

Research on Organization People Performance of High-Tech Innovative Companies by Business Strategic Analysis

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Abstract. New and innovative technology have created a maximum value to enrich people's lives by producing new products and technologies. Around the world, business solutions from different high-tech enterprises have deployed widely according to their own business strategies, and more and more technologies help them seize advantages in the fierce market, which is a potential risk for influencing companies' performance. This research aims at utilizing management theories and typical related examples to provide solutions with high-tech innovative companies to raise their performance and optimize structure of organization through people's effort, which is to realize practical and realistic solutions for particular ones finally.

Keywords: performance development; innovative cultivation; employee training system.

1. Introduction

For the detailed strategic framework for related high technology enterprises, there are some extra contents and purposes in the development strategies, which is much closer to reality and environment. The vision for these companies is to enrich lives through innovative products or services without any question. For these organizations, to focus on customers' inside intent and requirement by providing excellent solutions and services remains a challenge but for consistently create maximum value in the market. Another consideration is that the core value seems deeply rooted in strategic business operation, which is the invisible internal driving force though. For example, in some typical enterprises, as is known that Dedication, Continuous Improvement, Openness & Initiative, Integrity, Teamwork that are the common words as enterprise values, which guides to develop customers' satisfactions. As a consequence, to utilize PESTLE method would be the best way to analyze the external environment factors as potential business pressures outside. On the other hand, internal capability and issues are considered as the internal factors as well as supply chain relationships, and brand reputation. Typically speaking, Political issues always come at first, although these companies are largely supported by government, it has to face the obstacles for expansion, especially to suit for marketing diversity. From economics aspect, this kind of enterprise is much more difficult to acquire finance at the first step because of high uncertainties. Moreover, potential customers are hard to select a new product to relearn or accept so is more and more competitors get involved in new market in a short period. Less brand reputation is another matter for these companies to compete with other giants, and technologies are updated very fast. There comes a common issue that lack of independent research and development makes them risk-resistant ability at a very low level. Normally for stuff, they have to bear high pressure to stay in a good position, who are in high pressure condition. The resources start to get complicated in the matter of allocation. In addition, design and development is another issue to be discussed further as well as brand reputation in publicity.

2. Overview Strategic Analysis on Related Organization

2.1 SWOT Analysis for Innovative Enterprises

The current situation for most innovative technology companies have particular characteristics in some extent way. The strength of them is separated into a few aspects such as power centralized leadership company, the core management level take charge in almost everything in operation process and running business, which is definite the best advantage for the starting stage of newly-established companies to centralize power to overcome prior issues. Then, technological strength and innovative

creation is another important resource for these companies, and the newly-created products or methods of service would provide a new competitive with market requirement to fulfill the blank. Speaking of cost advantage, most newly-established innovative enterprises apply for flat management to reduce the administrative cost and expenses of sales. To offer qualified service is a strategic pattern, which make them run well in aspects. On the other hand, the weakness of these companies is as obvious as strength, such as subject leadership which leads wrong decision easier than others, and poor PR and insufficient advertisement are the common flaws as well. The potential market is booming faster than any time in the history, when once seized the opportunity, there is no doubt that large amount investment would be poured into with and unimaginable speed. The newly products are easily to be replaced in this period with any industries. And along with that, increasing competition is a two-edged sword for function replacement that would be decreasing revenue largely in a short time nowadays. To avoid this happening requires strong creative ability and human's activity performance development.

2.2 Future Competitive Business Strategy Expectation

As is known that, to be a great promising company in this condition, its potential development requires bigger vision plan. The related innovative business is booming in these years, and more and more customers are getting smarter to choose the high cost performance products nowadays to be more rational. They have to grasp the opportunity to share the market with particular customers. However, its competitiveness and influences are much lower than giant innovative enterprises such as Apple and Huawei all over the world. In high-end innovative products market, newly-products are far behind. To survive from this, it needs to continue to self-improvement all the way. For the future development expectation, they need to change its business strategy from cost leadership to quality & innovation products to form a combination strategy for the high-end market. As consistent-promotion strategy demonstrates image should be well planned for structuring the organization. After all, we can subcontract a professional PR organization to help with the publicity and band reputation development.

In the future market of innovative products, a mix of approaches should be well layout into a quick response to adapt to fast feedback market with best fit and resource based strategic combination. For they are externally and internally focused respectively, these related enterprises should open new area before keeping existed market stable as well as to take risk control. All objects should take a deep inside to exploit the requirement to take over market as soon as possible and locate precisely in a rapidly changing environment, and the key to success is the core competitiveness.

2.3 Strategic Organization People Performance Factors

2.3.1 The Product Development and Design Strategy

When the product aims at high-end customers, uniqueness would be the vital core competitiveness for a company. As traditional culture factor and fashion element could be a mixed combination product design strategy to improve new band reputation and being outstanding. To create a product is not just a product, but also a sign of value-added symbol, and fashion would always be the mainstream in market.

As a new powerful innovative company, which has to face directly to some other successful innovative companies like Apple, Huawei and etc. These companies set flagship in this industry. How to learn from them seems necessary. For example, Apple's innovative concept is a systematic formation, which makes product position precisely. The product orientation of Apple mainly reflects on functional requirement, which aims to help people as a personal tool to solve actual issues. To develop individual experience is the highest target, and Apple has to focus on product experience with a deep marketing research. Speaking of its "Blue Ocean Strategy", to open a new area is getting more and more difficult nowadays. So, they should quickly make its own advanced innovative products with creative technology into market soon enough. The unique means everything for these companies. For the HRM factor in product development, which is required to be combined by different series of products respectively to fulfil different demands from different customers.

2.3.2 Product with Fashion Leading Trend Strategy

Fashion is always the topic in society, which refers to a kind of popular product for fuzzy requirement. It is inspired that to be a fashion product, it needs more media and publicity in more channels as it should be. May the pursuit of fashion seem that just for young people, but the truth is that other crowds get stronger consumption ability, and many enterprises made a big mistake when launch a new product. Here comes a question, what is the fashion for people, maybe new, popular or luxury stuff. In fact, fashion is a very simple thing that is existing around us through communication, newspaper, social media, magazines and even from your neighborhood. Actually, fashion with product means its humanization design that can easily draw attention, and the main reason is the customer experience, which is spread widely as technology fashion. Apple is a famous enterprise because its brand reputation and vision to change the world, which allowed Apple to apply for hunger market strategy to attract more people in the case of reputation and fashion strategy. But for others, to make it different is the first mission to avoid asymmetric competition. Frankly, to duplicate successful products or business strategies can make it survive at the beginning, but in the long run, it turns out a fatal end. To utilize others' reputation to make corporation is a wise method to improve product image rapidly like Huawei's case in recent years. To combine a product with fashion is very hard to realize, but when it is successful, the product's identification would develop to a higher layer.

3. Product Design Factor for Performance Development

3.1 Precise Localization of Culture Requirement

As for culture elements, individual is obsessed with different kinds of culture. That is another product improvement point for innovative products, and how to make these products with elements of culture that raises another issue for them. For some part high quality customers, the strategy is to satisfy with their needs, as the individual customization business is a particular strategy for this kind of customer. To offer different kinds of options seems reasonable for performance development, no matter individual design, pragmatism or minimalism, to combine culture element is a practical pattern.

For another age level of customers, the young's fashion is no longer prior pursuit desire, and it is silly to ignore their demand. For this crowd of customers, they get powerful consumption ability, who are leaning to practical, but once to find out the extra potential need maybe it is their culture taste. For example, in China, a large number of people are in belief of traditional culture. And it is wise to launch a new product with related culture element. To cooperate with authoritative art institution to make a unique mark with product, moreover, to add cultural elements is easy to be recognized to gain inimitable symbol.

3.2 Product Development Strategy Implementation

Innovative product design is a compound of modern technology with psychology materialized, which is sensible for enterprises, moreover, to recognize social activities, art appearance and creation of unity of customers. From these considerations, the design tends to be developed from individual consciousness to a social publicity, and the specific designing activities are recognized and valued finally.

As a "Return on Investment" pattern for customers, it is to say that this investment is worth to do. To make it happen, the so-called "ROI" model seems a story in Arabian Night for customers. Actually, it could happen with efforts of increasing sensible value. There are lots of good products lack of reputation without a wide stage, to make it unique and worthy would be the best way to earn attention and market. A win-win situation is worth to be established by product development. Designing culture elements stand a double material and spiritual civilization, which is reflected on different purchase groups for the purpose of booming sales to make it special. It is a bold attempt to enrich and light up people's lives.

4. Employee Training Factor for Enterprise Optimization

4.1 Human Resource Management System Establishment

To some extent most innovative enterprises require consulting services to complete the employee training, and most of employees have to participate in without volunteer. Although offices, conference rooms, halls where the banners and slogans are hang everywhere, it is difficult to find that essential matters for employees to highlight and emphasize at the right place and time. To make employees misunderstand intent, which makes it formalism, which doesn't make any sense even the waste of resources.

As different levels of employees have their own roles, it is unreasonable to adopt same method for cultivating. In order to implement enterprise culture on all levels, leaders from top have to thoroughly understand the essence of enterprise culture, and keep a consistent studying ability to carry out revolution of culture to hold advancement, the priority is to vigorously promote enterprise culture to spread widely. In fact, the practitioners would set a perfect example for others in the long run, in the meantime, the middle level management should be in charge of improving professional skill in order to keep culture conveying to the basement, who are enterprise culture disseminators and practitioners, and for the basic stuff, to understand company's mission and vision seems necessary, which would directly reflect in their jobs. For genuine practitioners and new employees, understand enterprise history, culture, standards and etc. It is to shape for a good organizational atmosphere with cultural realization is a good method to make them participate in system as soon as possible.

There are some outstanding methods which are found out that to raise the enthusiasm of employees to take part in training much easier than normal, which is helpful for strengthening enterprise unity. For instance, newly media interview, popular social video platform, knowledge quiz competition with award, entertainment programs performance and so on. Financial Comparison with China Overseas Corporation

4.2 Innovative Cultivation Development

It is counted that more than 90 percent of employee's innovative suggestions are not practical, neither for administrators. And there is no need to complain about it. For the reason that the rest of remaining are far enough to keep development eventually. How to keep innovative consciousness is a real matter. For example, when an innovative suggestion is offered, managers may intuitively evaluate balance whether is feasible or not. Whatever, it should firstly be encouraged this attempt, and then to verify its feasibility. To share ideas with others frequently and ask for recommendations are really important. If it is deniable, the best way is to encourage to change another angle to reconsider. Which will make others believe in innovation ideas are encouraged.

Another key point is that employees' innovative suggestions are not limited by their working scope. In fact, it is encouraged for each employee to walk across restrictions to satisfy with their desire. To allow employees to do things they are interested is a good method to motivate. With different thinking angles, innovative suggestions would come up with, unexpected inspiration is always beneficial for company strategies. And creativities from other types of works can promote concerns improvement for company.

4.3 Practical Evaluation of Innovative Advices

When innovative atmosphere has not been shaped at the company, the leaders have to take measures to encourage innovative consciousness. To set up rewards for outstanding suggestions adoption no matter management or products, as well as to organize related activities to confirm development. It is not significant impact without official recognition.

On the other hand, an extreme situation would come up, innovation activities would be totally accepted in case of not to drag down employees' innovation enthusiasm. In this case, the managers should firstly reject their suggestions but with a detailed description, and they could speak highly of the efforts they made but the truth is another case. To avoid mistake they made, managers are responsible for the front gate to filtrate proposals, and to carry them out. The worst thing is that the

managers actually are indifferent to the proposals, which is harmful to organization performance eventually.

5. Conclusion of Performance-focus Strategy

The current situation is too much attention to sales market with large amount resources but negative for training system. It seems that in the long run, the company's business strategies and sales performance will be successful eventually. For employees, their personal quality improvement and abilities of adapting are changing rapidly, which is a long-term solution. With time passing, the individual or team sales abilities are difficult to make a change for this condition to readapt the market again, for that people like to hold former thinking with successful experience. Although it could continue to carry on, unfortunately, it is easy to ignore the whole marketing sales environment is changing, when a set of methods have not been suitable for specific marketing environment any longer. And now, to leave behind from market, following a huge loss. As is known to all, innovative companies' sales team has been a success in a high-pressure environment even though they are indeed commendable, if it continues to run invariably like before, whether it can still adapt to the development still remains to be an issue.

A good training system can enhance sense of belonging and responsibilities. The more abundant of employee training, the more attractive for staff, with high value-added HRM, it creates more benefits and social reputation. According to a survey, 420 employees of 500 in Coca Changsha participated in the training system already. More than 90% of the employees were satisfied with their jobs with 85% of staff were agreed to stay. As appropriate training is not only improving skills, but also awareness of self-values. In addition, the target is better understood by all levels. Only if upper and down layers both agree with culture and history, the whole atmosphere of consciously with innovative creations and products will flourish. A study shows that a proper investment proportion of innovation is at least 50%. As HRM factors, for example, Huawei is not only paying attention to upgrading hardware and technology improvement, but also pay more resources to staff quality development as software development. To understand the talent placement, whoever owns first-class talented staff, the best products are belonged to as well as the best organization performance. Once implemented thoroughly, there would be an impregnable position in the long run.

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