

Title: Influence of Management Innovation on Enterprise Performance
of Guangzhou Huawei Technology Company

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Degree: Master of Business Administration

ABSTRACT

China is in a new stage of industrial transformation, from the previous quantity to win gradually changed to quality development. Therefore, innovation ability, scientific and technological innovation and so on a series of terms about innovation are frequently put forward. Innovation ability is of great significance to a person's growth and development, and it has a profound impact on the development of a company and an enterprise. As a typical publicly listed high-tech voice industry company, Guangzhou Huawei Technology Company has never been pursuing innovation. Guangzhou Huawei Technology Company began to engage in voice technology business in China. After 20 years of development, it has been in a leading position in China's voice industry.

In the background of big data, China has begun a boom of industrial modernization and technological innovation. In the era of big data, the Internet began to penetrate into the processes in various fields, including research, development, manufacturing, transportation and storage. The impact of technological innovation on the company's financial performance is becoming more and more obvious, and technological innovation is largely positively correlated with the company's financial

performance.

This paper studies the influence of innovation ability on a company's financial performance through literature induction and case research methods. By taking Guangzhou Huawei as the research sample, the relationship between innovation ability and financial performance is empirically analyzed.

By analyzing the evolution of the traditional financial indicators, such as the profit margin on net assets and the economic growth value, it can be concluded that the improvement of the innovation ability of Guangzhou Huawei Technology Company has not been immediately translated into a significant improvement in the financial performance. However, in terms of the company's long-term development, improving the innovation capacity is conducive to improving the company's productivity. On the other hand, Guangzhou Huawei Technology Company's investment in innovation functions will help build its core business capabilities and lay the foundation for future profitability. Increasing innovation capacity has had a positive impact on the company's financing and has helped to maintain a steady cash flow. On the other hand, the excessive investment in innovative projects in different periods, and the long-time operation of innovative projects, from research and development to the market, have all led to the volatility of company activities.

Innovation capability is a systematic sharing capability that can not only capture the company's own capabilities, but also consider the possibilities, integrate them continuously, and ensure cooperation and interaction. In this paper, Guangzhou Huawei Technology Company adapted to China's current innovation environment, enhances the internal innovation ability, coordinates internal and external resources,

so as to improve the precise level of innovation investment and innovation process. We recommend accelerating and strengthening preliminary market research. Product development according to the different market. Drive business case development and demonstrate innovative productivity opportunities based on tools such as use capabilities and subsequent sales.

keyword: Management innovation; financial performance; Guangzhou Huawei Technology Company

