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Research on the Construction Strategy of Overseas Image of Chinese Enterprises Under the Background of the Belt and Road Initiative

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Abstract: *The Belt and Road Initiative is an important strategy to improve China's open economic system in the new era. It is of great significance to guide Chinese enterprises to "go out", explore the global market and participate in global competition. Today, world politics, economy, and dissemination of science and technology is in constant change, the spread of the external effects are no longer decided by the media, but is determined by the plural form of the resultant force, foreign spread in China in the process of shift towards the development of high quality, enterprise main body role to play, become the main force of China's overseas spread. Establishing a good overseas brand image of Chinese enterprises is conducive to promoting Chinese enterprises to go global. It is also the need of doing a good job in external communication in the new era and fully displaying the image of China in the new era. Under the background of the Belt and Road Initiative, enterprises are facing new opportunities and new pressures and challenges to integrate into the target countries and realize common development. As a rising power, how to build a good corporate brand image overseas is of great significance for China to better carry out public diplomacy and build a good national image. The breakthrough point of this paper is to start from the current situation of Chinese enterprises going out in countries along the Belt and Road. It is divided into two modules: enterprise ability and enterprise social responsibility to discuss how to better construct the overseas image of Chinese enterprises.*

Key words: *The Belt and Road Initiative; Chinese enterprises; Image construction*

As a major strategic decision to improve China's open economic system in the new era, the Belt and Road Initiative has provided a greater platform and more opportunities for Chinese enterprises to go abroad. Enterprises are the core pillar and inexhaustible power to lead the joint efforts to promote the Belt and Road Initiative to jointly build a high-quality and sustainable development.When Chinese enterprises go out, they also represent the image of China.The overseas image of national enterprises is an important way for the international community to recognize China and an effective carrier of China's national image.Chinese enterprises should actively fulfill their social responsibilities and spread Chinese culture overseas. They also need the joint efforts of all parties to strengthen corporate publicity and tell the story of Chinese enterprises' development benefiting the world. For enterprises that have already gone abroad, a good national image can provide a better public environment for enterprises to "go abroad". The influence of national brands is conducive to enterprises to build corporate brands and establish a sense of responsibility, which will be

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overflowed to the recognition and acceptance of enterprises by overseas public. In turn, the brand benefits of enterprises are also conducive to building a national image.The country and the brand can use each other, a good brand can make the country famous, and the country can also take the brand train.

Since the Belt and Road Initiative initiative was put forward, it has brought full development opportunities to all parties. The completion and opening of the Monnet railway in Kenya has created nearly 50,000 new jobs and boosted Kenya's economic growth by 1.5 percentage points.The eastern part of Africa began to have the first expressway of their own, which facilitated local transportation.Kazakhstan has its own sea route for the first time.Belarus has its own car manufacturing industry for the first time.For the first time, Maldives has successfully built a local sea-crossing bridge.

The overall image of an enterprise overseas is related to the national image, the national image and thus the national interests.In order to enhance the image of an enterprise overseas, it is necessary to build the overseas image of the enterprise as an important part of the "soft power" construction of the enterprise, and to further promote it to a strategic level.In order to continuously enhance the brand value and international influence of Chinese enterprises, Chinese enterprises, whether state-owned or private, should not only achieve good brand, reputation and service in overseas development;We should also do a good job in products, pay attention to publicity, abide by good faith, persist in innovation and actively fulfill social responsibilities.

The overseas image of Chinese enterprises will directly affect the international countries' impression of our country, thus affecting China's diplomatic relations.At present, China is actively participating in economic cooperation with Southeast Asian countries and has great influence among Southeast Asian countries. The special position of enterprises, especially multinational enterprises, in the international competition determines that they can realize the symbiosis and co-prosperity of corporate image and national image through brand, quality, social responsibility and cultural exchange.According to Brown and Daqin's definition of corporate image, combined with framework theory, this paper sets corporate image indicators into two categories, one is corporate capacity (CA) and the other is corporate social responsibility (CSR).

From the Enterprise Ability to Shape the Image of the Enterprise

Enterprises are not only providing tangible products for the society, but also promoting social progress and harmonious development in the form of commercial civilization.China's railway departments have closely focused on the "going global" strategy. After years of exploration and development, they have fully mastered the advanced technologies in the field of railways, especially high-speed railways. This has led to the rapid development of China's railway industry chain and the formation of the most complete series of railway technology systems in the world, including equipment manufacturing platforms, survey and design, engineering construction, safety protection, etc. It has laid a solid foundation for China's "going global" and has formed a comparative competitive advantage in the international railway market.

To break stereotypes and establish Chinese standards

The word stereotype comes from Lippmann's book "Public Opinion". It refers to people's fixed and simplified

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ideas and impressions of specific things usually accompanied by their own value evaluation and likes and dislikes of the thing.Stereotypes affect people's judgment of things.For a long time, the outside world has formed a stereotype of Chinese enterprises, which is a problem brought about by communication.

In the world of those who have won the standards, the standards of western enterprises have long held an absolute say in the international market, thus people simply believe that western standards are the best. Kenya is an important country and an important link in the maritime silk road. Kenya has a long history of friendly relations with China. as a leading road construction enterprise in the world, China jiaojian occupies the market with quality.At the beginning of the construction of China's construction project in Kenya, it began to face many challenges and tests such as standards, employment and environmental protection.Kenya does not know about Chinese standards. In order to answer Kenya's questions, China Road and Bridge spent more than a year to prove and explain what Chinese standards are, and invited Kenyan personnel to visit Beijing-Shanghai high-speed railway and Beijing-Tianjin-Hebei inter-city railway in China, demonstrating the strength of China's infrastructure and finally making Kenya realize the advanced features of Chinese railways.The Monnet Railway, built by China, is Kenya's largest infrastructure construction project since independence. The entire line adopts China's first-class national railway standards, bringing China's capital, technology, equipment manufacturing and management experience to Africa, which is called "a new chapter in international development".

The A109 national highway built by CHINA ROAD and Bridge, from the capital Nairobi to Mombasa, the largest port in East Africa, is called "China Road" by Kenyans. The local government has also issued stamps with the theme of this China Road, which is enough to show the significance of this highway to Kenya. Another project is Kenya's first railway in nearly 100 years. It was built by China Road and Bridge and is Kenya's "Century Railway", which connects Nairobi and Mombasa. At the same time, these two projects have become China's business cards in Kenya. One is "China Road" and "Model Road".Made to Chinese standards.Chinese enterprises have shown the world with their own strength what is the Chinese standard.

Adhere to government guidance, abide by integrity, and consciously shape the image of a big country

It is impossible for an enterprise to go far without honesty and strength.Then the overseas going-out enterprises are related to the national image, so we should pay more attention to honesty and do a good job in products.Enterprises strictly control product quality, operate in good faith, raise safety awareness, strengthen management, and operate in accordance with regulations.Only by treating the fulfillment of overseas social responsibilities as a "face" project and improving the service quality of enterprises as "lining", "lining" and "face" can they survive in the fierce market competition. Government departments should also strengthen guidance, strictly supervise enterprises, and at the same time further improve the management level and service quality to make the country a strong backing for enterprises to go out.Chinese enterprises should also avoid fighting on their own. They should transform themselves into part of the government's public diplomacy system and work with all parties to shape their corporate image so as to achieve mutual benefits and win-win. With the help of government and media communication channels, we will create a richer corporate image and greatly enhance communication efficiency.For example, China Electric Power Construction Co., Ltd. has given full play to the advantages of the group company, optimized various industrial clusters and formed a construction mode of complete industrial chain, which not only improves the quality of project construction,

https://doi.org/10.37420/j.cer.2020.020

but also enhances the competitiveness of Chinese standards and technologies in various countries in the world.

Strengthen communication with local mainstream media and establish a public opinion detection platform

Every move of "going out" enterprises has attracted much attention. Chinese enterprises should not passively wait for local media to publicize and report, but should enhance their ability to deal with local media and improve the level of local communication. For the same fact, the interpretation of domestic and foreign media may be completely different. In foreign media reports, China's activities in Kenya and even the entire African continent are shrouded in a layer of "expansionism" or "colonialism". Chinese enterprises should firmly grasp the initiative in shaping their own image, and the right to speak should strengthen ties and cooperation with the media, make more active use of all kinds of media resources, and take the initiative to show the real and objective enterprise appearance to the media, so as to avoid the situation that the discourse space is occupied by rivals. By inviting some local mainstream media to interview and report on the company's senior leaders, visiting the construction site of the project, delivering the latest EIA report of the project and a series of other measures, it can become the first source for local media to collect and write news, thus reducing as much as possible the information distortion caused by reprinting some untrue reports of western news agencies.

Set up a public opinion detection platform to increase awareness of risk prevention and preparation for crisis response.There is also a "spiral of silence" effect in Myitsone Hydropower Station in Myanmar. Migrants received high relocation compensation and resettlement costs, and businesses and employment of the people around the project were also driven. However, due to the upsurge of public opinion created by individual organizations and media, and the fear of migrants on environmental protection and spiritual beliefs, the collective silence of the migrants around Myitsone and the hot speculation in the media in other parts of the country were caused.In addition, other protests, including the Libitung copper mine incident, all show the inadequacy of Chinese enterprises in making their own voices and controlling the direction of public opinion during crisis public relations.If there is a lack of vigilance and necessary awareness of prevention, enterprises will be in trouble when the crisis comes.

Adhere to innovative development and personnel training

To promote the development and innovation of localization, Drucker said in "Innovation and Entrepreneurship" that "innovation is a means to transform change into opportunities". It endows resources with the ability to create wealth, and innovation itself creates resources".Maintain advantages, attach importance to products and markets, and promote local development and innovation. Innovation has become the core strategy for Chinese enterprises to "go out" and pay attention to the cultivation of core innovation ability. Chinese enterprises use new ideas, new stories and new methods to shape their corporate image. Innovative enterprises can gain the attention of the media and society, and enhance their overseas reputation through media publicity and exposure. At the same time, enterprises should also attach importance to the cultivation of talents, recruit talents and improve their core competitiveness.

From the perspective of Chinese enterprises themselves, Huawei is a typical Chinese enterprise that relies on technological development and growth.Huawei attaches great importance to technological innovation,

https://doi.org/10.37420/j.cer.2020.020

research and development and personnel training.It took 20 years for Huawei to technically accomplish from "nothing" to "having". Huawei CTO Zhang Yuxin's speech at the 2018 Huawei Total Connection Conference further explained Huawei's technological innovation, pointing out that Huawei's innovation is an innovation of basic technology, a long-term technological innovation and a customer-oriented innovation.It can be said that the enterprise itself adheres to the guidance of technological innovation, and this effort has been recognized by the market.Huawei's emphasis on personnel training is mainly reflected in two aspects: on the one hand, it is setting up training centers to provide technical training services for other enterprises and institutions;On the one hand, it is embodied in the talent cultivation project of "Future Seed Plan".

From the Corporate Social Responsibility to Build Corporate Image

Joseph W. McGuire)(1963) thinks that enterprises not only undertake their own economic and legal obligations, but also undertake the responsibility of social affairs. enterprises should pay attention to the development of society besides their own development.

Pay attention to development while also protecting the local environment

In recent years, there have been many incidents in which Chinese enterprises lack social responsibility, such as frequent safety accidents, exposure of environmental pollution, and constant labor disputes.Wood is produced in Congo, Myanmar, Liberia and other places at low prices. Chinese enterprises have bought and sold wood locally and shipped it back to China for sale. However, they have ignored the local laws and ecological environment. They not only cut down trees indiscriminately but also illegally, seriously damaging the local environment and the social image of Chinese enterprises.While performing their social responsibilities, they should also pay attention to the protection of the local ecological environment. Protecting the environment is also an important aspect of corporate social responsibility.

Kenya's local requirements for environmental protection are very strict. Kenya's constitution stipulates that enjoying a healthy environment is the "inalienable right" of every citizen.During the construction of the Monnet railway.It needs to pass through Chavo National Park, Kenya's largest wildlife reserve.In order to maintain the living environment of animals, China Road and Bridge has taken various measures. For example, it is not allowed to borrow soil and carry out construction along the road at night. It must be done during the day, mainly to prevent disturbing animals to rest at night.At the same time, the passage for animals to pass through is designed to protect the migration of animals.In order to ensure the safe passage of giraffes, the bridge is 7 meters high.The Kenya Monnet Railway No.4 Project Department of the Second Navigation Bureau rescued a wild elephant accidentally falling into a puddle with an excavator, which was highly praised by the World Wildlife Conservation Association and Kenya Wildlife Authority.

Actively participate in public welfare, establish a good image

"Going Global" enterprises should actively undertake overseas social responsibilities, actively undertake social responsibilities in environmental protection, charity, education and other aspects, and set up a good image of Chinese enterprises, thus reflecting China's style as a big country.

https://doi.org/10.37420/j.cer.2020.020

In terms of social responsibility, CCDI organized many groups of overseas students to study in China, sending all Kenyan elite students to study in China, thus helping them to develop engineers in their own countries. CCDI has always adhered to the principle of sustainable development and has always been concerned about Kenya's needs and needs.

An 8.1 magnitude earthquake occurred in Nepal on April 25, 2015. The Nepal Civil Service Hospital passed the test of the strong earthquake. There was no damage to the house and it became the main hospital to rescue the wounded at that time.The hospital was designed by the Southwest Design and Research Institute of China Architecture and built by the Fourth Bureau of China Railway. It is called "Building Strong" by the local people.At the same time, Chinese enterprises also provide hundreds of kinds of equipment such as CT scanners, X-ray machines, intensive care unit equipment for critically ill patients, operating room equipment, physiotherapy equipment, etc. like hospitals.

For many years, ZTE Ethiopia Representative Office has been deeply attached to an orphanage in Ethiopia. It has provided financial support for them many times. It has built infrastructures such as kitchens and restaurants to help the children in the orphanage, and at the same time, it has also offered its own love.Since 2012, the company has provided 30 public lunches every day to the elderly and some poor students in the elderly courtyard.From 2013 till now, the "Zhongxing Green-Tree Planting Activity" has been organized every year, and more than 4,000 trees have been planted around Ethiopia's capital.

Adjust measures to local conditions, respect the local culture of each country and actively integrate into it

Chinese enterprises need to actively integrate into local society and culture.When China Railway was building East Africa's first electrified railway, the Yaji Railway, it established good relations with the local people and even "had good communication with the local people and animals".During the construction of the project, China Railway No.24 Bureau found a group of baboons often looking for water, and the local water supply was dry. So they set up water supply in the place where baboons often move. After the project was completed, the local baboons came to bid farewell to the staff.

Each enterprise has its own background and each country has its own cultural background. Therefore, it is very important to adjust measures to local conditions. The development strategies of different enterprises need to be adjusted accordingly to local conditions, risk assessment should be done well, risk prevention awareness should be strengthened, and overseas security and risk response capabilities should be improved. Enterprises promote cultural exchanges between the two sides in the pursuit of win-win cooperation, and properly handle the relationship between Chinese employees and local employees. Chinese enterprises should properly handle the religious beliefs of local people in construction projects. Countries along the Belt and Road Initiative route have diversified religious beliefs, so as to prevent some religious issues from being used by some foreign media with ulterior motives to bring negative effects to Chinese enterprises.

One of the important reasons why Chinese enterprises are trapped in the communication dilemma in Myanmar is that they attach importance to the communication with the government and neglect the communication and exchange of opinions with the public, thus arousing public dissatisfaction. When an enterprise comes to a foreign country, it should treat cultural differences rationally and inclusively with

https://doi.org/10.37420/j.cer.2020.020

complementary advantages.We will strengthen cultural exchanges with the Communist Party of China and provide more and better public products and services to the local people.The difference in language is also very important. Use the local language well.Actively participate in some local social activities to enhance the deep friendship with the local people;While learning to blend in with local culture, we should not forget to spread Chinese culture, let foreign people understand Chinese concepts and culture, find the best way to communicate with local residents, improve the satisfaction of local residents with enterprises, and enhance the emotional and cultural blend between enterprises and local residents.

Conclusion

Faced with different levels of development, different natural environment endowments and complicated political and religious situations in the countries along the "the belt and road initiative" route, the situation of the countries along the route is very different, which greatly tests the implementation of the strategy. Facing the complicated situation of different nationalities, religious beliefs and cultural backgrounds, it is far from enough to rely solely on the strength of the government's diplomatic department. We need to give full play to the advantages of corporate public diplomacy, actively assume social responsibilities, face the public in different regions and countries with an inclusive attitude, dispel the suspicion and interference of the countries and people along the route, resolve conflicts and realize "common feelings".It is believed that Chinese enterprises can not only "go out" but also "go in" by strengthening the propaganda linkage, integrating local culture and creating better products with innovative thinking.

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