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Research on Business Models and Strategies of Enterprises Driven by New Quality Productivity Forces

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Abstract:
In the context of the ongoing digital transformation of the 21st century, the new quality productivity forces is emerging as a key driver of economic and social development, offering distinctive advantages. In the context of accelerated globalization and the expansion of the digital economy, the renewal of enterprise productivity requires new theoretical and practical perspectives. This paper will take the enterprise business model and strategy driven by new quality productivity forces as its object of study. It will conduct an in-depth investigation from four perspectives: the theoretical foundation and literature review, an analysis of new quality productivity, an innovation of enterprise business models, and an examination of the implementation of enterprise strategies. The objective of this study is to provide valuable reference and learning for enterprises, with the aim of enhancing their competitiveness and market position. This paper's contribution to the field is a comprehensive study of enterprise business models and strategies driven by new quality productivity. It offers novel insights and findings that advance the theory and practice in related fields. The study not only corroborates the efficacy of enterprise business model and strategy change supported by new quality productivity, but also proffers model innovation and strategy development suggestions for future technology development trends. This is of considerable theoretical and practical guidance significance to enterprise managers and policy makers.

Keywords:
New Quality Productive Forces; business models; digital economy; technology and innovation

1. Introduction

With the advent of the fourth industrial revolution, artificial intelligence technology, nuclear fusion energy technology, gene editing technology and so on are booming, breeding new quality productive forces. Externally, the international geopolitical landscape has undergone significant changes, with the Russia-Ukraine war continuing, the risk of China and the United States decoupling and breaking the chain increasing, and Sino-foreign scientific and technological cooperation and exchanges facing an impact. Internally, there is insufficient kinetic energy in the domestic economic development, with overcapacities in some industries, and social expectations are weak. In this context, the concept of new quality productivity forces has emerged.

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Considering the accelerated advancement of novel, high-quality productivity, it has become imperative for entrepreneurs and scholars to address the pivotal question of how enterprises can capitalize on the opportunity to achieve business model innovation and strategy optimization. By employing an innovative approach that integrates cloud computing, big data, artificial intelligence, and other cutting-edge technologies, new quality productive forces offer robust technical assistance for enterprises undergoing digital transformation, thereby facilitating the comprehensive realization of this pivotal process. Concurrently, new quality productive forces enhance the operational efficacy and responsiveness of enterprises by optimizing production processes and organizational structures, thereby providing a robust foundation for the innovation of enterprise business models and strategies.

In the current situation, new quality productivity forces has become an important direction to promote the research of enterprise business model and strategy. However, there are still some problems and urgent work to be solved in the research of enterprise business model and strategy driven by new quality productivity forces. The introduction of new quality productivity forces is not always straightforward. While deriving benefits from technological advancement, enterprises contend with obstacles such as intense market competition and evolving customer expectations. Consequently, it is incumbent upon enterprises to conduct a comprehensive analysis of the connotations and characteristics of new quality productivity, integrating this analysis with their own specific circumstances, to develop business models and strategies that align with the developmental requirements of new quality productivity.

2. Literature review and development

2.1 Definition of new quality productivity forces

In September 2023, General Secretary Xi Jinping first proposed the concept of 'new quality productivity forces' during his visit to Heilongjiang. He also highlighted the importance of developing strategic emerging industries, cultivating future industries, and accelerating the formation of new quality productivity. From a technological standpoint, the crux of new productivity lies in the breakthrough of core technology, which serves as a pivotal means to advance the high-quality growth of China's economy. From an innovation-driven perspective, new productivity is propelled by the integration and deployment of novel technologies, thereby driving revolutionary advancement across diverse productive fronts and fostering accelerated economic expansion. To gain a more precise understanding of the concept of new quality productivity, our scholars have also examined it from a variety of perspectives, including those of strategy, resource allocation and kinetic energy development (Table 1).

Table 1 Definition of new quality productivity forces

Research Perspectives	Representative Studies	Definition of new quality productivity forces
Technological Breakthrough Perspective	Xu Lingyun (2023)	Through breakthroughs in key disruptive technologies, we will seize the high ground in the development of strategic emerging industries and future industries, promote the enhancement of national scientific research strength, break the monopoly of western countries in key technologies, and promote high-quality economic development.

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Innovation-driven perspective	Zhou Wen (2023)	Combine breakthroughs in key disruptive technologies with applications in production and life, drive development through innovation, make scientific and technological progress the main power source for driving productivity development, realize the transformation of economic growth from factor-driven to innovation-driven, and promote qualitative changes in productivity and long-term accumulation.
Strategy-driven perspective	Xi Jinping (2023)	New-quality productive forces are those that get rid of the traditional mode of economic growth and rely on the requirements of high-quality development, emphasizing revolutionary breakthroughs in technology, innovative allocation of production factors and in-depth transformation and upgrading of industries, and accelerating the formation of a productive forces system that meets the needs of modern economic development.
Resource allocation perspective	Pan Jiantun and Tao Hongling (2024)	The 'newness' of the new quality of productivity is mainly reflected in the multi-dimensional configuration of the core driving force, production support and goal intent, with an emphasis on breaking away from the traditional pattern of high resource consumption and promoting the upgrading of the economic structure and the improvement of productivity efficiency on the basis of a more effective allocation of resources and the development of strategic industries.
kinetic development perspective	Shi Jianxun and Xu Ling (2024)	Emphasis is placed on promoting the application of innovative kinetic energy in production and life through key disruptive technological breakthroughs, realizing the transformation and qualitative change of the core factors of productivity, and taking scientific and technological progress as an important driving force to promote the development of productive forces, and facilitating the process of economic growth from quantitative to qualitative change.

The country's perception of science and technology as the primary productive force is predicated on its conviction that the innovative momentum generated by scientific and technological advancement serves as the primary driving force behind the development of productive forces. Moreover, the objective is to transition from a factor-driven and investment-driven approach to one that is innovation-driven. This entails harnessing scientific and technological progress as the driving force behind this innovation-driven approach, with the aim of achieving a significant leap in productivity development (Xie Heyuan, 2023). This transformation in productivity represents a shift from a quantitative to a qualitative change, occurring over an extended period and resulting in long-term accumulation. The advent of key and disruptive technologies that effect qualitative changes will inevitably give rise to alterations in the fundamental determinants of productivity, thus engendering new qualitative productivity.

A review of the literature on new quality productivity forces by domestic scholars reveals that the dimensions can be classified into several categories, including growth mode, development mode, production target, key technology, laborer, labor material, labor object, and others. The specific division of new quality productivity forces dimensions proposed by scholars is presented in Table 2 below.

Table 2 New quality productivity forces dimensions

Representative studies	Dimensions
Xi Jinping (2023)	Moving away from traditional methods of economic growth, traditional methods of productivity development
Pan Jiantun and Tao Hongling (2024)	Core drivers, production dependencies and objectives

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Xu Lingyun (2023)	Key disruptive technology breakthroughs seize the track of strategic emerging industries and future industries
Xu Ling (2024)	Breakthroughs in key disruptive technologies
Zhou Wen (2023)	Workers, means and objects of labour

2.2 Characteristics of new quality productivity

New quality productive forces can be defined as the capacity of human beings to engage in creative understanding and transformation of the natural world at an advanced level. This is contingent upon the advancement of scientific and technological knowledge, as well as the promotion of innovation. In his proposal, General Secretary Xi characterizes new quality productive forces as those that are characterized by high technology, high efficiency, and high quality. He further suggests that these forces are advanced productive forces in line with the new development concept. Against the backdrop of the rapid development and application of information technology today, the new quality productivity forces has been revolutionized by the introduction of advanced information technology, artificial intelligence, big data analysis and other technologies, which have changed the combination of traditional factors of production and the mode of production. In order to further understand the implications of the emergence of new qualitative productivity, a number of scholars in the country have explored its characteristics at a deeper level (Table 3).

Table 3 Characteristics of new quality productive forces

Representative studies	Characteristics of new quality productive forces
Sun Shaoyong and Li Shi (2024)	Disruptive innovation, strong integration and high-quality performance
Shi Dan and Sun Guanglin (2024)	The importance of the data element in raising the level of innovation and total factor productivity, as signaled by total factor productivity gains
Jiang Yongmu (2024)	Green productivity

From the perspective of enterprise development, Shi Dan and Sun Guanglin, based on panel data of listed companies in China's manufacturing and service industries, put forth the proposition that new quality productivity forces is characterized by an increase in total factor productivity. Furthermore, they contend that the data element is of great significance in enhancing the level of innovation and total factor productivity. From an environmental protection standpoint, Jiang Yongmu posits that the novel quality of productivity is typified by its green productivity. The traditional concept of productivity is characterized by a reliance on significant resource inputs, resulting in high levels of consumption, pollution and low transformation efficiency. In contrast, the new quality productivity forces paradigm leverages cutting-edge science and technology to enhance resource utilization efficiency, facilitating the greening and decarbonization of enterprises.

2.3 The meaning of new quality productivity forces

The concept of new quality productive forces represents a significant advancement in economic theory, encompassing a paradigm shift in productivity that is driven by scientific and technological innovation. The three elements of productivity proposed by General Secretary Xi – namely, the leap of workers to higher-quality workers, the leap of labor materials to higher-technology labor materials, and the leap of labor objects to a wider range of labor objects – can be seen as a visual embodiment of the connotations of new

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quality productive forces. And domestic scholars have likewise understood and studied the connotation of new quality productivity forces at different levels (Table 4).

Table 4 Connotation of new quality productivity forces

Representative studies	Connotation of new quality productivity forces
Zhang Lin and Pu Qingping (2024)	'Qualitative' development of the factors of productivity, providing new ideas for an overall leap in productivity levels
Hu Ying and Fang Taikun (2024)	Scientific and technological innovation, innovative allocation of production factors and deep transformation and upgrading of industries
Gao Fan (2024)	Outcome significance, safeguard significance, from industrial form
Sheng Chaoxun (2024)	New fields, high technology content, favorable factor allocation and environmentally friendly

At present, China's high-tech industries and emerging industries, along with other areas of technical shortcomings, still face a significant challenge in key areas of key technologies, particularly in comparison to Western developed countries. This hinders the construction of China's modern industrial system and the high-quality development of the economy. It is therefore evident that an investigation into the definition, characteristics and implications of new quality productivity forces will assist enterprises in overcoming the obstacles presented by key disruptive technologies, facilitating the acquisition of strategic emerging and future industries. This will, in turn, enhance China's scientific research capabilities and challenge the technological monopoly currently held by Western countries.

2.4 Synthesis of comments

Overall, the concept of new quality productivity forces not only indicates the direction for the development of Chinese enterprises, but also highlights the new dynamics of economic development in the new era. As a distinctive concept, new quality productivity forces differs from traditional productivity in that it emphasizes a significant increase in total factor productivity and the role of scientific and technological innovation. This new form of productivity is a driving force behind the acceleration of the three elements of labor, infusing new vitality into the development of Chinese enterprises. The advent and evolution of this concept have had a considerable influence on the business models and strategies of contemporary enterprises.

3. Impact of new quality productivity forces on enterprise business models

3.1 Current status of enterprise development

In recent years, the development trend of Chinese enterprises has become increasingly aligned with the characteristics of the new quality productivity forces era, offering promising prospects for continued growth and advancement. The advancement of scientific and technological innovation, coupled with the transformation and upgrading of the industrial chain, has enabled enterprises to demonstrate robust vitality and competitiveness in accordance with the demands of new quality productivity. A series of new breakthroughs have

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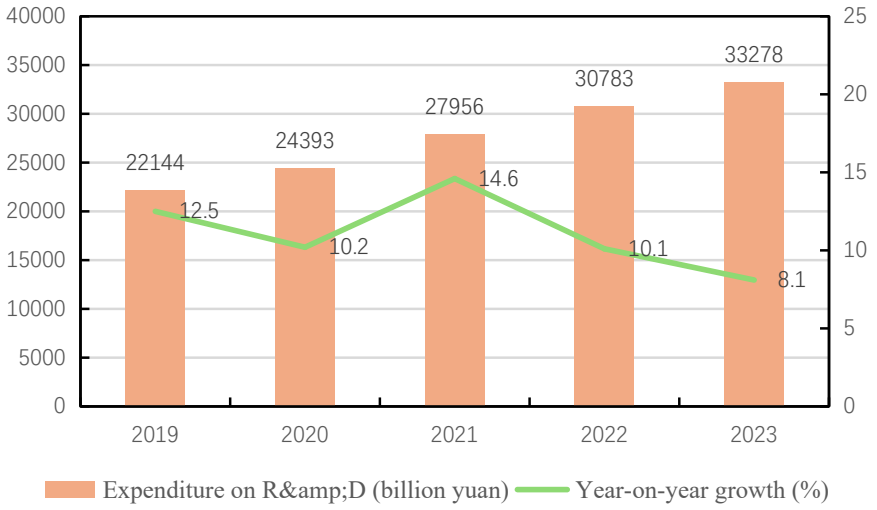
been achieved by enterprises in a range of traditional, emerging and future industries. These developments have created the necessary conditions for enterprises to breed disruptive key technologies. While consolidating their advantageous industries, enterprises should proactively cultivate and expand emerging industries and establish the foundations for future industries (Table 5). As evidenced by the data released by the National Bureau of Statistics, during the initial four years of the 13th Five-Year Plan, the added value of strategic emerging industries increased from approximately 8% to 11.5% of GDP. In the 14th Five-Year Plan, it is projected that the added value of strategic emerging industries will account for over 17% of GDP. The advent of new quality productivity forces represents a new starting point, a new industry, and a new source of kinetic energy. It is not merely a matter of planning the development of the current industry; rather, it is also a question of determining the development trajectory of the future industry. The proposal and planning of emerging and future industries not only indicate the direction of enterprise development and facilitate the integration of the digital and real economies, but also provide a framework for China's future economic growth.

Table 5 Division of industries in China under new quality productivity forces

traditional industry	Petrochemicals, steel, non-ferrous
Eight emerging industries	New-generation information technology, new energy, new materials, high-end equipment, new energy vehicles, green environmental protection, civil aviation, ships and marine engineering equipment
Nine Industries of the Future	Metaverse, brain-computer interfaces, quantum information, humanoid robots, generative artificial intelligence, biomanufacturing, future displays, future networks, new energy storage

While developing and nurturing strategic industries, China's investment in scientific research is also increasing. According to data released by the National Bureau of Statistics and the Ministry of Finance (Table 6), China's research and experimental development funding (referred to as 'R&D funding') will continue to grow from 2019 to 2023, and in 2022, the funding will exceed 3 trillion yuan. The rise in research funding serves to illustrate the dynamic advancement of science and technology in China, while simultaneously providing a compelling motivation for enterprises to expedite their integration with the new standard of productivity.

Table 6 China's R&D expenditure and its growth rate, 2019-2023



Source: National Statistical Office, Ministry of Finance

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As a significant contributor to China's economic growth, enterprises serve as a vital strategic entity for fostering the advancement of new quality productivity forces and as a primary source of technological innovation. Nevertheless, enterprises must also contend with a multitude of challenges as they undergo rapid development. In the process of optimizing and upgrading management, technology and processes using new technologies, enterprises are generally faced with a number of challenges, including a lack of understanding of the transformation opportunities brought about by new technologies among relevant personnel, a lack of clarity in the integration of new technologies and business scenarios, difficulties in coordinating between internal organizations and departments, and a shortage of corresponding new technology talent. In accordance with the Guidelines for Talent Development Planning in the Manufacturing Industry, as formulated by the Ministry of Education, Human Resources and Social Security in collaboration with other governmental departments (Table 7). It is anticipated that by 2025, the overall talent deficit in China's ten pivotal sectors will reach approximately 30 million, with the gap continuing to widen. The considerable deficit in talent will prove inadequate to meet the demands of digital transformation within the industry and will be unable to sustain the advancement and growth of new forms of productivity.

Table 7 Talent Shortage Forecast for China's Ten Key Areas, 2025

	Forecast of the total number of talents (unit: 10,000 persons)	Talent Shortage Forecast (Unit: 10,000 persons)	Percentage of talent gap
New generation of information technology	2000	950	47.50%
Power Equipment	1731	909	52.51%
High-grade CNC machine tools and robots	900	450	50.00%
Aerospace equipment	96.6	47.5	49.17%
Marine engineering equipment and high-tech ships	128.8	26.6	20.65%
Energy-saving and new energy vehicles	120	103	85.83%
Biomedicine and high-performance medical equipment	100	45	45.00%
Agricultural machinery and equipment	72.3	44	60.86%
Advanced Railway Transport	43	10.6	24.65%
New Materials	1000	400	40.00%

Source: Manufacturing Talent Development Planning Guidelines

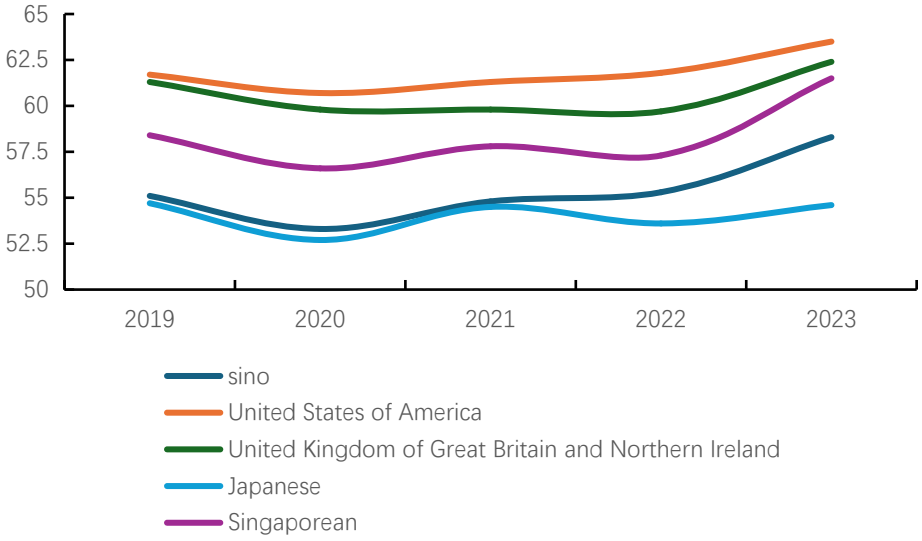
The status of enterprise development in China reveals a number of ongoing challenges. These include the need for more advanced digital and intelligent transformation, the acceleration of strategic emerging industry growth, and the optimization of institutional mechanisms. To address these issues, it is necessary to integrate the existing business model of enterprises with the enhanced quality of productivity to facilitate industrial transformation and upgrading.

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3.2 Enterprise business model innovation

Considering the ongoing advancement in the quality and productivity of enterprise business models, it is evident that innovation in this field is imminent. An enterprise business model can be defined as the macro and micro design of its structure, governance model and transaction content. It is a conceptual entity at the enterprise strategy level and a structural entity at the execution level. It is a tool that can help enterprises seize development opportunities and create new profit growth points. In recent years, China has made notable progress in its global innovation index score (Table 8), narrowing the gap with developed countries such as the United Kingdom, the United States, and Singapore. Furthermore, the policy emphasis on science and technology innovation has established a robust foundation for the innovation of Chinese enterprises' business models in the present era.

Table 8 Global Innovation Index scores by country



Source: WIPO

In recent decades, China has witnessed significant advancements in the conceptualization and implementation of business models for enterprises. The advent of new quality standards has precipitated a transformation in the business model of enterprises. The conventional business model is frequently contingent upon the utilization of existing resources and technologies. Consequently, in response to the advent of novel technologies, it is imperative for enterprises to adopt a creative approach to adapt their business models to align with the evolving market demands.

The influence of new quality productivity forces on business enterprises is considerable and multifaceted. Firstly, the total factor productivity (TFP) of enterprises has been demonstrably enhanced as a consequence of the impact of new quality productivity. The concept of total factor productivity (TFP) was first proposed by Robert Solow, who was awarded the Nobel Prize in Economics in 1987, in 1957. Solow first proposed this in 1957. In accordance with the Solow growth model, long-term economic growth is contingent upon three factors: the labor factor, the capital factor input and total factor productivity, which is defined by the following formula:

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$$Y_t = TFP_t \times K_t^{\alpha} \times L_t^{\beta}$$

where: Y-- total outputs

TFP-- total factor productivity

K-- capital stock

L-- input labor

α、β-- output elasticities of K and L

Total factor productivity (TFP) improvement is an inevitable choice for the economic growth of our enterprises and the switching of their business models under the new stage of development, which is manifested in the significant technological progress of enterprises. The new quality productivity forces is usually realised on the basis of advanced interactive artificial intelligence, digital twins, Internet of Things (IoT) energy and other advanced technological means. For instance, the introduction of new quality and productivity standards has led to an improvement in the total factor productivity of traditional thermal power enterprises, facilitating a transformation of their business model towards a novel type of power system (energy storage, smart grids). Similarly, the business model of traditional fuel vehicles can be converted into intelligent grid-connected new energy vehicles, while traditional petroleum and petrochemical enterprises can evolve into cleaner and more economical hydrogen energy enterprises. The implementation of these novel technologies and methodologies can effectively facilitate technological innovation and optimization within enterprises, expand the scope of their production capabilities, and thereby enhance their technological proficiency and market competitiveness.

Secondly, the development of new quality productivity forces can lead to a significant enhancement in the efficiency of enterprise production. In the context of the traditional production model, the efficiency of enterprise production is frequently constrained by a range of factors, including limitations in labor, resources, technology and other conditions. It is imperative for enterprises to achieve optimal production efficiency to gain a competitive advantage in the market, particularly in sectors such as chip manufacturing, high-end semiconductor production, CNC machine tool manufacturing, industrial mother bases and other manufacturing enterprises. The implementation of novel quality productivity methodologies has the potential to facilitate a transition for traditional labor towards a higher technological content, encompassing advanced manufacturing technology, industrial Internet and industrial software. This could accelerate the automation, intelligence and rapidity of the production process. Consequently, enterprise productivity will be markedly enhanced, thereby facilitating the production of a greater quantity of products in a shorter timeframe and enhancing competitiveness and market share.

Finally, the introduction of new quality productivity forces can also change the mode of operation of enterprises. In the past, an enterprise's mode of operation was usually designed around factors such as resources, supply and demand, market and labor under the traditional mode of production, whereas the introduction of new quality productivity forces can add new elements to the enterprise's mode of operation. The introduction of new quality productivity forces can add new elements to the business model. The establishment of a sharing economy platform enables enterprises to realize the sharing and exchange of resources, thereby reducing

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the costs and risks associated with their R&D and production of new products. To illustrate, the advent of internet technology and platform models for enhanced quality and productivity has enabled enterprises to adopt online sales and the sharing economy as a means of transforming the conventional sales model, disrupting the established supply chain and marketing channels, and facilitating more efficient resource allocation and market expansion. In this manner, enterprises may procure additional market opportunities and profits through innovative operational models, thereby effectively expanding their market share in China and even globally. Concurrently, the advent of novel, high-quality productivity solutions has exerted a far-reaching influence on the industry and supply chains of enterprises. Under the impetus of the new cycle of science and technology and industrial revolution, enterprises pay more attention to the 'Specialized, Refinement, Differential and Innovation (SRDI)', actively lay out the future manufacturing, future materials, future energy, future space and other industries, and pay attention to the low-altitude economy, quantum technology, hydrogen energy, humanoid robotics and other high-heat areas. Technology, hydrogen energy, humanoid robots and other high-heat areas, and constantly adjust the industrial layout to create the best industry chain that is more in line with the new quality productivity forces and more in line with the development of enterprises. In this process, digital transformation has become a pivotal factor in the transformation and upgrading of the business model of traditional enterprises. The introduction of advanced digital technology has enabled enterprises to enhance their production efficiency and facilitate the optimization of industrial structure. Within the context of the new economy and emerging business models, such as e-commerce, mobile payment and the sharing economy, enterprises are persistently striving to advance and integrate with the prevailing zeitgeist through innovative capabilities and actions. Furthermore, during the process of transformation and upgrading, enterprises have also fully exploited the potential of both existing and emerging synergies. These include synergies between new and traditional productivity, as well as between technological and industrial innovation. Additionally, regional, institutional and other forms of synergistic effects have been harnessed. The integration of resources and the optimal allocation of resources serve to enhance the overall development of the traditional enterprise economy, thereby reinforcing its vitality. In the contemporary era, the new quality of productivity has also gradually become an important driving force behind the transformation and upgrading of enterprises.

4. Enterprise Response Strategies from the Perspective of New Quality Productivity

4.1 Vigorous development of green technology

To maintain pace with the prevailing trend towards the development of enhanced quality and productivity, it is imperative that enterprises expedite the process of green transformation and modernization and facilitate the advancement of green technology. Green technology is primarily distinguished by its capacity to conserve energy and reduce emissions, promote ecological sustainability, and achieve high utilization rates. Enterprises should strengthen the use of renewable resources such as solar energy, wind energy, tidal water energy, etc., which can effectively reduce energy loss and environmental pollution in their production and operation process, and greatly reduce the cost of enterprise scale-up and expansion. The funds saved by enterprises through green development can be re-invested in the research and development and application of green technology, forming a benign green closed loop. It is recommended that enterprises implement the green concept through-

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out the supply chain, production chain and other systems. This should entail strict control from the procurement of raw materials, production and processing, product packaging, logistics and transport, as well as the final waste disposal process. This approach will facilitate green environmental protection and energy-saving development. Furthermore, enterprises collaborate with upstream suppliers to promote the joint research, development and application of green and energy-saving materials, to reduce the use of hazardous substances and to enhance the recycling rate of resources. At the same time, enterprises should closely integrate with national environmental protection policies such as carbon peaking and carbon neutrality in their development, keep up with national development trends and goals, and accelerate the practice and application of relevant green policies.

4.2 Strengthening digital talent selection and recruitment

For enterprises to develop new quality productivity forces, it is essential that they receive support from a significant number of digital talents. In the recruitment process, the appointment of talents should not be limited to high academic qualifications and graduates of prestigious schools. Rather, greater attention should be paid to the comprehensive quality of talents and their distinctive advantages, with particular emphasis placed on the introduction and employment of high-tech talents and composite talents. For outstanding, high-level talent, companies need to break the rules and implement more flexible and inclusive hiring policies. Enterprises play a pivotal role in the advancement of the digital economy and the nurturing of digital talent. While striving to refine the selection process, it is imperative to persist in the optimization of talent evaluation and assessment, as well as the innovation incentive system. This will ensure that exemplary personnel are provided with housing, medical care, transportation, and a range of industry-competitive policies and welfare benefits. Enterprises can only create a good working atmosphere in order to retain more talent, so that the talent dividend becomes a drive to promote the development of new quality productivity forces of enterprises. Furthermore, it is imperative for enterprises to reinforce the integration of industry, academia and research, optimize the utilization of external resources and proactively foster collaboration between enterprises and universities, research institutes and leading enterprises. Universities and research institutes possess cutting-edge equipment and highly skilled personnel, which are precisely the resources most needed by enterprises. Nevertheless, deficiencies remain in the transformation and practical promotion of their achievements. Enterprise involvement can facilitate the integration of university research outcomes, addressing the needs of both parties and potentially leading to a mutually beneficial outcome.

4.3 Establishing an agile and flat organizational structure

The advent of a new quality of productivity forces has compelled enterprises to grapple with the rapid transformation of business models and the concomitant challenges posed by organizational structure and human resource management. To adapt to the new quality of productivity forces, enterprises must construct an agile organizational structure that is based on the characteristics of this new quality. An agile organizational structure not only enables enterprises to respond expeditiously to changes in the external market environment, but also facilitates the rapid transmission of information within the enterprise, which is conducive to strengthening inter-departmental collaboration and improving the overall production efficiency of the enterprise. In addition, enterprises must establish a streamlined management structure, eliminate superfluous management layers, and endeavor to enhance the enterprise's management scope. This enables the enterprise to navigate

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the evolving landscape of productivity and make informed decisions. Concurrently, the optimization of the organizational structure can facilitate enterprises' alignment with the development trend, enabling active engagement in the innovation and practice of humanoid robots, future displays, brain-computer interfaces and other cutting-edge fields. This, in turn, can reinforce investment in strategic emerging and future industries, thereby enhancing the core competitiveness of enterprises.

4.4 Strong development of data elements

With the development and application of new-generation digital technologies such as big data, Internet of Things, cloud computing, etc., the production factor with data elements as the key has a disruptive impact on the production mode and business model of enterprises. It is recommended that enterprises intensify their efforts in the field of digital transformation, make greater use of information technology with a view to enhancing production efficiency and management effectiveness, and pursue a strategy of intelligent and networked development. The application of data mining and analysis techniques enables enterprises to optimize production processes, reduce costs and achieve refined management, thereby increasing competitiveness and market share. The digital transformation process has the potential to enhance efficiency, facilitate the creation of new business opportunities and drive innovation for enterprises. To facilitate digital transformation, it is imperative for enterprises to priorities data security and privacy protection. This entails the establishment of a robust data management and security system, coupled with the reinforcement of data security measures. The implementation of data encryption, access control, backup and recovery measures enable enterprises to effectively prevent data leakage and information security risks, thereby safeguarding their reputation and interests.

5. Conclusions and outlook

The objective of this study is to examine the evolution and adaptation of business models and strategies of enterprises driven by new quality productivity. The findings of the research, which involved a detailed examination of a number of enterprises, can be summarized as follows:

Firstly, the development of new quality productivity forces has a significant and far-reaching impact on the business model of enterprises. The accelerated pace of scientific and technological advancement has given rise to a constant stream of emerging technologies, which are transforming the production and operational models of traditional enterprises. This has a significant impact on the cultivation of talent, the configuration of organizational structures, and the configuration of industrial layouts within enterprises. In response to the advent of new quality productivity, enterprises are increasingly directing their attention towards the innovation of core technology and knowledge-intensive production processes. The traditional factors of production, namely labor and capital, are no longer sufficient to meet the needs of enterprises in the context of market competition. The advent of the Internet and information technology has led to the gradual penetration of artificial intelligence, big data and cloud computing into a range of industries, thereby giving rise to business models centered on innovation and digitalization.

Secondly, it is incumbent upon enterprises to take the initiative to adjust and optimize their business models. The advent of new quality productivity forces is driving significant changes in market patterns and industry boundaries. It is imperative that enterprises pay close attention to market dynamics and industry

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development trends, adjust their strategic direction in a timely manner, and identify new profit growth points and business opportunities. It is imperative that enterprises augment their investment in research and development, fortify their independent R&D capabilities and core competitiveness, and deploy technological innovations in targeted industrial sectors and value chains. Concurrently, enterprises must transcend the conventional vertical division of labor, fortifying collaboration with the upstream and downstream entities within the industry chain, thereby establishing a mutually beneficial ecosystem.

Thirdly, it is essential that enterprise strategies are aligned with the underlying business models. In the context of the new quality of productivity, the competitive strategy of enterprises is no longer limited to the quality of products and low prices. Rather, it is more focused on the creation of their core competitiveness. The pivotal disruptive technology serves as the foundation for the enterprise, conferring a sustainable competitive advantage. It is imperative that enterprises possess a forward-thinking strategic vision and actively embrace national policy in cutting-edge fields, continuing to invest in the development of innovative and revolutionary technologies. In the context of ongoing technological innovation, it is imperative for enterprises to adopt a dynamic approach to business model adaptation and optimization, ensuring their continued alignment with the evolving market landscape.

Fourthly, government departments should reinforce their assistance and direction for enterprises regarding novel quality productivity. It is recommended that the government increase its support for scientific and technological innovation and digital transformation. Furthermore, the clustering and optimal allocation of innovation resources should be promoted, and a favorable policy environment and market mechanism should be provided for the development of enterprises. In the case of small and medium-sized enterprises, the government can provide them with digitalization-related advice and guidance, assist them in formulating reasonable transformation plans and offer financial support, thereby lowering the threshold of their digital transformation. In the case of high-tech enterprises, the government should provide them with strong support to adhere to independent innovation and offer them tax reductions and other forms of assistance in the research of key disruptive technologies. Concurrently, the government must reinforce its guidance and supervision of enterprises to guarantee that they can make rational use of new productivity in their transformation and upgrading, thus effectively enhancing their competitiveness and profitability.

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