

INCREASING MANAGERIAL COMPETITIVENESS FOR ENTERPRISES

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In the highly competitive market environment of today, if an enterprise wants to stand out among numerous competitors and achieve sustainable development, it must first clearly define its strategic positioning and formulate a scientific and reasonable strategic plan. This is the cornerstone of the enterprise's development and also the key to enhancing the competitiveness of its management.

The following scientists have devoted their scientific works to the study of the above-mentioned issues: Sun Lu (2016); Wang Man, & Wang Yue. (2020); Xu Lan. (2025) and others.

Purpose and objectives of the study. The goal is to develop proposals to increase the managerial competitiveness of enterprises.

Market demand and industry trends are also key factors that enterprises need to pay close attention to when clarifying their strategic positioning. With the development of the economy and the progress of society, consumers' demands are becoming increasingly diverse and personalized, and market demand is constantly changing. Enterprises should conduct market research, data analysis, and other means to deeply understand consumers' needs and preferences, and grasp the changing trends of market demand (Sun Lu, 2016).

In the current era of rapid technological advancement and increasingly fierce market competition, innovation has become the core driving force for the development of enterprises. If enterprises want to establish a foothold in the market and achieve long-term development, they must attach great importance to innovation management and actively cultivate innovation capabilities. This not only concerns

the current competitiveness of the enterprises, but also determines their future development prospects (Late Post, 2024).

Other enterprises can draw on the experience of Xiaomi Company and attach importance to innovation management, cultivating innovation capabilities. In terms of creating an innovation culture, enterprises can formulate clear innovation values and behavioral guidelines, integrating the innovation culture into their daily management; in terms of innovation investment, enterprises should determine the scale and direction of innovation investment based on their own development strategies and market demands; in encouraging employee innovation, enterprises can establish a complete incentive mechanism and communication mechanism to stimulate employees' enthusiasm and creativity for innovation; in promoting product and technological innovation, enterprises should strengthen market research, pay attention to industry trends, increase research and development investment, and continuously introduce innovative products and technologies.

Enterprises should attach great importance to talent management and actively draw on the successful experiences of Xiaomi Company in talent management to build a high-quality team of talents.

Other enterprises can draw on the experience of Xiaomi Company and strengthen talent management. In terms of attracting talents, enterprises should increase publicity efforts to showcase the development prospects, corporate culture and talent policies of the company, in order to attract the attention of outstanding talents. In terms of talent cultivation, enterprises should formulate personalized training plans based on their own business needs and the actual situations of employees, in order to enhance the professional capabilities and comprehensive qualities of employees. In terms of corporate culture construction, enterprises should focus on the inheritance and innovation of culture, and integrate the corporate culture into the daily management of the company, so that the corporate culture becomes the behavioral norms and value pursuit of employees.

Strengthening operational management is a crucial measure to enhance the quality and efficiency of enterprises. It is of great significance for enterprises to gain

an advantageous position in the fierce market competition. Enterprises can start from aspects such as supply chain management and quality management system construction, and draw on the experience of Xiaomi Company to optimize operational management and improve product quality and efficiency.

Optimizing supply chain processes is also an important means to enhance operational efficiency and reduce costs. Enterprises can achieve this by introducing advanced supply chain management systems, enabling the informatization and intelligent management of the supply chain. By leveraging big data analysis technology, they can conduct real-time monitoring and analysis of the data within the supply chain, optimize inventory management, and reduce inventory costs (Xu Lan, 2025).

When enterprises formulate quality standards, they should fully consider factors such as the product's usage environment and user demands to ensure the scientificity and rationality of the standards. Strengthen the quality inspection of raw materials, production processes and finished products, and adopt advanced inspection equipment and technologies to ensure that the product quality meets the standards. Enterprises can learn from Xiaomi's approach by establishing diversified channels for quality feedback, encouraging users to report quality issues. Set up a dedicated quality feedback department to collect, organize and analyze user feedback information, and forward the problems to relevant departments for improvement. By continuously improving product quality, enhancing user satisfaction and loyalty, and strengthening the enterprise's market competitiveness

References:

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2. LatePost. Unveiling of Xiaomi Changping Intelligent Factory, 2024. 252p.
3. Xu Lan. Research on Xiaomi's Business Model Transformation. *E-Commerce Review*, 2025. P.45-49.