

customer experiences. As AI continues to evolve, it is important for businesses to stay informed about the latest developments and leverage AI to drive innovation and growth.

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THE INTERNATIONAL MANAGEMENT AND STRATEGY OF CHINESE MULTINATIONAL CORPORATIONS

Due to the impact of COVID-19, international political instability has increased, global economic growth has slowed down, anti-globalization and trade protectionism have risen, making the environment for multinational companies to operate internationally more complex. At present, economic cooperation and competition between countries are deepening in the global scope. The development of new technologies has overthrown traditional economic forms and brought about the transformation of digital economy. In this critical period, transnational corporations act as an important force connecting international production, circulation, distribution and consumption links. Many multinational corporations are engaged in global distribution to compete for world market share. In the fierce international competition, high-tech industry is more vulnerable to various trade barriers because of its high technology added value, high industry barriers and huge social benefits.

At present, China's economy is shifting to a stage of high-quality development. In order to cope with the complex and changeable international trade environment and effectively improve the ability of independent innovation, innovation policies should be detailed to specific industries and enterprises. In light of different industry development levels and innovation capabilities, different industries and enterprises

will be targeted to implement innovation incentive policies, rather than a one-size-fits-all approach. In the process of policy implementation, all provinces and cities should strictly concern the results and process of innovation projects, strictly control the use of innovation subsidy funds, and give play to the supervision role of the government, so as to effectively improve the effect of policy incentive for innovation. Enterprises should increase investment in research and development, attach importance to the construction of innovation capacity, open up the way of innovation in organizational management, brand image, system and mechanism, especially pay attention to the innovation and breakthrough in key technologies and core fields.

Internationalization strategy provides guidance for the overall business direction and specific business activities of enterprises. When formulating internationalization strategy, enterprises should grasp the policy direction and the rules of international market entry, and optimize the operation of overseas markets in accordance with international standards. In the internationalization strategy, Chinese enterprises should attach importance to the strategic investment into the international market. Once an enterprise enters the target market, it is often difficult to make profits quickly, and it takes a long time to win the favor of local consumers. Therefore, enterprises should make plans for continuous investment in the target market and avoid short-term investment behavior. Before entering the target market, the enterprise should hire the relevant technical personnel team and consultants to do a sufficient survey on the operation of overseas institutions, local market, brand publicity, product quality and other aspects, so as to meet the needs of the company's operation, quality system, management mechanism and personnel training in the internationalization strategy.

While optimizing product quality and service, cultural taboos of different countries should be avoided and cross-cultural conflicts should be emphasized. For example, in the process of product design and marketing, avoid discriminating against the national flag, religious belief and cultural customs of the target market country «intentionally or unintentionally», and integrate the international operation of the enterprise into the local market on the basis of respecting the culture of the target country. In product development and design, not only technology as the center, but also according to the needs of users, to «customer-centric, realize the win-win situation of enterprises and customers» product decision-making mode. At the same time, relying on the big data platform, scientific analysis of users' real needs, and data response to the supply chain platform, reverse promote the optimization and upgrading of supply chain, joint industry sharing and co-creation, to create high-quality products and services.

At present, Chinese multinational corporations have invested abroad in various industries all over the world, and their internationalization level is constantly improving. In the past two years, influenced by the COVID-19 pandemic and the unstable international political and economic situation, the internationalization index has declined, but it is still the general trend for Chinese enterprises to go international. In the future, the development of Chinese multinational companies requires the government to improve the public service system and promote

enterprises to improve their ability of independent innovation. Enterprises should also pay attention to international strategies, avoid cultural conflicts, optimize the quality of products and services, and achieve long-term development.

References

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