

Original Paper

Optimization Strategies and Practical Exploration of Enterprise Industrial Investment from the Perspective of Investment and Financing

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Abstract

With the acceleration of global economic integration and increasingly fierce market competition, enterprises as the backbone of the national economy, play a significant role in national economic development through their industrial investment activities. However, Enterprises currently face challenges such as inefficient capital utilization, inadequate technological innovation capabilities, and slow market response times in their industrial investment processes. This paper first analyzes the challenges faced by enterprises in industrial investment and then proposes strategies such as optimizing capital allocation, strengthening core technology research and development, accelerating market response times, and building a comprehensive innovation ecosystem from the perspective of investment and financing. Simultaneously, it explores and discusses the exploration and experience of enterprises in industrial investment practices through specific cases. This research provides certain reference value for guiding enterprises' industrial investment practices and promoting sustained and healthy national economic development.

Keywords

Investment and financing perspective, Enterprises, Industrial investment, Optimization strategies

Preface

In the context of today's global economic integration, enterprises, as an important force in national economic development, have industrial investment activities that not only concern the growth and expansion of the enterprises themselves but also have a profound impact on national economic restructuring and industrial upgrading. However, with increasingly fierce market competition and continuous technological advancements, enterprises face numerous challenges in their industrial

investment processes. Issues such as inefficient capital utilization, inadequate technological innovation capabilities, and slow market response times constrain the quality and effectiveness of enterprises' industrial investments. Therefore, exploring optimization strategies and practical paths for enterprises' industrial investments from the perspective of investment and financing is of great significance for enhancing the core competitiveness of enterprises, promoting industrial upgrading, and achieving high-quality economic development. This paper will delve into the challenges faced by enterprises in industrial investment and propose targeted optimization strategies from both theoretical analysis and practical exploration, aiming to provide useful references for enterprises' industrial investment practices.

1. The Importance of Optimizing Enterprise Industrial Investment from the Perspective of Investment and Financing

1.1 Optimizing Capital Structure and Reducing Financing Costs

Traditional financing methods for enterprises mainly rely on bank loans, which not only limit the flexibility of corporate financing but also increase financial risks. From the perspective of investment and financing, enterprises should actively explore diversified financing methods such as equity financing, debt financing, industrial funds, and government-guided funds to optimize their capital structure and reduce financing costs. Through diversified financing channels, enterprises can more flexibly adjust their financing strategies in response to market changes, avoiding tension in their capital chains caused by blockages in a single financing channel. At the same time, diversified financing methods also help enterprises improve their credit ratings, reduce financing costs, and provide more solid financial support for their industrial investments.

1.2 Enhancing the Scientificity and Effectiveness of Investment Decisions

Enterprises often face issues of unscientific investment decisions and low investment returns in their industrial investment processes. This is mainly due to the lack of scientific market analysis and risk assessment in the investment decision-making process, as well as the excessive concentration of investment decision-making power. From the perspective of investment and financing, enterprises should establish a sound investment decision-making system, including clarifying the investment decision-making process, improving the investment decision-making mechanism, and enhancing the democratization and transparency of investment decisions. By introducing third-party professional institutions for project evaluation and establishing an investment decision-making accountability system, the scientificity and effectiveness of investment decisions can be improved, avoiding blind investments and repeated construction, and ensuring that each investment brings tangible economic benefits to the enterprise (Lin, 2023).

1.3 Promoting the Optimization and Upgrading of Industrial Structure

As the backbone of the national economy, the adjustment and optimization of enterprises' industrial structures are of great significance for promoting the transformation and upgrading of the national

economic structure. From the perspective of investment and financing, enterprises should combine their actual development situation to promote the development of their industrial structure towards high-end, intelligent, and green directions through industrial investment optimization. On the one hand, enterprises should increase investments in emerging and strategic industries, such as information technology, new energy, and biopharmaceuticals, to cultivate new economic growth points; on the other hand, enterprises should accelerate the transformation and upgrading of traditional industries, enhancing their market competitiveness and sustainable development capabilities through technological transformation and product upgrades. Through industrial investment optimization, enterprises can not only achieve their own transformation and upgrading but also lead and drive the coordinated development of the entire industrial chain.

1.4 Enhancing Risk Prevention and Control Capabilities

The optimization of Enterprises' industrial investment from the perspective of investment and financing also means that enterprises need to strengthen their risk prevention and control capabilities. In a complex market environment, enterprises face numerous risks, such as market risk, credit risk, and operational risk (You, 2022). To effectively address these risks, enterprises should establish a sound risk management system, including improving risk management systems, enhancing risk management levels, and strengthening risk monitoring and early warning. At the same time, enterprises should also enhance the risk management awareness of all employees by introducing risk management professionals and strengthening risk management training, ensuring that enterprises can timely identify and respond to various risks in the process of industrial investment, safeguarding the steady development of the enterprise.

1.5 Promoting the Deepening of Enterprise Reforms

The optimization of Enterprises' industrial investment from the perspective of investment and financing is an important means of promoting the deepening of enterprise reforms. By optimizing the structure of industrial investments, Enterprises can more clearly recognize their positioning and advantages in the market, thereby advancing reforms in a targeted manner. On the one hand, enterprises can enhance their market vitality and competitiveness by introducing social capital and promoting mixed-ownership reforms; on the other hand, enterprises can also improve their operational efficiency and market response speed by optimizing internal management mechanisms and enhancing management levels. Through industrial investment optimization, enterprises can gradually establish a modern enterprise system that meets the requirements of the market economy, laying a solid foundation for the long-term development of the enterprise.

2. Inadequacy in the Optimization of Enterprise Industrial Investment from the Perspective of Investment and Financing

2.1 Room for Improvement of Laws and Regulations

Although enterprises have made improvements in investment and financing management in recent

years, compared with Western developed countries, the relevant laws and regulations are still not perfect. In investment and financing activities, some enterprises lack clear legal authority definitions, leading to issues such as abnormal capital flows and management chaos. Due to the lack of laws and regulations, the scientificity and rationality of investment and financing decisions are difficult to guarantee, which in turn affects the preservation and appreciation of state-owned assets (Li, 2022). In addition, the inadequacy of an investment and financing regulatory system is also a major issue. Currently, the regulatory authority has not yet established a comprehensive investment and financing regulatory mechanism to effectively supervise and guide the investment and financing activities of Enterprises. This not only increases the risks of investment and financing activities but also limits the expansion and innovation of enterprises' investment and financing channels.

2.2 Inadequacy of Management System

The management system is a prominent issue in the investment and financing management of enterprises. On the one hand, the internal management mechanism of enterprises is not market-oriented, and the decision-making process is long, leading to inefficient investment and financing decision-making. On the other hand, some enterprises lack effective risk management mechanisms and sufficient foresight and response capabilities for potential risks in investment and financing activities. In specific operations, some enterprises lack scientific investment decision-making bases and evaluation systems. Investment decisions are often based on short-term economic benefits without a long-term strategic vision. This not only leads to blind and arbitrary investment decisions but also increases investment risks. At the same time, some enterprises lack effective investment supervision mechanisms internally, and the implementation process of investment projects lacks effective monitoring, making it difficult to achieve the expected investment results.

2.3 Complex and Changing Market Environment

The market environment is an important factor affecting the optimization of Enterprises' industrial investment. Currently, the world's market environment is complex and constantly changing, with factors such as policy adjustments and market fluctuations impacting the investment and financing activities of Enterprises. enterprises need to adapt to changes in the market environment and flexibly adjust their investment and financing strategies. However, due to long and complex decision-making processes, some enterprises find it difficult to quickly adapt to market changes. In addition, some enterprises also have deficiencies in obtaining and analyzing market information, and their grasp of market trends is not accurate enough. This results in some enterprises often being in a passive position in investment and financing activities, making it difficult to seize market opportunities.

2.4 Insufficient Financing Channel

A insufficient financing channel is an important bottleneck restricting the optimization of Enterprises' industrial investment. Currently, the financing channels of some enterprises are mainly concentrated on traditional methods such as bank loans, lacking diversified financing channels. This not only increases financing costs but also limits the flexibility and innovation of enterprises in investment and financing

activities. In addition, due to the excessive reliance of enterprises on bank loans, financing risks are highly concentrated. Once bank lending policies tighten or the market environment changes, some enterprises will face severe financing difficulties. This not only affects the normal operations of enterprises but may also trigger systemic risks.

2.5 Inadequate Risk Management Capabilities

Risk management capability is a crucial aspect of optimizing industrial investment in enterprises . However, some enterprises currently exhibit significant deficiencies in risk management. On the one hand, some enterprises lack sufficient foresight and assessment capabilities regarding potential risks in investment and financing activities. On the other hand, some enterprises lack effective strategies and means for risk response. In practical operations, some enterprises tend to overemphasize short-term economic benefits while neglecting the long-term and systematic nature of risk management. This results in a lack of effective risk prevention and control mechanisms in their investment and financing activities, making it difficult to respond and deal with risk events quickly and effectively once they occur. This not only increases the risk costs of investment and financing activities but may also damage the reputation and credibility of enterprises .

2.6 Unscientific Investment Strategic Planning

In the process of optimizing industrial investment, the scientific nature of investment strategic planning is of utmost importance for enterprises (Li, 2022). However, some enterprises currently exhibit significant deficiencies in this regard. On the one hand, some enterprises often lack a long-term strategic vision and focus too much on short-term economic benefits. On the other hand, some enterprises lack a scientific basis and evaluation system when formulating investment strategic plans. In practical operations, some enterprises often blindly follow investment trends in hot industries or projects, neglecting their own actual situation and development needs. This not only increases the blindness and arbitrariness of investment decisions but also makes it difficult to achieve the expected investment results. At the same time, due to unscientific investment strategic planning, some enterprises often lack effective response strategies and means when facing market changes.

2.7 Inadequacy of Talent Development

Talent development is an important guarantee for optimizing industrial investment in enterprises . However, some enterprises currently face lagging issues in talent development. On the one hand, some enterprises lack high-level investment and financing management talents. On the other hand, some enterprises lack effective mechanisms and policy support for talent cultivation and introduction. In practical operations, due to the insufficiency and inadequacy of the talent pool, enterprises often find it difficult to obtain professional consultation and advice in investment and financing activities. This not only increases the risks and uncertainties of investment and financing activities but also limits the innovation and development capabilities of enterprises in such activities.

3. Countermeasures for Optimizing Industrial Investment in Enterprises

enterprises occupy an important position in the national economy, and the optimization of their industrial investment not only relates to the development of the enterprises themselves but also has a profound impact on the stability and growth of the national economy. To further improve the efficiency of industrial investment in enterprises, the following countermeasures are proposed from six aspects.

3.1 *Improving Laws, Regulations, and Regulatory Systems*

3.1.1 Strengthening the Construction of Laws and Regulations

The legal rights and responsibilities of enterprises in investment and financing activities need to be further clarified. Currently, some laws and regulations contain ambiguous areas, leading to legal risks for enterprises in practical operations. Therefore, it is necessary to promote the improvement of relevant laws and regulations, especially by formulating special legal provisions for the specific characteristics of investment and financing activities of enterprises, clarifying their investment and financing rights, responsibility boundaries, and penalty measures for violations. For example, the "Regulations on Investment and Financing Management of Enterprises" can be issued to provide clear legal guidance for enterprises and ensure that they carry out investment and financing activities within the legal framework.

3.1.2 Establishing an Investment and Financing Regulatory Mechanism

On the basis of improving laws and regulations, it is crucial to establish a sound investment and financing regulatory system. Regulatory authorities should strengthen supervision and guidance over the investment and financing activities of enterprises to ensure their legality and compliance. Specifically, a dedicated investment and financing regulatory agency can be established to be responsible for the full-process supervision of enterprises' investment and financing projects before, during, and after their implementation. At the same time, third-party audit institutions can be introduced to conduct independent audits of enterprises' investment and financing activities to ensure their transparency and fairness. In addition, regulatory authorities should regularly release investment and financing regulatory reports to disclose the investment and financing situation of enterprises to the public and accept public supervision.

3.2 *Optimizing Management Systems and Decision-making Processes*

3.2.1 Reforming Internal Management Mechanisms

The internal management mechanisms of enterprises often suffer from complex decision-making processes and low efficiency. To improve decision-making efficiency, enterprises should simplify decision-making processes and reduce unnecessary approval links. For example, a "flat" management structure can be implemented to reduce management levels and shorten the decision-making chain. At the same time, modern management tools such as Artificial Intelligent (AI) systems can be introduced to achieve rapid information transmission and sharing, improving the scientificity and rationality of decision-making.

3.2.2 Establishing a Risk Management Mechanism

Investment and financing activities are accompanied by various risks, and enterprises should introduce advanced risk management concepts and technologies to establish a comprehensive risk management mechanism. (Li, Jiang, & Guo, 2022) Firstly, a dedicated risk management department should be established to accurately assess potential risks in investment and financing activities. Secondly, quantitative and qualitative risk assessment methods such as Monte Carlo simulation and sensitivity analysis should be used to quantify risks. Finally, risk response plans should be formulated to ensure rapid and effective response and handling in the event of risk incidents.

3.2.3 Improving the Basis for Investment Decisions

Investment decisions of enterprises often lack a scientific basis, leading to poor investment results. Therefore, a scientific basis and evaluation system for investment decisions should be established. Specifically, financial indicators such as Net Present Value (NPV) and Internal Rate of Return (IRR) can be introduced to quantify and evaluate investment projects. At the same time, long-term strategic goals and short-term economic benefits should be comprehensively considered to ensure the accuracy and effectiveness of investment decisions. In addition, an expert review mechanism can be introduced to invite industry experts to review investment projects and provide professional opinions.

3.3 *Adapting to Changes in the Market Environment*

3.3.1 Strengthening Market Information Acquisition and Analysis

Changes in the market environment have a significant impact on the investment and financing decisions of enterprises. To promptly grasp market trends and policy changes, enterprises should establish a sound mechanism for collecting and analyzing market information. Specifically, a market research department can be established to take charge of collecting and analyzing market information. Additionally, big data and artificial intelligence technologies can be utilized to deeply mine and analyze market data, providing strong support for investment and financing decisions.

3.3.2 Flexibly Adjusting Investment and Financing Strategies

Changes in the market environment require enterprises to have the ability to flexibly adjust their investment and financing strategies. For example, during economic downturns, enterprises should reduce high-risk investments and increase stable investments; whereas, during economic upturns, they can appropriately increase high-risk, high-return investments. Furthermore, enterprises should closely monitor policy changes and timely adjust their investment and financing strategies to ensure competitive advantages in the market.

3.4 *Expanding Diversified Financing Channels*

3.4.1 Developing Diversified Financing Methods

The financing channels for enterprises are relatively limited, primarily relying on bank loans. To reduce financing costs and improve financing efficiency, enterprises should actively explore diversified financing methods. For instance, they can raise funds through issuing corporate bonds, equity financing, and industrial funds. Moreover, financial instruments such as asset securitization and financial leasing

can be utilized to broaden financing channels.

3.4.2 Reducing Dependence on Bank Loans

Excessive reliance on bank loans not only increases financing costs but also elevates financing risks. Therefore, enterprises should reduce their dependence on bank loans through diversified financing channels. For example, they can diversify financing risks by issuing corporate bonds and engaging in equity financing. At the same time, enterprises can collaborate with financial institutions to develop new financing products, such as supply chain finance and green finance, further broadening their financing channels.

3.5 Enhancing Risk Management Capabilities

3.5.1 Strengthening Risk Foresight and Assessment

Risk management is a crucial aspect of investment and financing activities for Enterprises. To enhance the proactivity and effectiveness of risk management, enterprises should strengthen their risk foresight and assessment capabilities. Specifically, advanced risk assessment models, such as the Value at Risk (VaR) model, can be introduced to quantify potential risks in investment and financing activities. Simultaneously, regular risk stress tests should be conducted to assess the enterprise's risk tolerance under extreme market conditions.

3.5.2 Improving Risk Response Strategies

Based on risk foresight and assessment, enterprises should formulate comprehensive risk response strategies and disposal plans. For example, a risk reserve fund system can be established to address unexpected risk events. At the same time, risk transfer strategies, such as purchasing insurance and engaging in hedging transactions, can be developed to reduce risk losses. Additionally, risk emergency response plans should be established to ensure prompt and effective responses and disposals in the event of risk incidents.

3.6 Formulating a Scientific Investment Strategy Plan

3.6.1 Establishing a Long-term Strategic Vision

The investment strategy planning of enterprises often lacks a long-term strategic vision, leading to ineffective investments. Therefore, when formulating investment strategy plans, enterprises should fully consider long-term strategic goals and market demands, avoiding blind follow-the-trend investments. For example, a five- or ten-year long-term investment plan can be formulated, clarifying investment directions and key areas. At the same time, the investment plan should be regularly evaluated and adjusted to ensure consistency with the market environment and enterprise development strategies.

3.6.2 Establishing a Scientific Basis and Evaluation System

A scientific investment strategy plan needs to be based on a scientific basis and evaluation system. enterprises should establish a scientific basis and evaluation system for investment strategy planning to ensure the rationality and feasibility of the plan. Specifically, tools such as SWOT analysis and PEST analysis can be introduced to conduct a comprehensive analysis of the investment environment. At the

same time, a post-evaluation mechanism for investment projects should be established to assess the performance of completed investment projects, summarize lessons learned, and provide references for future investment decisions.

4. Conclusion

In the process of industrial investment, enterprises can effectively improve the quality and efficiency of their investments by optimizing capital allocation, strengthening project management, enhancing technological innovation capabilities, accelerating market response speed, and building a comprehensive innovation ecosystem. These strategies not only help enterprises achieve optimal resource allocation but also enhance their core competitiveness and market position. Looking ahead, with the continuous development of the global economy and technological advancements, enterprises will face more opportunities and challenges in industrial investment. On the one hand, enterprises need to continue deepening reforms of the investment and financing system, broadening financing channels, reducing financing costs, and improving the efficiency of capital use. On the other hand, enterprises also need to strengthen cooperation and exchanges with internationally advanced enterprises, introduce advanced technologies and management experiences, increase equity financing and industrial funds investment, and promote industrial transformation and upgrading. At the same time, the government and all sectors of society should increase support for Enterprises' industrial investments, create a favorable innovation environment and policy atmosphere, and provide strong guarantees for Enterprises' technological innovation and industrial upgrading. Only in this way can enterprises remain invincible in the fierce market competition and make greater contributions to the sustained and healthy development of the national economy.

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Author Introduction

Chenghong Fu (September 1986-), male, Han nationality, from Luliang County, Yunnan Province, holds a senior economist title, holds a doctoral degree, and his research direction is energy and power industry investment.