

A Research on Open Innovation of High-tech Enterprises in the New Era

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Abstract: In recent years, open innovation is to coordinate the internal and external resources of an enterprise, and earn extra profits through both internal and external market paths. This model has been warmly welcomed by the business community. However, under the background of taking innovation as a national strategy, the independent intellectual property rights possessed by the enterprises themselves have become more important. High-tech enterprises are the main force of enterprise innovation. The measurement of a regional economic structure and the degree of modernization are important indicators of the competitiveness of an industry, and also an important indicator of the economic development and the level of science and technology in a place. Therefore, the article takes the open innovation of high-tech enterprises in the new era as the research object.

Keywords: New era; High-tech enterprises; Open innovation.

1. Introduction

Open innovation depends on high-tech enterprises themselves in the final analysis. If high-tech enterprises want to achieve sustainable development, they must formulate a reasonable and effective innovation strategy, which will guide their practice. Enterprise innovation strategy is closely related to the survival of enterprises. As a new entrant industry, high-tech enterprises are in long-term competition. How to win the strong with the weak is a thorny problem they encounter in the development process. To achieve this goal, it is crucial to choose an appropriate innovation strategy.

2. An Overview of Open Innovation of High-tech Enterprises in the New Era

Open innovation can not only improve the market competitiveness and sustainable growth ability of enterprises but also promote the cooperative relationship between enterprises and partners and improve the performance level of the whole organization. Under the background of taking innovation ability as the core competitiveness of an enterprise, open innovation has attracted more attention, and it is also an era of the knowledge economy to explore a development path suitable for China's national conditions. Open innovation can not only promote technological innovation and market expansion but also promote the transformation of enterprise business models. However, domestic enterprises are seriously short of investment in research and development of new technologies. After the reform and opening-up, enterprises have failed to obtain a higher level of technological capabilities. Many small and medium-sized enterprises have fallen into a cycle of "repeated introduction and repeated lag". Foreign-funded enterprises have improved their technological level through technology spillovers, thus realizing technological catch-up. The strategy of "exchange market for technology" has little effect on technology spillovers, which indicates that to improve the technological level of domestic enterprises and realize industrial upgrading, enterprises must

rely on their technological innovation activities to promote. With the strengthening of the trend of economic globalization, knowledge management and technological innovation have become important driving forces to promote industrial development. Therefore, the discussion of enterprise-independent innovation strategy in the open innovation environment has been put on the agenda of theoretical and academic circles.

Under such a background, the open innovation strategy of enterprises has become one of the important ways to enhance the competitiveness of enterprises. Therefore, many scholars believe that the open innovation model is more effective than the closed innovation in improving innovation performance, rather than hindering innovation. The level of innovation openness of enterprises is also a problem that company leaders have to think about. High-level cooperation in innovation should be used as a complementary strategy for external knowledge acquisition.

3. The Feasible Countermeasures of Open Innovation of High-tech Enterprises in the New Era

3.1. Implementation of Improving Openness

One of the important ways for an enterprise to improve its innovation efficiency is to moderately increase its openness, which includes the scope and depth of the enterprise's opening to the outside world. Enterprise opening is not only beneficial to improving the enterprise's independent innovation ability but also an important way to enhance the country's overall competitive advantage. The 21st century has entered the stage of economic globalization. When looking at the whole world, China's enterprises are still relatively low in opening to the outside world. Therefore, maintain sustainable development in an increasingly competitive environment is the major problem that Chinese enterprises face. The key for an enterprise to enhance its comprehensive competitiveness is continuous innovation. Innovation is a continuous driving force for the development of enterprises, and technological innovation cannot be separated from openness and

cooperation. Innovation is an indispensable part of innovation. It is based on the advantages and disadvantages of an enterprise and the degree of integration of resources. It improves the openness of an enterprise, strives for multiple partners in resources such as external technologies, reduces the cycle and risks of innovation and research, and adopts external cooperation and other methods to commercialize the technology of an enterprise and improve innovation efficiency. The degree of openness of an enterprise is an important consideration in its technological innovation strategy selection. After establishing the appropriate opening-up and cooperation, the selected partners, whether from the perspective of resources or information, or technology, should try their best to achieve full sharing, build a cooperative sharing mechanism, and institutionalize systematic design, which is beneficial to mutual trust between the enterprise and the partners. Then, deep cooperation is carried out. Through opening and cooperation, the enterprise can obtain more technological achievements and higher market value, thus bringing huge economic benefits to the enterprise. On this basis, the effectiveness of the company's openness depends on the frequency and stability of cooperation between the company and its partners. Enterprises need to constantly communicate with each other to make them realize the importance of cooperation for their development and the fact that there are huge differences between their partners. Only when both parties carry out high-frequency cooperation to promote the continuation and deepening of cooperation, and at the same time, establish and improve the cooperation failure handling mechanism and enhance the stability of cooperation, is an important measure to enhance the effectiveness of the company's openness.

3.2. Strengthening its soft power

At present, it is imperative to realize the open innovation of high-tech enterprises. We should pay attention to the education and training of our employees so that they have good professional quality and ethics. Enterprises should rationally design the organizational structure to ensure a smooth communication and coordination mechanism between departments in order to enhance the enterprise's ability to allocate and integrate resources. If an enterprise wants to achieve sustainable development, it must establish a perfect technological innovation system, the most important of which is the human resources system of the enterprise. Each department in the enterprise has a common task, a purpose, and a communication and coordination mechanism, which can quickly allocate the manpower, material resources, and financial resources needed for innovation to complete the integration of its resources. In addition, attention should be paid to effectively motivate employees, stimulate their potential and motivate their work enthusiasm. That is to enhance the sense of teamwork and maximize the overall innovation efficiency. At the same time, enterprises should not allocate resources evenly. They should give prominence to work priorities so as to maximize the use of resources of the enterprises themselves, and integrate external resources to achieve the optimal allocation of resources, thus promoting the innovation ability of the enterprises themselves and enhancing the core competitiveness through external resources.

3.3. Stimulating awareness of innovation

Under the background of realizing open innovation in high-

tech enterprises, it has become very important to fully motivate the innovation ability of employees. Taking high-tech enterprises as the research object, this paper analyzes the influence of their internal environment on employees' innovation ability and puts forward some corresponding countermeasures and suggestions. Improving employees' innovative ability can expand the integration effect of external resources in enterprise innovation. From the salary point of view, promoting the development of enterprise innovation activities through the establishment of an effective incentive mechanism is an essential consideration. Building a scientific and reasonable salary incentive system is the first step. On the premise of considering the difference between the actual situation of the enterprise and the needs of employees, a salary system based on working process orientation should be established to fully arouse the enthusiasm of employees to participate in the innovation activities of the enterprise and promote the output of innovation achievements. In addition to ensuring basic pay, performance pay, and benefits, a focus should also be placed on reward remuneration. For those employees who contribute to innovative practice and success, there will be a corresponding return. This not only reflects the recognition of the enterprise for its innovative contribution but also inspires it to continue to innovate in its future work. Through the improvement of the performance appraisal system, employees are guaranteed to participate in innovative activities. This is to arouse their enthusiasm for work. At the same time, enterprises should provide them opportunities for learning and training so that their employees can have the opportunity to access cutting-edge developments of scientific and technological knowledge, learn and communicate, and lay an important foundation for innovation. In addition, a reasonable and long-term incentive mechanism, such as a stock option scheme, should be established to attract talent to join the company.

The second is to set up promotion channels. For different types of talents, different promotion mechanisms and standards should be adopted to stimulate their enthusiasm for work and promote the output of innovative results. In addition to routine management of promotion channels, it is necessary to build technology promotion channels and explore new ways of innovative activities. The technology promotion channel can enhance the staff's recognition of their abilities and contributions, thus stimulating their enthusiasm for technological innovation. Management promotion and technical promotion change the relative position of the employees in the company, reflect the value of the employees, enable them to get recognition and satisfaction and enable the employees to gain professional self-confidence and pride. Therefore, it is necessary to ensure a talent growth environment in the system, such as improving the performance appraisal system to promote the occurrence of innovative behavior of employees.

The third is to create a harmonious and inclusive innovation atmosphere and establish an information-sharing mechanism. A good interpersonal environment is an important guarantee for organizing innovative activities. The internal leaders of the enterprise and the staff and workers, as well as the relationship between the staff and workers and mutual support, have created good conditions for the continuous innovation of the staff and workers. The establishment of a good communication environment within the enterprise can remove the obstacles to innovation development and enhance the innovation awareness of the

employees, thus promoting the continuous development of the enterprise. At the same time, enterprise leaders should establish an innovation failure tolerance mechanism to relieve the employees of worries and devote themselves to innovation. In addition, corporate leaders should establish and improve communication and coordination mechanisms and incentive mechanisms to provide employees with a relaxed environment and conditions so that they can actively carry out innovation activities to realize the transformation of innovation results. The construction of an information-sharing mechanism and platform has also promoted the comprehensive flow of information related to innovation among employees, which is beneficial to employees to save time and cost of innovation and improve innovation efficiency.

3.4. Having a sense of innovation

Increasing training for entrepreneurs is essential. The talent management office, science and technology bureau, market supervision bureau, and other departments will organize training for entrepreneurs on innovation and entrepreneurship, and conduct informal discussions and exchanges from time to time to strengthen their awareness and quality of innovation. It is to strengthen the policy guidance, arouse the enthusiasm of enterprises to enhance their core competitiveness, cultivate the spirit of craftsmen, achieve specialization and refinement, achieve the purpose of differentiated competition and misplaced development, win the market with science and technology and quality, and realize a profit. Moreover, they also should improve the evaluation system of science and technology, strengthen the transformation of scientific and technological achievements, cultivate innovative talents, and speed up the formation of an enterprise-oriented pattern of technological innovation.

3.5. Strengthening coordination among departments

The cultivation and identification of high-tech enterprises is a comprehensive and systematic project, which requires coordination, support, and cooperation among relevant departments in the region. At present, some achievements have been made in the identification of the cultivation of high-tech enterprises but there are still some problems. Therefore, the financial department should promptly implement the policy. The tax department should do a good job in the calculation and deduction of enterprise research and development expenses. It should improve the identification of preferential income tax policies for high-tech enterprises and the filing, revision, and other tax services of tax returns required by enterprises to declare high-tech enterprises. It should organize departments such as people's organizations and social organizations to aim at the enterprise's demand for talent, vigorously absorb high-level and high-skilled talents, and intensify the training and training of the existing talents. At the same time, the financial system should actively guide enterprises to carry out independent innovation activities. The Market Supervision Bureau (the Intellectual Property Office) has strengthened its supervision over the product quality of enterprises, finished a good job in the interpretation of patent

knowledge and policies, trained high-value patents, and actively cleared the invention patents of high-tech enterprises and the intellectual property rights of enterprises, effectively promoting the improvement of quality awareness and intellectual property rights awareness of enterprises. The Ecological Environment Bureau and the Emergency Management Bureau shall timely discover the environmental protection and safety problems of the enterprises, put forward rectification suggestions, and urge and guide the enterprises to make rectifications as soon as possible. The financial supervision department should give credit support to the innovative development of high-tech enterprises, implement financial tilt, and encourage high-tech enterprises to go public for financing.

4. Conclusion

In the environment of open innovation, it is emphasized that high-tech enterprises adopt the new thinking of open innovation to carry out innovation strategy. To this end, high-tech enterprises are required to continuously accumulate beneficial complementary assets, enhance their digestion and absorption capacity, consciously form external network relationships, and ensure the dynamic implementation of the interaction of innovation strategies when conducting cooperative games among various innovation partners.

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