Research on Technological Innovation Strategy of Technology-Based Enterprises in Guangdong-Hong Kong-Macao Greater Bay Area

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Abstract. At present, with the rapid development of science and technology in China, "Made in China" is moving toward "Made in China". Under the background of 5G era, the rapid rise of high-tech enterprises in the Guangdong-Hong Kong-Macao Greater Bay Area has further accelerated the development process of "Made in China" and made science and technology the primary productive force of the electronic technology industry at the present stage. With the rapid development of technological innovation in electronic information industry, technology has become an important pillar for the sustainable development of enterprises. Technological innovation strategy has become the core strategy for electronic information enterprises to cope with market competition and improve their core competitiveness.

This paper takes Guangdong LS Technology Co., Ltd. as the research object. Firstly, literature survey method and SWOT analysis method are used to conduct in-depth research on LS Technology Co., LTD.'s technology innovation strategy, so as to provide inspiration for the choice of technology innovation strategy of guangdong-Hong Kong-Macao Greater Bay Area technology enterprises. Then the LS of guangdong science and technology of the company's external environment of technological innovation is analyzed, and combined with the actual situation of the company, summed up the guangdong LS company's technology innovation strategy of the implementation of the plan of science and technology: (1) the energy-saving cloud terminal based on cloud computing technology innovation strategy, (2) the profound cooperation to build intelligent manufacturing innovation mechanism of technology innovation strategy. Finally, based on the technological innovation strategy direction and path of the technology enterprises, five safeguard measures are proposed for the implementation of the technology innovation strategy of the technology enterprises in the Guangdong-Hong Kong-Macao Greater Bay Area: actively promoting the technology innovation project responsibility system, strengthening the post-evaluation management of the project; Establish performance evaluation standards for technological innovation projects to ensure efficient and safe operation of projects; Strengthen the management of special funds and cost accounting for technological innovation

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projects; Through industry-university-research cooperation, constantly introduce scientific and technological talents to improve the quality of industry-university-research cooperation; Continue to carry out the combination of production, learning and research, to achieve the depth of organic combination of production, learning and research.

Keywords: Guangdong LS Technology Co. LTD · The Development Of Science And Technology · Technology Innovation · Strategic

1 Introduction

At present, the state vigorously advocates the policy of "Intelligent Manufacturing 2025" and "Internet +". Under this background, the technology enterprises in the Greater Bay Area represented by Guangdong LS Technology Company set the development strategy of creating "the most influential overall digital information technology service provider in China". However, the rapid development also faces the urgent problem of technological innovation.

In this paper, according to the development strategy of technological innovation of Guangdong LS Technology Company, through in-depth investigation and research on the current situation of Guangdong LS Technology Company, the development strategy of guangdong LS technology Company is more appropriate, perfect and feasible, so as to improve the core competitiveness. At the same time, it also plays a good reference role for the customization of the technology innovation strategy of the whole electronic information industry.

2 Review of Relevant Theories

2.1 Technological Innovation

Technological innovation generally refers to the innovation of enterprise production technology, including enterprise development innovation, or innovation in the application of old technology.

2.2 Technology Innovation Strategy

Technological innovation strategy refers to the perfect planning standard formed through relevant economic indicators.

2.3 The Significance of Technological Innovation Strategy to Enterprises

(1) The standard of science and technology competition strategy has become an important part of modern innovation.

In today's society, more and more enterprises can make it become a real strategic standard target, can get more perfect investment and support, and can also get greater benefits in the market environment, are constantly increasing investment in scientific and technological research, so their competitive strength in the market is also increasing.

(2) The core elements of the development strategy of internal support activities for technological innovation.
(3) Technological research and innovation are conducive to the improvement of the internal organizational structure and management efficiency of enterprises, and to the qualitative improvement of corporate culture and continuous adaptation to the rapid development of market economy.
(4) The management of technological innovation can gradually improve the economic benefits of enterprises, reduce the funds generated by transactions, develop a perfect market environment mechanism, and then create its own unique manufacturer effect.

3 Research on Technology Innovation Strategy of Domestic and Foreign Smes

3.1 Research on Technology Innovation Strategy of Foreign Enterprises

(1) The overall level of national scientific and technological research and development is relatively high

In accordance with the relevant departments to the analysis of the data is analyzed, in terms of the total output value per capita, Japan ranked first in all countries in the world, but if according to the number of people engaged in technology research and development in terms of the number, 2020, China is the first, for seven years in the world's top paper accounts for a share in the world, China and the United States accounted for 19.9% and 18.3% respectively, But in terms of patents produced per 10,000 people, China lags far behind Japan, both in terms of tripartite patents and patents per 1,000 people. In 2011, the number of tripartite patents in China was 6.18 percent of that in Japan, and 1.95 percent of that in Japan per 1,000 people.

(2) The investment in scientific research and development is relatively large

The figures for 2017 show that China's R&D spending has surpassed That of Japan and is second only to that of the United States. In that year, China's R&D spending reached $409 billion, compared with $296 billion in the United States and $167 billion in Japan, and the gap between China and the United States is closing.

(3) Enterprises are the main body of scientific research

At the present stage, The United States is the largest advantage group, and the company is the focus of microeconomic development, which can become a prerequisite force in the market and participate in the new competitiveness. Prahalad CK [3] Pointed out that In 2000, the investment of American enterprise research institutes accounted for 70% of the total investment in scientific and technological research and development. Basically, all large American enterprises have their own research institutes. This plays a crucial role in enhancing competitiveness and technological innovation. For example, bell Telephone Company, the world's most famous telephone company, can obtain an average of 3–3.5 patents per day.

(4) Pay attention to the cooperation with the government and schools

Japanese enterprises attach importance to technical cooperation with governments and universities of various countries. Large Japanese companies often use

the government, universities or specialized financial institutions for research. Technical experts and entrepreneurs can exchange with the Japanese government for economic cooperation, study and research institutions.

(5) The enterprise has a sound scientific research and development organization

Companies in Europe, Europe, Japan, South Korea and other countries have their own technical innovation departments. Employees can choose the technical innovation direction they are interested in according to their own interests and at the same time, they can apply for relevant funds from the financial department of the company to invest in R&D.

(6) Enterprises attach importance to talent training and incentive

In the United States, companies attach great importance to the importation and recultivation of talent. They know that their survival depends on the ability of their employees to generate new research and produce first-class products.

3.2 Research on Technology Innovation Strategy of Domestic Enterprises

According to the comparison of relevant data, the technological innovation strength of Chinese enterprises is still at a low level, especially in small and medium-sized enterprises.] At present, China's international influence standards are compared, the United States has always guaranteed perfect competition strength and discourse power. In the 1980s and 1990s, America's technological advances were a perfect complement to the increase in GDP. Fang Wen [1] think The technological innovation transformation and upgrading of domestic smes is of great significance and value not only to themselves but also to the national economic system of the whole country.

First, promote social and economic development. Technological innovation itself has a very positive significance for an enterprise. Technological innovation not only improves the production process and product quality of enterprises through science and technology, but also enhances the market competitiveness of enterprises. On the other hand, technological innovation can reduce product manufacturing costs to a certain extent and increase market share due to innovation to meet market demand. The superposition of market expansion and cost reduction is the final result of a substantial increase in economic benefits of enterprises.

Small and medium-sized companies to increase in the standard in our country national economy played a high status, if the company can be fully developed, benefit not only the enterprise itself, but the overall level of the whole national economy of our country, therefore, to promote small and medium-sized enterprise technology innovation will be on our country's national economic development has a very positive meaning.

Second, drive industrial supply-side transformation. In addition to being affected by the economic system, the adjustment of industrial structure is also driven by technological innovation, which can not be ignored. The continuous updating of technology changes the production process and technology of products, so that products and services are constantly improved and perfected, thus promoting the renewal of the entire industrial structure. In the course of human development, the invention of steam engine, the use of micro-electronic technology and the popularization of information technology have accelerated the upgrading and optimization mechanism of the whole industry, and the

structural proportion and operation mode among industry, service industry, agriculture and information industry are also constantly upgrading and transforming. Enterprise is a very core in social production and service units, but in the present stage our country national economy growth can play a very important factor in the standard, if small and medium enterprises can reflect the active attitude in technological innovation, and make a significant contribution, will directly contributed to the society as a whole a substantial increase in productivity, Then promote the adjustment and upgrading of the whole social industrial structure.

3.3 Enlightenment of Technological Innovation Strategies at Home and Abroad

(1) Similarities of technological innovation strategies of domestic and foreign enterprises
① Pay attention to strategic drive. Enterprises at home and abroad have realized the importance of strategy for enterprises. A good corporate strategy can lead enterprises to move forward in the right direction and gradually form their core competitiveness.
② We should improve the compliance with technical indicators and influence model mechanism. The improvement of the management system and the significance of process standards can improve the space for relevant staff, use a variety of channels to obtain technology, layout scientific research institutions in different regions of the world, pay attention to training and support technological innovation.
③ Pay attention to the government's subsidy policy. As the core link of international technical index, the company faces various problems in the innovation of technology expansion, achievement transformation and production and sales. Through positive and beneficial fiscal and tax subsidies and incentive policies, the state can help enterprises get out of the "quagmire" of technological innovation and at the same time have the impetus of technological innovation.
(2) Li Xiaohong [2] think The differences between domestic and foreign enterprises' technology innovation strategies
① The degree of cooperative innovation is different. In the process of technological innovation, foreign enterprises (America, Japan and Germany) pay more attention to the cooperation with the government and universities. The government guides and supports the technological innovation of enterprises by issuing relevant policies, and opens up the cooperation channel between enterprises and universities, providing a guarantee basis for the cooperation between the two sides. Domestic enterprises also pay attention to the cooperation with the government and universities to jointly carry out horizontal projects and technological innovation research, but there is still a certain gap between the intensity and depth of their development and foreign enterprises.
② The investment intensity of scientific research funds is different. Compared with domestic enterprises, foreign (American and Japanese) enterprises pay more attention to the formation and development of core competitiveness. These enterprises often compete in the market in the way of asset light, and transfer low-value links or business parts by outsourcing, such as Apple In the United States. This structure is more conducive to the development and formation of competitiveness by focusing on core resources. In recent years, the r&d expenditure of domestic enterprises has also increased significantly, but it is still slightly lower than that of foreign countries as a whole. Of course, in recent years, some domestic enterprises have invested a lot in scientific and technological RESEARCH

and development. For example, Huawei has invested 15 to 20 billion DOLLARS in r&d every year, and its total r&d expenditure will exceed 100 billion dollars in the next five years. Alibaba and Tencent are also similar.
③ The mechanism of r&d innovation is different. Zhang Miao [4] think Comparatively speaking, the r&d mechanism of foreign enterprises is more perfect and has more perfect and diversified technological innovation mechanism, which can stimulate the enthusiasm and investment of scientific and technological personnel.
(3) The foundation of innovation technology is different. Due to the earlier development of technological innovation research in foreign countries, compared with domestic enterprises, foreign enterprises have a more solid technological foundation in technological innovation, and at the same time, the precipitation of technology is more abundant, which leads to the formation of a certain success difference in the final development of technological innovation.

4 Technological Innovation Environment Analysis of Guangdong LS Technology Company

Company Profile

Guangdong RN Technology Co., Ltd. Was founded in 2009 with a registered capital of 81 million yuan and more than 300 core technical employees. It is a national high-tech enterprise mainly engaged in cloud computing big data, industrial Internet platform, smart city and intelligent manufacturing diagnosis planning and implementation, software and hardware development, integration and innovation. Headquartered in Dongguan, in the country has a number of branches and agencies. Guangdong LS Technology Company is guangdong Province industrial Internet industry ecological supply resource pool (the first batch) into the database enterprises, is the first batch of domestic through 27001 information security certification and the Ministry of Industry and Information Technology "integration of two" management system cloud platform cloud desktop service manufacturers.

SWOT Analysis of Technological Innovation of Guangdong LS Technology Company
(1) Advantages:

Advantages of enterprise qualification: The company has obtained 13 honorary qualification certifications issued by the industry, provincial and municipal governments and national ministries and commissions.
② Product advantage: most of the company's products have a certain degree of popularity in the industry, and relatively leading peers.
③ Technical advantages: 27 patents, 67 software Copyrights, 5 national high-tech products and other recognition.
④ Team advantages: There are 13 senior industry technical experts, 6 consulting experts of the Integration of industrialization and industrialization of the Ministry of Industry and Information Technology, 7 Expert members of China smart City, 3 PMP (project manager), 5 first-level construction engineers, 4 s-level construction engineers, and 4 technical expert members of Guangdong Industrial Internet Industrial Resource Pool.

In the enterprise, the proportion of technical personnel is 65%, ranking the first two in Dongguan.
(5) The company's cultural advantage: the company has been established for 13 years, and the cultural heritage has been deeply rooted in every corner of the company and recognized by the society.
⑥ Social resource advantage: The enterprise is the founder and vice president of several industry associations, and has established strategic partnership with three major operators and several large enterprises.
(2) Disadvantages:
① The assessment and incentive mechanism of technological innovation is not perfect.
(2) Lack of crisis awareness: Some senior executives of Guangdong LS Technology Company have not grasped the crisis awareness accurately enough, and have not paid enough attention to the crisis awareness. They have not been well aware of the crisis around them and have not been prepared for the crisis in times of peace.
(3) Unreasonable allocation of human resources for technological innovation.
(3) Opportunity
① The market demand will be large in the future.
② It has a good foundation of technology research and development.
③ It is located in the Guangdong-Hong Kong-Macao Greater Bay Area with strong policy support.
(4) In the digital era, industry development accelerates.
(4) Threats:
(1) Increasing market competitors and serious product homogenization.
② Network information security poses a great threat to the industry of Guangdong RN Technology Company.
③ Fierce talent competition and insufficient talent reserve.
(4) R&d update iteration is slower than market development.

Comprehensive analysis concluded that GUANGDONG LS Technology Company should seize the current and future good development opportunities, make full use of its advantages, and actively adjust the existing disadvantages, so as to enhance its core competitiveness, completely suppress competitors, so as to stabilize the market value and economic effect.

5 Technological Innovation Strategic Plan of Guangdong LS Technology Company

5.1 Energy-Saving Cloud Terminal Technology Innovation Strategy Scheme Based on Cloud Computing

(1) Independent TVP (Virtual Desktop Protocol)
Proprietary TVP technology enables us to build shared computing networks, energy-efficient cloud terminals and desktops that share hardware and software resources using cloud computing.
(2) No number limit, support a variety of operating systems
It only needs a cloud server to drive the energy-saving cloud terminal with almost no number limit. The server operating system can be Windows or Linux.

(3) Support a variety of external devices, embedded multiple applications
Energy-saving cloud terminal has a variety of I/O interfaces, which can be connected to printers, touch screens (resistive/capacitive/infrared) and other devices, overcoming the limitations of traditional network computers. It is also embedded with IE, Player, Office suite, PDF reader and other applications, easy to use independently.
(4) vGPU sharing
3D support is implemented on cloud computing hosts by penetrating gpus or sharing vGpus.
(5) USB and Flash redirection
Redirect the client USB device to the cloud computing host, such as printer, scanner, etc. At the same time, the online Flash video can be directly redirected to the client to play, reducing the server load.
(6) Video and Webcam redirection
Local videos are directly redirected to the client for playback, reducing the load on the server. The camera is uploaded to the cloud computing host through streaming media without USB redirection.
(7) Real-time snapshot and template creation for cloud computing hosts
Fast BACKUP and restoration of VMS. Use a template to quickly create VMS in batches.
(8) Energy conservation and emission reduction
Energy-saving cloud terminal optimized power consumption of 5W, compared with the traditional PC200W power consumption, green energy saving, only with the same power lit energy-saving lamp 5 watts per hour can enjoy the enjoyment of a computer (Table 1).

5.2 School-Enterprise In-Depth Cooperation to Build Intelligent Manufacturing Innovation Institution Scheme

In order to accelerate the implementation of "Made in China 2025" and "Made in Dongguan 2025" in Dongguan, as well as the implementation of the planning of south Dongguan Intelligent manufacturing whole ecological chain demonstration park and the deep integration of dongguan manufacturing information and automation exhibition, Supported by the industrial Park, GUANGDONG LS Technology Company is responsible for the preparation of dongguan Industrial Internet Industry Association and Big Data and Intelligent Manufacturing Research Institute. The institute is located in Dongguan Industrial Park. The institute will provide the first phase of association office and intelligent manufacturing demonstration site of the institute with more than 600 square meters free of charge. In the second phase, according to the development situation, the institute will jointly create entrepreneurship, incubation site and talent apartment with more than 5,000 square meters. The research institute is established based on the mature technology products and programs of South China Normal University, Huaxing University, Youfang Technology, LS Company, etc. Guangdong LS Technology Company accounts for 67% of the shares of the research institute, while the other three companies each account for 11%. The research institute is an innovative way for LS company to carry out cooperative innovation with social resources.

Table 1. Comparison of energy consumption between energy-saving cloud terminal of Guangdong LS Technology Company and traditional PC.

Device name	Annual electricity consumption and carbon emissions	5-year electricity Cost (YUAN)
Cloud terminal (5 w):	Power consumption: 5,040 KWH	25400
	Total carbon dioxide emissions: 2.16 tons	
	Power consumption: 50,400 KWH	268000
Cloud server (750W):	Total carbon dioxide emissions: 6.48 tons	
Total power bill for desktop cloud solution	——	279,200
	Electricity consumption: 252,000 KWH	1,360,000
Traditional PC desktop (power consumption calculated by 250W)	Total carbon dioxide emissions: 108,360 tons	
	Cost savings	986,890

1 The mission of the Institute is to:

(1) Pooling of wisdom. Gather national intelligent manufacturing institutions, experts, colleges and universities, enterprises, supply chains, brainpower to share research results.
(2) Scientific and technological innovation. Responsible for researching industrial models, technical products, software platform development, standardizing technical standards and publishing academic works of intelligent manufacturing.
(3) Service enterprises. To provide consulting, research, training, planning, top-level architecture design and other public welfare services for manufacturing enterprises to realize the transformation of "Made in China 2025".
(4) Talent cultivation. Provide internship and entrepreneurship base for mechanical engineering, automation control, software development and Internet related talents together with colleges and universities.
(5) Platform construction. Build a public service cloud platform for intelligent manufacturing in the park and a demonstration platform for intelligent manufacturing production chain, which is free for manufacturing enterprises in the park to use and learn.
(6) Communication assistance. Deep learning Related documents and supporting policies on Made in China 2025 issued by the Ministry of Industry and Information Technology, PRC convey and assist manufacturing enterprises' production reform.

(7) Attracting investment. Corresponding to the supporting policies of industrial parks, innovative enterprises and research institutions with technological content in intelligent manufacturing are introduced.

2. Research direction of the Institute

(1) Intelligent manufacturing collaboration scheme and product research: design and manufacturing collaboration, supply chain collaboration, industrial Internet of Things, industrial equipment management cloud, industrial big data, application interconnection, equipment interconnection, supply chain interconnection, intelligent manufacturing integration and integration scheme display.
(2) Transformation and upgrading of manufacturing services.
(3) Intelligent manufacturing, industry 4.0 top-level architecture design, consulting, training, counseling.

From the description and analysis of the above research, it can be seen that the adoption of this cooperative innovation strategy can effectively make up for the shortcomings of Guangdong LS Technology Company in the process of independent innovation: the imperfect top-level design. In the process of joint innovation with many partners, it can play a complementary role in advantages, and to a certain extent, it solves the high-risk problems of independent research and development and personnel training problems. By strengthening cooperation with universities, it can make good use of the wisdom of high-level talents in universities.

6 Safeguard Measures for Technological Innovation Strategies of Guangdong-Hong Kong-Macao Greater Bay Area Technology-Based Enterprises

6.1 Actively Promote the Responsibility System for Technological Innovation Projects and Strengthen the Post-evaluation Management of Projects

Organize and manage technological innovation and technology diffusion in the way of project, and introduce innovation management, knowledge management and venture capital management into the management of technological innovation special projects.

Establish the incentive mechanism of technology innovation to projects as the carrier, strengthen internal management, close relation between the market and do a good job in industrialization transformation and so on mechanism and make the technological innovation project in operation continuously perfecting and strengthening internal management, realize the technology innovation project the optimized allocation of talent resource and platform, and in the target, for traction, keeping technology innovation project. Establish a sound post-investment evaluation management system for technological innovation projects, strengthen the analysis and evaluation of the main indicators of the original objectives of technological innovation projects and the correctness, rationality and practicality of the original decision-making objectives of the projects, so as to ensure the sustainable development of technological innovation projects and technology

in project application. In order to ensure the management of research and development funds supporting the implementation of the success rate of technological innovation projects.

6.2 Establish Performance Evaluation Standards for Technological Innovation Projects to Ensure Efficient and Safe Operation of Projects

Establishing a hierarchical responsibility system for the management of special technological innovation projects. Further clarify the responsibility and authority of the main body of the industrialization of technological innovation project, such as project decision-making, research and development, industrialization implementation, consulting, management, training, etc., strengthen the management by objectives, establish the responsibility system by objectives, and realize the hierarchical responsibility. Efficiencies accountability system is established and the carried out in accordance with the hierarchy goals determine the liability subject tracking investigation, on the basis of performance evaluation, set up scientific assessment of the supervision mechanism and performance evaluation system, promote the alliance of industry, and stronger to do real, we will improve the mechanism of major special project industrialization achievements transformation of science and technology, guarantee the mature affiliated colleges and universities of science and technology achievements transformation, Responsible for failure to achieve the planned project objectives or poor management.

6.3 Strengthen the Management of Special Funds and Cost Accounting for Technological Innovation Projects

Persisting in focusing on fund management and cost management, strengthening the operation and management of technological innovation projects. Establish a scientific and unified financial management system for science and technology plans, use special accounts for special funds of technology innovation projects and self-raised supporting project funds, improve the standardization and effectiveness of the use of science and technology plan funds, and accept the supervision and inspection of internal audit departments. Financial management and accounting for the project, vigorously implement and improve the market-oriented, cash flow as the main line, full participation, whole process monitoring, comprehensive assessment of the comprehensive budget management system; Strengthen the technology innovation project risk awareness as the core, through financial monitoring, internal audit, major events report, the construction of early warning index system and other means to establish and improve the financial early warning monitoring system; Gradually promote the implementation of ABC cost management, strictly control the quality cost of technological innovation projects, and constantly improve the economic benefits and anti-risk ability of projects.

6.4 Continuously Introduce Scientific and Technological Talents and Improve the Quality of Industry-University-Research Cooperation

The function of close cooperation between industry, university and research institute, research and development of products and cultivation of innovative talents are crucial

tasks. Talents trained through industry-university-research cooperation can supplement high-level leaders and top technical students for enterprises, so that enterprises can get the upper hand in market competition, occupy the forefront and create more new products and scientific and technological achievements. Therefore, the use and cultivation of talents should be integrated into the close industry-university-research cooperation [6].

6.5 Continue to Promote the Combination of Production, Learning and Research to Achieve the Deep Organic Combination of Production, Learning and Research

The organic combination of industry-university-research is an effective mechanism to realize the development and diffusion of industry generic technology. On the one hand, the mature scientific and technological resources provided by the affiliated universities can be used to solve the common technical problems of enterprises and improve the application and industrialization implementation ability of enterprises. On the other hand, it can also form the scale effect of collaborative technological innovation and diffusion between the affiliated universities and enterprises, avoid the low-level technological development of enterprises and improve the r&d ability of high-tech enterprises.

7 Conclusions

According to relevant statistics, the market size of China's intelligent products is expected to reach 1,978.90 billion yuan in 2022. At the same time, according to the analyst of IMedia Consulting, due to the continuous extension and improvement of relevant technical standards, the manufacturing standard of intelligent products will continue to improve, and the manufacturing cost will be greatly reduced, and intelligent hardware has become one of the most important consumer goods at this stage.

This paper studies the technology innovation strategy of Guangdong LS Technology Company. Firstly, through the research on the technology innovation strategy of small and medium-sized enterprises at home and abroad; Then based on the current situation of the company's technological innovation, combined with the external environment of the company to carry out SWOT analysis; It points out the development direction and strategic measures of technological innovation for Guangdong LS Technology Company. The main conclusions of this paper are as follows:

(1) The technology innovation strategy based on green concept is the long-term innovation direction of the company.
(2) The innovation strategy of intelligent manufacturing technology based on big data is a strategic measure of the company's integration of the two.
(3) According to the real situation of Guangdong LS Technology Co., LTD., in terms of deepening technological innovation strategy, it is a top priority to adhere to deepening the integration of industry and education, improve the enterprise's technological development and innovation ability, promote the establishment of technological innovation system and operation mechanism, improve the organizational model of technological innovation, and establish a sustainable technological innovation

mechanism; Among them, accelerating the optimization of organizational model of technological innovation and assisting the transformation of national industrial model is an important basis for promoting the company's technological innovation to a new level.

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Research interests: Public Relations, organizational behavior and human resource management, organizational strategy and risk management, industrial economy, Innovation and entrepreneurship education for college students, smart new retail, rural e-commerce.

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