



Strategic Choices and Suggestions for International Economic Cooperation of Large- and Medium-sized State-owned Construction Enterprises

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Abstract

With the advent of informatization, economic and trade cooperation between countries has become increasingly frequent, but it has also brought more and more market competition. The traditional development of enterprises can no longer meet the needs of actual development, and it is necessary to seize various opportunities for reform and innovation. As a pillar industry of the national economy, state-owned large and medium-sized construction enterprises must actively participate in the environment of international economic cooperation in order to achieve sustainable development, and formulate and implement relevant development strategies in accordance with the development needs of the times, so as to promote the development of the construction industry. Therefore, this paper takes China's state-owned large construction enterprises as the research object, discusses the development strategy of China's large construction enterprises from the perspective of transnational economic cooperation, and proposes the development strategy of China's large construction enterprises in combination with China's actual situation.

Keywords

International economic cooperation; Large- and medium-sized state-owned construction enterprises; Development strategy

1. Characteristics of the Development Strategy of Chinese State-owned Construction Enterprises in International Cooperation

In international economic cooperation, traditional development strategies can hardly meet the actual development needs. In order to better adapt to the development of the world economy, we must change the past development methods and formulate new development strategies.

First, the overall characteristics. In the context of international economic cooperation, in order to adapt to the development trend of globalization, China's large state-owned construction enterprises have focused on the overall development of the company, and formulated guidelines and policies that meet the requirements of world development based on their own development needs and their own internal and external environment. Based on this, the company's overall development plan has been formulated to optimize resources to the maximum extent, maximize the use of corporate resources, and maximize the overall functions and advantages of the company. In this process, large and medium-sized state-owned construction enterprises should start from a holistic perspective.

Secondly, it is long-term. In the new era, when companies are making strategic plans, they should fully consider the long-term development of the company and formulate strategies suitable for the company's development. At the same time, it is proposed that business operators should be guided by the current situation in the decision-making

process, and reasonably arrange the company's development plan from multiple perspectives to ensure the rationality of the decision-making, so as to ensure the sustainable development of the company.

Thirdly, the confrontational characteristics. In the international environment, in order to achieve long-term and stable development, enterprises can only stand firm in the fierce market competition through continuous competition with their competitors. Therefore, my country's large and medium-sized construction enterprises must formulate corresponding countermeasures as soon as possible, give full play to the advantages of internal and external environments, and increase their market share. At the same time, the operators of enterprises must be good at grasping the ever-changing market and adopt corresponding and effective response strategies to better promote the development of enterprises.

Finally, risk characteristics. In the fierce international market competition, enterprises are often impacted by various internal and external environments and human factors, which lead to various risk problems. Therefore, business operators should correctly recognize various risk problems, discover business opportunities, improve their risk resistance, and continuously promote business development.

2. Development Status of Large and Medium-sized State-owned Construction Enterprises

Since my country's large state-owned construction enterprises have some problems in their development strategies, management systems, technical equipment, and development methods, it is difficult for them to provide good support for international economic cooperation, which in turn affects the economic benefits of my country's large construction enterprises in international economic cooperation. Therefore, in order to develop them, they must clearly identify their own strategic deficiencies in development.

2.1 The overall strength of construction companies needs to be improved

At present, the overall level and comprehensive strength of many construction enterprises in my country have been significantly improved, and many advanced technologies have emerged in the construction industry, which has promoted the modernization, scale and large-scale development of the construction industry. However, in the long run, the "extensive" development mode has seriously restricted the high-end development of China's construction industry, resulting in high consumption, high cost, poor risk resistance and poor scale benefits.

2.2 Negative externalities in the construction industry are becoming more prominent

At present, my country's construction industry has shown a good development momentum overall, but the negative external impacts brought about in the development process are worth our deep consideration. However, due to the rapid development of the construction industry, some small and medium-sized construction companies still adopt extensive development methods, causing a lot of damage to the ecological environment. This problem will have a significant impact on the economic cooperation of countries around the world.

2.3 Management capabilities and efficiency need to be improved

In recent years, my country's state-owned large and medium-sized construction enterprises have become increasingly prominent in international economic cooperation and have achieved remarkable results in various fields. However, the overall profit level is very low. One of the main reasons for this problem is the low level of business management. This is related to the particularity of the systems and mechanisms of my country's state-owned enterprises, which make their overall management methods relatively backward, with wide management scope, large span, and difficult management. At the same time, due to the shortage of high-quality comprehensive management personnel in the domestic engineering construction industry and the constraints of short construction cycles, many state-owned construction companies lack internationally accepted project management experience, and the degree of refinement and standardization of project management is relatively low. In the field of construction, due to the introduction of advanced management software in our country, there is still a certain gap in the technical level compared with foreign construction companies, which has resulted in deficiencies in management efficiency of our country's large construction companies.

2.4 Lack of international management talents

In the fierce market competition, talents are the key to the development of enterprises, and in the increasingly competitive market environment, talents play a role in promoting economic development and improving market

competitiveness. Therefore, in international economic cooperation, in order to improve its own international competitiveness, it is necessary to ensure that the relevant supervisors have strong comprehensive qualities to quickly adapt to the complex and changing international environment. However, since my country's construction industry started relatively late in international economic cooperation and lacks excellent talent accumulation and reserves, there is a lack of compound talents with construction engineering technology and familiarity with local customs in the process of international trade negotiations.

3. Suggestions on the Development Strategy of State-owned Large- and Medium-sized Construction Enterprises Under International Economic Cooperation

In the process of structural adjustment and upgrading of my country's construction industry, the problem of overcapacity in my country's construction industry has become increasingly prominent, resulting in fierce competition in the domestic market. However, since the domestic construction technology level ranks among the best in the world, this has brought huge development opportunities for domestic large state-owned large construction enterprises to expand the market. To this end, various effective development strategies should be quickly formulated to promote the development of large state-owned construction enterprises.

3.1 Determining development strategy goals

my country is a socialist country. As a publicly owned enterprise, state-owned enterprises play an important role in the development of the national economy and play an important role in maintaining the sustained, healthy and rapid development of the national economy. However, as China's construction market becomes increasingly globalized, how to find more market resources on a global scale, achieve optimal resource allocation, and promote economic development. State-owned enterprises are an important support for the country's economic development. To ensure their sustainable development, it is necessary to accelerate the transformation of development methods, find new growth points in development as soon as possible, and promote their internationalization process.

3.2 Establishing an effective organizational structure

When implementing the internationalization strategy, my country's large state-owned construction enterprises must change their original organizational structure, build a new organizational structure suitable for their international development, and accelerate their strategic transformation. First of all, it is necessary to clarify the strategic issues of the development of my country's large construction enterprises, analyze the conditions they need, and build a reasonable and efficient organizational structure based on this, provide organizational guarantees for its implementation, and promote its rapid achievement of established goals. In the process of implementing the internationalization strategy, state-owned large construction enterprises must adjust the company's organizational structure to ensure that it is consistent with the organizational form of the organization and accelerate the implementation of various strategic initiatives.

Secondly, in the process of construction, different departments can be set up according to the characteristics of the region and country, and different departments can be set up according to different regions and environments, and they can undertake corresponding work. At the same time, it is necessary to ensure that each department has its own business autonomy, and mobilize the enthusiasm and initiative of employees in different regional divisions in a decentralized manner, and formulate corresponding development strategies in combination with the actual conditions of different regions, so as to improve management flexibility and facilitate divisions to formulate strategic countermeasures suitable for regional development according to project characteristics and internal and external environmental conditions, so as to prompt enterprises to quickly seize market opportunities and improve the overall market response speed. Finally, due to the differences in political, economic, cultural, geographical and other factors in various regions, we should try our best to adopt strategies suitable for local development to improve regional competitiveness.

3.3 Improving the internal management level of enterprises

In foreign economic and trade cooperation, my country's large state-owned construction enterprises should change the past extensive management model, strengthen internal management, and consolidate the foundation of Sino-foreign cooperation. At the same time, in the process of management, according to international cooperation, a special

management organization should be established, professional management personnel training should be strengthened, and with the support of the government, economic cooperation in the international construction industry should be actively carried out, the market should be accurately positioned, and through communication, their own shortcomings and development advantages should be discovered, so as to achieve better results.

3.4 Expanding financing channels

In order to improve the international competitiveness of my country's construction industry, it is necessary to broaden financing channels through various channels to alleviate the current shortage of funds faced by my country's construction projects. First, the government should formulate relevant preferential policies for construction units, such as increasing credit lines and reducing interest rates on foreign construction contracts. Secondly, it is necessary to establish a good corporate image, establish a good reputation, and establish a good reputation to win the trust of more commercial banks and lending institutions. Finally, construction units should actively seek cooperation with international financial organizations to obtain more financial support. If construction companies want to gain competitive advantages in the global market, they must continuously improve their capabilities, establish their own distinctive brands, and improve regional recognition. At the same time, they must also establish sound labor relations and strive for more support from employees and organizations. Only in this way can there be more sources of funds.

4. Conclusion

With the development of global economic integration, the international development strategy of enterprises has become the only way for enterprises to achieve sustainable development. At the same time, with the changes in the domestic and international situation, my country's state-owned medium and large construction enterprises have encountered both huge development opportunities and a series of challenges in the process of development. In order to achieve their own sustainable development, state-owned medium and large construction enterprises must not only obtain strong support from the government, but also conduct in-depth analysis of foreign markets, and conduct a comprehensive analysis of them to understand their development characteristics and development status.

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