

10.18686/aitr.v2i3.4412

# Exploration of New Media Marketing Strategies Based on Content Marketing and Community Management

Qinghao Sun

Chongqing Technology and Business University, Chongqing 400067

---

**Abstract:** This study explores the competitiveness of multinational corporations from RCEP member countries in the context of global value chains. Through comprehensive analysis of the current situation of RCEP member country, it points out their crucial position in the process of globalization. Furthermore, this article delves into internal and external factors that affect the competitiveness of these companies, with a focus on internal factors such as corporate governance, technology research and development, innovation, human resources management, financial management, brand and marketing strategy, as well as external factors such as economic environment, policy and regulations, social culture, technological development, and supply chain management. Finally, this article proposes internal and external environmental strategies to enhance the competitiveness of RCEP member country. These strategies provide important guidance for the steady development of RCEP member country in the global value chain.

**Keywords:** Global value chain; RCEP; Multinational corporation; Competitiveness; Internal factors; External factors

---

## 1. Status quo analysis of multinational companies in RCEP member states

In today's globalisation process, multinational companies from the RCEP member countries are playing an increasingly important role. The scale of their operations, their industrial distribution, their economic performance and their capacity for innovation have a profound impact on the global economic landscape. In terms of size and distribution, the multinational companies of RCEP member countries already cover all major markets around the world. The number of these companies continues to grow and expand, with a growing presence particularly in the Asia-Pacific region. Not only are large companies expanding globally, but small and medium-sized enterprises are also gradually going global, strengthening the position of RCEP member countries in global value chains. In terms of business areas and market positions, these companies cover a wide range of industries such as automotive manufacturing, electronics technology, petrochemicals, financial services, etc. Companies in some of these sectors already have a significant presence in the global market, such as the electronic information industry in China, the automotive manufacturing industry in Japan and the semiconductor industry in South Korea. In terms of economic performance, most multinational companies from RCEP member countries have shown solid economic growth in recent years. Despite the impact of global economic fluctuations, these companies have been able to maintain a relatively good earnings position by flexibly adjusting their strategies, strengthening their internal management and optimising their supply chains. Some of these companies have even established a strong competitive advantage in the global market by enhancing innovation and optimising their products. In terms of technology and innovation capabilities, multinational companies from RCEP member countries have also made significant progress. Many companies have increased their investment in research and development and promoted technological innovation, and have already achieved globally leading technological results in certain areas. At the same time, with the trend towards digitalisation and intelligence, some companies are showing strong potential in areas such as cloud computing, artificial intelligence and big data. As for management and human resources, as the pace of globalisation advances, more multinational companies from RCEP member countries are focusing on internationalising their management, introducing modern management concepts and models, and improving management efficiency. At the same time, the introduction and training of human resources is also receiving more and more attention, and companies are beginning to focus on diversifying their talent and building a global human resources team as a way to enhance their global competitiveness.

## 2. Analysis of the factors affecting the competitiveness of multinational companies in RCEP member states

### 2.1 Internal factors analysis

Understanding the internal factors that affect the competitiveness of Multinational Corporations from RCEP member countries is es-

essential. These factors mainly include the following aspects: Management strategy: Management strategy is one of the key factors that determine the success or failure of a company. Effective management strategies can improve the operational efficiency of the company, strengthen internal coordination, optimize resource allocation, and enable the company to maintain its advantages in a competitive market. Technology research and development: Regardless of the industry, technology is an important component of a company's competitiveness. Multinational Corporations need to invest a lot of resources into technology research and development to obtain technological advantages. Through innovation, Multinational Corporations can find their unique position in the global value chain. Human resources: High-quality employees are the key to a company's success. The quality and distribution of human resources determine whether the company can have efficient operations and innovation capabilities. Financial health: Finance is the core of a company's operation, and a company's financial health directly affects its competitiveness. Companies need sound financial management strategies to ensure their long-term sustainable development. Brand and market position: Brand value and market position are important components of a company's competitiveness. A strong brand can help the company gain more market share and enhance its influence in the market.

## **2.2 External factors analysis**

The competitiveness of Multinational Corporations from RCEP member countries is deeply influenced not only by internal factors but also by external environments. Here are several important external factors: Economic environment: Global and regional economic conditions have a significant impact on the operation of Multinational Corporations. For example, economic growth brings market expansion, increases consumer purchasing power, and enhances the company's profit potential. Conversely, economic recession may lead to market contraction, decreased consumer purchasing power and hence affect the company's profitability. Policy and regulations: Government policies and regulations have an important impact on the operation and competitiveness of enterprises. For instance, the government may provide various incentive policies to encourage innovation, technological development, or give certain industry protection and advantages in the market. Meanwhile, the government's trade policies, tax policies, etc. also affect the company's costs and profits. Social culture factors: Differences in social and cultural environments may affect the demand and behavior of consumers, thereby affecting the company's product and market strategy. Understanding and adapting to these cultural differences can help companies better meet the needs of the global market. Technological development: The development and changes of global technology have an important impact on a company's competitiveness. New technology may change the production methods of products, improve production efficiency, or produce entirely new products and services. Companies need to pay attention to the latest technological developments, seize opportunities brought by technological development. Global value chains: In the global value chain, companies need to face various external factors, including the stability of supply chains, price fluctuations of raw materials, international trade barriers and rules, etc. Companies require efficient supply chain management to cope with these challenges.

## **3. The competitiveness enhancement strategy of RCEP member states under the global value chain**

### **3.1 Internal Strategies for Enhancement**

Internal strategy enhancement is crucial for multinational companies from RCEP member countries, which can be achieved through the following aspects: strengthening corporate governance; corporate governance is fundamental in enhancing enterprise competitiveness. It is necessary to construct a sound organizational structure, clarify responsibilities, and rights, implement effective internal supervision, thus ensuring transparency and efficiency of decision-making, and enhancing the company's stability and sustainability. Technological research and development and innovation; in the global value chain, technological research and development and innovation are critical to a company's competitiveness. Companies need to increase research and development investment, continuously create innovative products, and develop new technologies to maintain their competitive advantage in the global market. Optimizing human resource management; human resources are a company's most valuable asset. Companies need to implement science-based human resource management strategies, including a reasonable salary system, effective incentive mechanism, and comprehensive training system to attract and retain outstanding talents, enhance employees' work efficiency and innovation capability. Enhancing financial management level; sound financial management is essential for the long-term development of the company. Companies need to establish and improve their financial management system, implement strict financial control, ensure effective use of funds, and reduce business risks. Brand shaping and market development; brand influence and market share directly affect a company's competitiveness. Companies need to have a clear brand strategy and market development strategy, improve product and service quality, shape a good company image, and expand market share.

### **3.2 Strategies to Respond to External Environment**

In the global value chain, multinational companies from RCEP member countries face complex and changing external environments; therefore, suitable strategies need to be formulated to cope with them: monitoring and adapting to economic environment; companies need

to regularly conduct economic environment analysis, understand the global and regional economic situations, predict economic trends, adapt to market changes, and grasp business opportunities. Responding to policy and regulatory changes; multinational companies need to closely monitor the policies and regulations of various countries, timely respond to policy changes, reduce policy risks. For example, using various policy preferences, such as tax incentives, government subsidies, etc. to lower operating costs, while complying with the laws and regulations of different countries to avoid legal risks. Social and cultural integration; multinational companies need to have an in-depth understanding of the culture in different markets, respect local social customs and values, enable their products and services to better suit each market, and win consumers' recognition. Technology tracking and application; new technology has a significant impact on a company's development. Companies need to keep track of the latest technological trends, grasp the direction of technology development, use new technologies to improve products, increase production efficiency, and lower costs. Global supply chain management; companies in the global value chain need to implement effective supply chain management to ensure stable supply chains and reduce supply risks. For example, constructing a diversified supply network, implementing alternative supplier strategies, flexible inventory management, etc.

#### 4. Conclusion

In the context of the global value chain, the competitiveness of multinational companies from RCEP member countries is jointly affected by internal and external factors. For internal factors, companies need to strengthen corporate governance, promote technological research and development and innovation, optimize human resource management, improve financial management level, shape the brand and expand the market. For external factors, companies need to closely follow economic trends, flexibly respond to policy and regulatory changes, understand social and cultural differences, track technological trends, and effectively manage the global supply chain. Only by doing so can multinational companies from RCEP member countries maintain and enhance their competitiveness in the global value chain, achieving sustainable development.

---

#### References

- [1] Chen Yujing. Analysis of trade competitiveness of Guangxi's manufacturing industry in other RCEP member countries - based on global value chain perspective [J]. Guangxi Social Science, 2023(1):11.
- [2] Zhang Yun. Analysis of China's international trade competitiveness in the perspective of global production value chain[J]. China Management Informatization, 2018, 21(18):2.
- [3] Deng W.S. Research on international division of labor and competitiveness of service trade among RCEP member countries - a global value chain perspective [J]. Times Economic and Trade, 2022, 19(4):6.