The Challenges and Adaptation of International Business Model of Chinese Enterprises

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ABSTRACT:

Due to the rising tide of internationalization among Chinese enterprises, and the development of "one belt, one road," which has been ongoing for several years, some fast-growing enterprises have adopted an international perspective, entered the international market, and expanded their international business operations. A variety of challenges and adaptations are being faced by the international business model of Chinese enterprises at the same time. As a result, Chinese businesses must pay close attention to some differences in business models between their home countries and their host countries and make the necessary adjustments. In light of the explore the research, this paper confirms the steps that Chinese businesses should take to deal with the challenges of a globalized business environment. A significant factor influencing Chinese enterprises' foreign investment and operation success is the differences in political systems, legal environments, historical backgrounds and cultural environments as well as international management experience on both sides of the Pacific. So, what exactly are the difficulties associated with the international business model of Chinese enterprises? How should we respond to these difficulties? This study will discuss the challenges and adaptation of international business model of Chinese in China.

Key words: Challenges, Adaptation, Internationalization management, Chinese Enterprises, Business Model