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THE MAIN INDICATORS OF THE INNOVATIVE ATTRACTIVENESS OF THE XIOMI TECHNOLOGY CO. LTD

In today's volatile economic landscape, characterized by dwindling demand and purchasing power, alongside the ever-changing dynamics driven by both emerging and established market players, maintaining and bolstering an organization's competitive edge is crucial for sustained expansion. This underscores the vital significance of investment endeavors.

Whether channeled into establishing or revitalizing fixed assets, expanding operational capabilities, or diversifying production, investments play a pivotal role in driving up profitability and augmenting net cash flow, thereby enhancing the organization's overall market worth.

The allure of investing in a company is complex, encompassing various facets such as its intrinsic traits, financial robustness, growth prospects, and overall viability as an investment prospect. Central to this concept is the company's capacity to deliver consistent returns to investors while managing risks effectively.

Financial stability stands as a cornerstone of investment appeal. Investors are naturally inclined towards companies boasting sturdy financial standings, characterized by resilient balance sheets and sustained profitability. Such a solid financial footing not only inspires trust but also offers a buffer against market volatilities and economic oscillations [6, p. 18].

Beyond financial indicators, the potential for growth holds significant sway in enticing investors. Companies equipped with a well-defined vision, strategic foresight, and a history of capturing market territory are viewed as more appealing. The promise of innovation, scalability, and adeptness in adapting to market shifts bolsters a company's attractiveness for investors interested in long-term value generation.

Operational excellence and adept management add further allure to investments. A proficient and proactive management team, showcasing transparency, accountability, and ethical conduct, nurtures investor confidence. Streamlined operations not only enhance profitability but also signal a company's ability to weather obstacles effectively [2, p. 470].

Market positioning and competitive advantage stand as pivotal factors scrutinized by investors. Companies boasting a distinctive value proposition, a robust brand presence, and a fortified market stance hold greater appeal. A competitive edge can translate into prolonged market relevance and amplified returns on investment.

It's essential to recognize that any entity engaging in business or investment ventures in the capital market faces inherent risks. Risk delineates a scenario where outcomes may deviate from expectations, with a known probability distribution of these variances from anticipated values. In simpler terms, risk quantifies the likelihood of measurable outcomes.

On the other hand, uncertainty entails a situation where the probability distribution of deviations between outcomes and their expected values is unknown and cannot be gauged accurately. This uncertainty about risk measurement compounds the challenges of investment decision-making.

One significant characteristic of investment endeavors in market conditions is the dearth or incompleteness of information regarding investment trends. This lack of comprehensive information impedes the precise and clear assessment of investment outcomes, casting doubts on decision-making processes in this domain [4, p. 166].

It's clear that the central aspect of a company's investment endeavors lies in carefully navigating uncertainty and investment risk. Companies must continually adapt to respond promptly to changes in the external environment and organizational goals.

The primary objective for any company is to maximize investment returns while minimizing risk exposure. Achieving the optimal balance between profitability and risk involves weighing numerous factors, making this endeavor inherently complex. However, overcoming this complexity is essential for the efficiency of any economic undertaking. In the dynamic business environment, the capability to navigate and mitigate uncertainty and risk serves as a cornerstone for sustaining successful operations.

Xiaomi, often likened to the "Apple of China," was founded on April 6, 2010, by entrepreneur Lei Jun in Beijing. Over the years, Xiaomi has risen to prominence as the leading smartphone brand in China, the world's largest smartphone market, and has secured a significant position in India, the second-largest market. The company has also expanded its presence to several international markets, including Malaysia, Singapore, Indonesia, the Philippines, and South Africa.

Investments totaling just US\$1 billion, equivalent to 23.2 % of the total development expenditure, were earmarked for projects aimed at replacing worn-out equipment. These projects encompassed the refurbishment of electric precipitators for furnace waste, the upgrading of sewer networks and infrastructure, and the establishment of a waste disposal site, among others. As a result, 6.5 tons of waste were effectively neutralized in 2022, out of a total of 12.3 tons [7, p. 67].

Xiaomi's investment program is structured around several key objectives. These include minimizing low-profit investments, integrating advanced and progressive technologies, adopting foreign technologies and production methods, striving to enhance environmental and industrial safety standards, and fostering the development and implementation of experimental technologies.

Xiaomi stands out from its competitors by excelling in multiple areas while simultaneously maintaining a position of cost leadership. This achievement stems from strategic alliances forged with customers and partners, effectively establishing and reinforcing barriers to entry at various stages of market participation. Such a sustainable competitive advantage has propelled Xiaomi to the forefront of its segment, solidifying its leadership position. In particular, the company's most significant projects are presented in Table.

The most significant projects of the company

| Project Name | Description |
|--------------------------|---|
| Smartphones | Xiaomi is widely known for its smartphones, offering a range of devices with innovative features and competitive pricing. |
| Mi Band Series | Xiaomi's line of fitness trackers, including the Mi Band, which has gained popularity for its affordability and functionality. |
| Mi TV Series | Xiaomi's smart TV lineup, providing consumers with affordable yet feature-rich smart TV options. |
| Mi Ecosystem Products | Xiaomi has expanded its portfolio to include various smart home devices, such as smart bulbs, cameras, air purifiers, and more, creating a comprehensive ecosystem. |
| Redmi Series | A budget-oriented smartphone series under Xiaomi's brand, offering cost-effective options for a broad consumer base. |
| Poco Series | Poco, a sub-brand of Xiaomi, focuses on providing high-performance smartphones at competitive prices, targeting tech enthusiasts. |
| Xiaomi Electric Scooters | Xiaomi has ventured into the electric mobility sector with the production of electric scooters, offering an eco-friendly transportation solution. |
| Xiaomi Mi Mix Series | Known for pushing the boundaries of smartphone design, the Mi Mix series features innovative concepts such as bezel-less displays and unique form factors. |
| Xiaomi Mi Note Series | Positioned as a more premium line within Xiaomi's smartphone offerings, the Mi Note series emphasizes high-end features and design. |

Xiaomi specializes in crafting affordable smartphones boasting high technical specifications. Additionally, the company manufactures consumer electronics and develops mobile applications. Its revenue streams stem from diverse sources, encompassing smartphone sales, IoT products, lifestyle goods, advertising services, and online value-added services like gaming [1, p. 717].

An integral facet of Xiaomi's investment strategy revolves around nurturing and empowering startups. Leveraging its venture capital arm, Xiaomi has strategically invested in numerous technol-

ogy startups spanning artificial intelligence, IoT, and smart devices. These investments not only grant Xiaomi access to cutting-edge technologies but also foster the expansion and enrichment of the broader technological landscape.

Xiaomi has strategically broadened its product portfolio through investments in companies that complement its core business. These ventures include smart home solutions, wearable technology, and other IoT-related ventures. By seamlessly integrating products and services from these investments into its ecosystem, Xiaomi aims to deliver a unified and interconnected experience for users.

Moreover, the company has strategically expanded its presence beyond China by investing in key international markets. This global focus involves investments in local startups, forging partnerships with telecommunications carriers, and tailoring its products to meet the unique requirements of diverse markets. Such a multifaceted approach underscores Xiaomi's dedication to establishing itself as a prominent global player in the technology industry [9, p. 3].

Furthermore, Xiaomi has displayed keen interest in emerging technologies like electric vehicles (EVs). The company unveiled ambitious plans to channel significant investments into the research and development of EVs, marking a strategic entry into the automotive sector. This expansion resonates with Xiaomi's overarching vision of furnishing users with a holistic technology ecosystem.

Beyond direct investments, Xiaomi has actively sought strategic alliances and partnerships with prominent technology firms. These collaborations are geared towards harnessing synergies, pooling resources, and uncovering fresh business prospects. Such partnerships play a pivotal role in Xiaomi's ecosystem-building strategy, facilitating the seamless integration of diverse services and devices.

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