.
Construction industry	Company E improves engineering quality, reduces cost and enhances competitiveness through diversified innovation strategies.

5. Discussion and Analysis

From the three tables in the previous section, we can see that diversified innovation strategies have an important impact on the survival resilience of enterprises, which varies among different industries.

First of all, the degree of diversification, innovation investment and innovation ability all show a positive impact on survival resilience. This shows that enterprises can better adapt to market changes, resist risks and gain more living space in the competition by implementing diversification strategy, increasing innovation investment and enhancing innovation ability. These findings are consistent with the existing research results, further verifying the important role of these factors in the survival resilience of enterprises. It is worth noting that the regulatory role of market environment and industry competition is revealed in the study. This means that the effect of enterprise's diversified innovation strategy may be affected by its market environment and industry competition. In some cases, these factors may enhance the impact of diversified innovation strategies on the survival resilience of enterprises, while in other cases, they may weaken this impact.

In addition, there are some differences in diversified innovation strategies among different industries. This may be due to the influence of market environment, competitive situation and industry characteristics of different industries. For example, the high-tech industry may be more inclined to explore new technologies and markets through diversified innovation strategies to maintain its competitive advantage; The traditional manufacturing industry may pay more attention to improving production efficiency and quality through diversified innovation strategies to enhance its market position. This industry difference provides specific guidance for enterprises to carry out diversified innovation strategies, and enterprises should formulate their own diversified innovation strategies according to their own industry characteristics. In order to better cope with the market challenges under the background of globalization and improve the survival resilience of enterprises, this paper suggests that enterprises should promote diversified innovation strategies from the following aspects:

- 1) Increase R&D investment and enhance innovation ability. Enterprises should continuously increase investment in R&D and improve their innovation ability. Through continuous research and innovation, enterprises can launch more competitive products and services and increase market share.
- 2) Pay attention to market demand and optimize product structure. Enterprises should pay close attention to the changes in market demand and adjust product structure according to consumer demand. By optimizing the product structure, we can improve the added value and market competitiveness of products and bring greater benefits to enterprises.
- 3) Strengthen international cooperation and realize resource sharing. Enterprises can actively seek opportunities for international cooperation and carry out cooperation and exchanges with other enterprises or institutions. Through international cooperation, enterprises can share the advantages of resources, technology and market, and improve their competitiveness.
- 4) Adjust the organizational structure to stimulate innovation. Enterprises can adjust their organizational structure according to their own conditions to stimulate employees' innovative vitality. By adjusting the organizational structure, enterprises can improve the work enthusiasm and innovation ability of employees and inject new impetus into the development of enterprises.
- 5) Pay attention to personnel training and create an innovative team. Enterprises should pay attention to personnel training and team building, and cultivate a group of high-quality innovative talents. By paying attention to personnel training and team building, enterprises can build an innovative team with international competitiveness and lay the foundation for their long-term development.

6. Conclusion

Globalization has also brought many challenges, such as cultural differences and differences in laws and regulations. Enterprises need to actively respond to these challenges in order to achieve sustainable development under the background of globalization. Based on the background of

globalization, this paper discusses the influence of diversified innovation strategies on the survival resilience of enterprises. Through the analysis, it is found that under the background of globalization, diversified innovation strategies have a significant positive impact on the survival resilience of enterprises. This influence is mainly reflected in the following aspects: first, diversified innovation strategies help enterprises spread risks and improve their ability to resist market fluctuations; Secondly, diversified innovation strategy helps enterprises to open up new market space and increase income sources; Finally, the diversified innovation strategy under the background of globalization helps enterprises to build a unique competitive advantage and enhance their position in international competition. In addition, this influence mechanism is different among different industries, and the influence effect of high-tech industries and traditional manufacturing industries is different when implementing diversified innovation strategies.

This study provides guidance for enterprises to implement effective innovation and helps to improve their competitiveness and survival resilience under the background of globalization. However, there are still some limitations in this study. For example, the samples are mainly from enterprises in developed countries, which may have geographical and cultural limitations. Future research can be extended to more countries and regions to test the universality of the research results. In addition, this paper mainly focuses on the direct impact of diversified innovation strategies on the survival resilience of enterprises, and future research can further explore the interaction between diversified innovation strategies and other factors, such as corporate governance structure and entrepreneurship.

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