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RESEARCH ON THE DEVELOPMENT MODE OF KNOWLEDGE ECONOMY UNDER THE GLOBAL CHANGING MAP

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ABSTRACT
The expansion of the economic map of globalization and the revolution in science and technology and technological research and development are transforming the modern economy into the so-called knowledge economy. Under such a main environment variation, a new business organization and management mode requires the rapid development of ability, knowledge and flexibility. We explore the mode of knowledge economy development under the variation of today's global environmental map and explain its logic and the accumulated evidence that supports its importance. We then directly link our contribution to the transition to a knowledge economy and to our focus on innovation and research and development. Therefore, modern society has become a scientific society adapted to new things, we position the contribution of the volume in the literature according to the introduction of the topic, the central idea of the paper is to analyze the existing research literature in the field of knowledge economy, through the literature related to the field of knowledge economy research, summarized the main findings and their impact, and determined the core issues of the future research agenda. The paper can also stimulate the future academic and national policy development value.

Keywords:
Knowledge economy, innovation, development mode.

INTRODUCTION

Overview of the global economy

With the strengthening and expansion of international trade, the global economy is becoming more close and accelerating, and the concept and consciousness of globalization are gradually taking shape under the great propaganda of capitalists chasing interests. Under the trend of globalization, the global economic system initiates the reorganization of global production, and various industries carry out global division of labor and cooperation among countries, thus integrating global resources for effective allocation and improving the sustainable competitiveness and ideal profits of enterprises. The most direct influence and performance is the global economic and trade development trend, but its influence level covers political orientation, economic activities, scientific and technological research and development, labor regulations, cultural creativity, media awareness, ecological environment awareness and social behavior recognition and many other aspects. These core factors penetrate and cross the boundaries between countries into systematic integration, and form dynamic links, the global construction of a linked and sophisticated network, the formation of interdependence, fate and common economic activities as the first structure.

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Today, the world's economic progress is controlled by China, the US, Europe and Russia. China and the US are the strongest in terms of economic power. As China and Russia have cooperated quite frequently, their combined economic strength is comparable to that of Europe and America. On the other hand, China, Russia, India and Brazil are four nations with the highest economic growth rates. The global trend of economic development can be discussed from the following four angles. First of all, people's way of living is changing as technology advances. Computers and smart phones, for example, have influenced how people lead their lives in the past decade. New technologies have significantly enhanced the efficiency of our work and everyday living. However, the greater economic environment could deteriorate, for example, by worsening environmental pollution. The next factor concerns with the likelihood of international wars. The small scale ones are already taking place such as the battle between Russia and Ukraine. Disputes over territory in the South China Sea between China and its neighboring countries may also trigger small scale wars. These small scale wars may not be too impactful to the global economy, but the question is whether a big one would come along. When it does, how would it affect the economic growth of the whole world? I believe it is unlikely that a world war would break out, because the existence of nuclear weapons makes it unfavorable for the four super nations or their allied forces. Yet, we cannot be completely affirmative that no large scale war will break out. Tracing history, wars involving major nations did break out when they were least expected. On the other hand, China, Russia, the US and Europe are leading the world's economic development. Instead of occupying the land of another country by force, each powerful nation is only using its own economic prowess to strengthen its influence over other countries. This is because super nations of the world are unwilling to launch wars against other countries after the invention of atomic bombs. At the same time, the four powers are making attempts to expand their economic scope in addition to driving domestic economic growth. They are providing financial and manpower support to some economically backward countries. China, for example, is investing in Asia, Africa and South America. If the peaceful opposition of the four powers continues as it is, the global economy will make constant progress in the next three to four decades.

Last but not least, other than the four powers, India and some South America and Islamic countries are also generating good economic growth. As the economic power of these countries strengthens, they will be able to drive global economic development with the four powerful nations. Although a small number of terrorists from Islamic countries are interfering and sabotaging the global economy and the society, the advancing trend of the world's economies is not to be stopped [1].

New changes in the global economic map

In 2020, as a result of the global public health emergency - COVID-19 pandemic, the new crown epidemic swept the world, the economies of production and manufacturing, consumer investment, social governance, public confidence and other all-round impact, the global economy into the "Great Depression" since the worst recession. In the first half of the year, the epidemic spread in East Asia, Europe and the United States, Latin America, Africa and other regions, the prevention and control measures taken by the economies to block the free movement of people, capital, goods, technology, services and so on, social panic is serious, economic operation is facing the double impact of shrinking supply and demand and financial turmoil, in this case, the lack of mutual trust and cooperation between the major powers may lead to the rise of global protectionism, the international economic situation is changing dramatically.

At the same time, the U.S.-China trade conflict and the global new crown virus outbreak caused by the edge effect and the phenomenon of international industrial chaining, serious impact on the global industrial ecology and enterprise layout strategy. In order to survive, enterprises from all over the world have stepped up their efforts to adjust their procurement strategies and key market directions, and have made global supply chain diversification, diversification of investment layout and integration of regional industrial settlements become

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the future trend of international production and economic development. Among them, the International Monetary Fund (IMF) originally estimated that global GDP growth in 2020 is better than 2019, to 3.3%, did not expect the new crown pneumonia ravaged the world, in June revised down the global GDP growth of -4.9%, in October slightly revised up to -4.4%, the global economy severely shrank, it is estimated that 2021 countries began to vaccinate, economic activity is expected to resume, global GDP growth is expected to be 5.2%, the OECD (Economic Cooperation and Development Organization) Global GDP is also expected to grow by 4.2% this year, but until the vaccine is widely administered and effective, everything is fraught with variables.

The outbreak of Covid-19 is still up and down, but the international competitive situation after the epidemic has also begun to take shape. The G7, which meets in mid-June, will put the economy ahead of the world, focusing on the outbreak, and U.S. President Joe Biden continues to take a multilateral path, joining the democratic countries in their fight against China, playing the infrastructure card to expand political energy and stabilize the economic map. At the G7 meeting, Biden proposed a new infrastructure initiative to build a better world, hoping to reduce the $4 trillion-plus resource gap needed to build a developing country and help low- and middle-income countries fill the infrastructure gap. Despite signs of improvement in some parts of the global economy, the impact of the outbreak on the economy continues, and a short-term recovery does not represent a substantial recovery [2].

The global spread of the new coronary lung epidemic, driving the growth of new technology and new industries, but also accelerated the geopolitical division and social change, the United States, the European Union and China and other major economies have their own problems and clear walls, the global economy will face the serious challenge of restructuring and restart. In this moment of change, not only high-asset customers should rethink how to do a good job of asset allocation, keep the rich and create wealth, business owners are also facing the challenge of innovation transformation, heart-to-heart, and then create the peak.

The development mode of China's knowledge economy

Since the beginning of reform and opening-up, China has made great efforts to learn from the successful experience of developing market economy in the West, while striving to improve the investment environment and attract foreign direct investment by economic means, so that China has been able to master advanced management experience and train a large number of management personnel in the process of citing foreign investment and technology in a short period of time. The transformation of the knowledge economy is global and will take place in all advanced industrial countries. It should be said that these knowledge and capacity-building, including the results of the capacity of government agencies, are important guarantees for China's sustained high economic growth for decades. While helping others develop, China has won its own opportunities to continue to develop and make development more sustainable and inclusive. China's contribution to global economic development and even the progress of human civilization should be a strong one in the history of human social development at the end of the last century and the beginning of this century. As an important member of developing countries, China, together with other emerging market countries, is playing an increasingly prominent role in international economic affairs. The G20 is the product of a major adjustment in the world economic map.

While participating in international competition, promoting the improvement of international rules to meet the needs of China and developing countries, and to that end, seeking to establish new international standards and norms should be the goal that China will strive to pursue and achieve in international cooperation in the future. Only in this way can China run in front of others, rather than always follow others, so that otherwise reasonable, active things unfortunately become unreasonable, passive things. Cultivating international talents and strengthening institutional capabilities should be an important subject for China's future development [3].

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Under the new situation of rapid development of the global economy, the economic management of Chinese enterprises needs to be corrected accordingly to meet the needs of enterprise development under the new situation. The enterprise economic management work to do effective rectification, should be China's current

enterprise knowledge economy management status quo and existing problems to be analyzed in depth, and according to the corresponding management innovation strategy, in order to finally promote the economic benefits of enterprises to be improved. China's rise with a new super-strength posture is likely to define the 21st century of the global economy. China will dominate world trade, energy resources, innovation and security. The U.S.-China relationship will bring a new era of global progress, with a common agenda for prosperity through capitalism becoming a global mode.

LITERATURE REVIEW

Innovation

As we all know, innovation is at the heart of human economic and social progress. Infinite human creativity, and the ability to build on previous achievements, has pushed the boundaries of everything we know, experience and relate to in society. Despite the many challenges, the human condition has improved unprecedentedly in terms of health, literacy, education, poverty reduction and environmental sustainability. A good example is the explosive development of information and communication technologies in recent decades, which allows individuals to maintain continuous contact, collaboration or exchange of information without space or time constraints.

The term innovation originated from the concept put forward by the Austrian economist Schumpeter [4], who believed that corporate innovation would create a competitive advantage, but that it would disappear due to fierce competition and imitation, so continuous innovation was the foundation of profit creation. "Innovation" is an economic process of establishing a new production function, rearranging the original factors of production into a new mode of production in order to improve efficiency and reduce costs, and the efficient use of resources by enterprises to meet the needs of the market in innovative ways is the driving force of economic growth. And the definition of innovation as "the invention of things, the development of socially acceptable and commercial value of the activities", all new characteristics of a product or new product development, new production methods, new market development, new management processes and new organizational forms of the implementation of the combination can be regarded as an innovation. And advocates that innovation can produce creative destruction (Creative destroy), the effective use of enterprise productivity and resources, the nature of work and commercial competition, has a great influence.

In the 21st century, innovation is the main driving force of economic growth, and it has become a key factor affecting the competitiveness of enterprises, and in order to maintain the growth and competitive advantage of enterprises, innovation will be an important subject. If enterprises want to stand out from the competitive market, continuous innovation is one of the important competitive advantages, enterprises must be able to innovate products and innovative services if they want to be able to operate continuously. That is, enterprises should often propose new products and services to meet the needs of customers, in order to create profits. "Innovation" is the core process of bringing new ideas, practices or new products, procedures or even services to market and generating benefits [5] that enables an enterprise to survive or grow, giving it a competitive advantage through an innovative process ([6]; [7]; [8]). In an ever-changing environment, innovation is widely recognized as an important source of competitive advantage ([9]; [10]). Management scholars believe that innovation is the most important determinant of corporate performance [11]. Observing the evolution of enterprises shows that innovation is a strategy for enterprises to pursue sustainable operations in response to the overall industrial environment, and is also one of the sources of competitive advantage for the success and

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economic growth of enterprises. Many companies have built an unshakable competitive advantage in the industry through successful innovation, such as Dupont, SONY, 3M, Intel, etc.
After the concept of innovation is put forward, it has been paid attention to by the academic and business circles, and its concept is extended. [12] believes that innovation is a process by which individuals, groups, or organizations use new and useful key knowledge to form new products or programs. Innovative projects can be new plans, new products, new services, new production technologies, new processes, new management architectures, or new systems [13]. [14] points out that these new products, methods, or systems can create new markets, change competitors' competitive models, or change customer behavior patterns. Thus, through imagination to continuously improve innovation in products or services, companies can increase their competitive opportunities in the market [15[and enhance or create their competitive advantage in the industry [16]. [17] reminds companies that when they innovate, they must consider the attributes of innovation, the risks of use, and changes in behavior patterns from the customer's point of view. The results show that no matter what type of product innovation, it has a positive impact on organizational performance If it can stimulate the emergence of radical product innovation, it can create new product lines through new products or new technology street, and can also strengthen the competitive advantage of the organization and become the source of the organization's competitive advantage. Businesses continue to evolve and change to ensure their sustainability. Innovation, therefore, should go beyond this simple idea to innovation at your fingertips: new products, new structures, new processes, etc.

Innovation is an important source of competitive advantage, many enterprises because of successful innovation, but in the industry can establish an unshakable competitive advantage. For the very example, as a global innovation company, 3M claims that innovation is in its DNA. Innovation is the essence of 3M strategy, culture, operations, and organizational structure and practice. 3M's culture of innovation is team-based and collaborative. Customers, suppliers, and other stakeholders are innovation partners. 3M's innovative culture and corporate citizenship strategy respond to its business environment. 3M's environmental footprint includes toxic chemicals from gas emissions, air emissions, water use, energy consumption, waste disposal and production processes. Intellectual property and patent protection are important to 3M's successful innovation strategy. The ability to change and successfully work with new distributors and suppliers and bring products to multiple markets is critical to 3M's success. According to the above, 3M has been using innovative products as a means of leading the market, but the actual operational objectives to improve differentiation, can significantly lead the competitive advantage, improve profitability. 3M's more than 100 years of development history and innovative history and experience, making it a milestone in the development of business history, but also become a model and model for today's enterprises. 3M combines successful technology with failed experience into 3M's unique "Technology Platforms" that combine different types of platforms to create new products, in addition to diverse new product development. At present, 3M has 45 kinds of industrial technology platform, each basic technology, on average can be derived from more than a thousand kinds of new goods. The technology base, coupled with innovative business philosophy, drives 3M to continuously develop new products, challenge ideas, seek new changes, create new markets, and continuously meet customer needs with superior quality and value. According to the above, 3M has always been innovative products as a means to dominate the market, but the operation of differentiation, in order to significantly lead the competition, to improve profitability [18].

Knowledge economy

Knowledge is one of the most important strategic resources to ensure the competitiveness of individuals, companies and countries and provide competitive market advantage ([19]; [20]). In addition, knowledge is an intangible asset; An important aspect that companies must consider today is the use of different knowledge generation strategies. According to [21], there are four main strategies for creating knowledge based on known unknown matrices: development strategies, acquisition policies, sharing policies, and retrieval (knowledge creation) policies. Knowledge-based economic development research is receiving wide attention from scientists

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and practitioners. For example, the European Strategy 2020 [22], which aims to create a knowledge economy across Europe, emphasizes the importance of transitioning to a knowledge economy. Within the framework of the "traditional economy", the knowledge economy continues to evolve as a direct result of the growing importance of knowledge in economic processes and in all sectors of the economy ([23]; [24]; [25]; [26];[27]).
The main features of the knowledge economy are open innovation, education, ICT-based knowledge management and creativity, and the availability of highly skilled and well-educated workers. Important industries such as IT, healthcare, and software are largely defined by knowledge as core competencies and competitive advantages ([28]; [29]). Organizations must develop a new culture of leadership and organization to become intellectuals and learners [30]. Depending on the intangible nature of knowledge, universities play a special role in creating new knowledge and developing new ways of thinking ([31]; [32]; [34]).
The benefits of innovation in a country are expected to lead to the spread of new technologies, which help to increase knowledge and productivity and therefore contribute to GDP per capita growth. According to [34], the importance of innovation to society is that even the smallest upward changes in growth can have an impact over time. Knowledge economy is an economy that creates, disseminates and uses knowledge to support its growth and competitiveness. In this economy, knowledge enriches all sectors, sectors and all participants in economic processes. It is an economy that uses knowledge not only in many forms, but also in the form of scientific and diverse high-tech products, innovation, quality services, education and capacity.

INNOVATIVE KNOWLEDGE ECONOMY DEVELOPMENT MODE

The theory of "innovation" in Western economics was first proposed by Joseph Schumpeter (1912), who argued that the trajectory of economic development was a series of "creative destruction and rebirth processes". It is this innovative doctrine that has led to the emergence of a new economy in the United States over the past decade, or the knowledge economy as we now call it. In the history of economic thought, classical schools regard "innovation" as a factor outside the economic system, such as war, disaster, population migration, and do not discuss it further. Schumpeter's insistence on "innovation" -- the use of resources by entrepreneurs to meet new market needs with new modes of production -- is an important variable within the economic system and a major driver of economic growth; In management, it is believed that research and development innovation is the new driving force of enterprise change, seeking a new source of profit. Tidd, Bessant and Pavitt (1997) believe that innovation is the general term for an organization's activities for survival and development, which enables the company's assets to re-create its innovative value. In the rapid development of science and technology, the market product life cycle shortened now, forcing innovation to become the only way to survive, enterprises have invested in research and development in response to the changing environment. Enterprises invest in research and development innovation activities can not only improve the performance of enterprises, but also get the main source of competitive advantage.
Schumpeter's theory of innovation has an important influence on the theory of economic growth and economic development theory, and its economics is self-contained in contemporary western economics, and it has given birth to its main development. The five aspects of his innovation can be summed up in three forms of innovation: first, technological innovation (such as new product manufacturing, adoption of new production methods, use of new raw materials), second, market innovation, and third, organizational innovation, as a change in organizational form. Schumpeter's innovative theory is still limited to production, i.e. productivity and production relations. However, his theory has been developed in two aspects since then: first, technological innovation and diffusion, technological innovation and market structure have been studied in depth [35].
The renowned American economist and dean of the Massachusetts Institute of Technology, Lester Thurow, stressed that the knowledge economy has come to us, intangible knowledge has replaced tangible factories or natural resources such as land, gold, oil, "knowledge" has become the new cornerstone of wealth. In the past, when capitalists talked about their property, they were denominated in tangible assets such as factories, equipment and natural resources he owned, while future capitalists talked about his wealth by referring to the "knowledge" he had, and how to create wealth would be very different. Kenneth Arrow [36], a Nobel laureate

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in economics, points out that "knowledge" has a long history as an element of production. The creation and application of knowledge is a fact that already exists, not a new noun.

The development of knowledge economy is defined as the third economic revolution in the recent history of mankind. This "new" economy is also known as the information economy because it is based on the development, distribution and use of the ever-expanding amount of information. In this context, information/knowledge provides added value and reduces the importance of shortened material resources. As a result, changes in production constraints and economic growth data have gone beyond current limits. In the new knowledge economy, the increase and popularization of knowledge makes science and technology develop rapidly, and the progress of information and network technology completely changes the mode of production of human life and enterprises, so that productivity improves faster and excess manpower can flow to other jobs. The faster productivity and economy grow, the faster society changes, as more people enter new industries.

The knowledge economy is characterized by the following key points:

1. The increasing importance of human/human capital in production growth patterns; Patents, application models, knowledge-based business models, etc.; licensing, offshoring, etc.
2. Increase the share of emerging industries such as information technology, intellectual services/consulting, including information intermediaries, marketing services, etc., education and research on the production of basic knowledge and innovation.
3. Knowledge-based industries are growing at a higher rate than traditional industries, on average, by twice as much. Their share of the developed economies is 20-25 % and there is a growth trend. The success of knowledge economy depends on the modernization of traditional industries, especially. significantly increase their productivity boundaries.

The advantages of a knowledge economy are indisputable. Basically, however, developing countries do not have sufficient potential to achieve these goals. Why? Because their markets are changing, not through innovation but through cheap resources and/or labor to gain a competitive advantage. Examples from Asia, such as China, Singapore, Taiwan, Malaysia and the United Arab Emirates, suggest that low-cost pitfalls can be overcome. Their policies are appropriate for developing countries, such as Bulgaria, which covers the potential for the development of accumulated research and business measures. Developing countries therefore need to invest significant resources in education and research and the dissemination of information and communication technologies (ICTs). In these terms, knowledge is a public good. Therefore, a key objective of the economic policies of developing countries must be to stimulate people. Human resources/capital to share and penetrate knowledge more actively into the business [37].

The goal of developing a knowledge economy involves several aspects:

1. Create opportunities to improve the competitiveness and quality of production in traditional industries and reduce production and transaction costs;
2. Diversification of production through the introduction of new value-added chains and the creation of new economic export potential;
3. Establish and develop new information and institutional market infrastructure.

Throughout human history, knowledge has been an important factor in intelligence and economic development. But in recent years, the process of acquiring knowledge has changed: innovation directly affects the process of innovation. Tools for creating, disseminating and using knowledge have been completely updated. New means of processing and transmitting information, distributed information networks, make many programs impossible in principle or even 20 to 30 years ago. Under these conditions, new management techniques and methods are being developed, especially cognitive methods. In a knowledge-based economy, knowledge management is seen as an important part of a business strategy that enables companies to meet new market challenges and opportunities. In this context, government agencies are beginning to play an important role in the management of knowledge and innovation in practice in all areas of life - at the national level, in the business sector, in the social sphere, etc. The future of each country depends on its ability to harness its intellectual potential, including in the area of economic management. Knowledge economy is characterized by large scale of

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innovation transformation and high implementation rate, because scientific and technological progress is spread in the form of innovation in the market environment . 2021062206-3

In the context of increasing global competition, the dynamic development of enterprises requires the development and use of new management methods. In the new knowledge economy, management innovation determines the ability to change - an important corporate advantage on the road to sustainable business success. In the context of global production, information and network technology changes, and the wide application of scientific achievements in practice, tangible assets are only a visible part of corporate property and do not always dominate. People and their knowledge, intellectual capital and growing professional skills are increasingly becoming the main resources for development. Naturally, it is increasingly recognized that a large part of management change is predetermined by the capital-oriented shift from the past to a knowledge-oriented future. The company's transition to a new level of maturity requires qualitative change. The company's ability to create new knowledge is related to the effective management of knowledge generation, construction, storage and use processes, as well as the need for social harmony and environmental incentives, which help to make these processes more efficient. The innovation process includes creating new things based on existing experiences, as well as ideas and new approaches that arise during employee work and interaction. Today, new organizational development approaches based on the intersection of humanitarian and engineering approaches are needed, which will allow synergies to be derived from their interactions. Modern civilization provides the world with a knowledge-based economy. At the heart of the new economic order, which emerged on the basis of information and intelligence (cognitive) technology, was intellectual activity, which pushed the production of tools and machines for material goods and services backstage. The terms and concepts themselves are no accident: "information society," "information economy," "cognitive economy," "knowledge economy," "innovation economy." [38].

Countries participating in the knowledge economy are most concerned with measuring the components of this factor and their growing interest in its impact on development. Such measurements are relatively new; For example, the World Economic Forum (WEF) launched the Global Competitiveness Index in 2005, the PISA (Program for international Student assessment) test in 2000 and KEI became popular the same year. Other evaluation mechanisms are university rankings, which, although it may be an old practice, have only been widely used since 2000. The high interest in measuring knowledge reflects the importance of this factor and its impact on economic development [39].

The OECD (Organization for Economic Co-operation Development) further predicts that innovation will be a key determinant of a country's global competitiveness. Some countries have been able to take advantage of opportunities for globalization and new technologies through private environments and effective governance approaches and are expected to develop further in the future. Overall, the successful implementation of innovation policies and activities enables countries to make better use of resources by translating innovative ideas into new products, services, processes and business models, creating better conditions for sustainable growth and competitiveness, quality employment opportunities and meeting challenges in European societies.

In the 21st century, the development of high-tech industries and the popularization and application of information technology in traditional fields have increased the convergence of technology between industries, leading to blurring of the boundaries between industries, and significantly increasing the degree of technological and market overlap between the three industries, especially between manufacturing and service industries. On the one hand, the global industrial structure accelerates differentiation, the penetration of high-tech makes the core technology converge and seamless new industrial groups emerge continuously, on the other hand, the integration of industrial technology to a certain extent changes the industry division standard of single knowledge and technology, resulting in "industrial integration" began to gradually replace "industrial separation" as an important way of industrial evolution, the global industrial structure in the process of continuous integration, new and old replacement, produce a strong back-up effect and more learning opportunities. Under this trend, the adjustment of industrial structure in various countries will no longer simply continue the traditional linear upgrading route of "agriculture→ industry → service industry", developing countries can take on service outsourcing and various types of international industrial transfer, timely shift the

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focus of industrial development to the emerging service sector, realize the advanced development of service industry, so as to bring industrial upgrading into a new path, improve the overall level of industrial development and international competitiveness [40].

From the future trend of global technological innovation, the international competition in high-tech field is constantly upgrading, in which the formulation of technical standards will become the focus of international competition in high-tech field. At the same time, in view of the comprehensive and institutionalized characteristics of contemporary scientific and technological development, the "closed-door vehicle" in scientific and technological research and development will not only directly affect the overall efficiency of research and development, and even seriously deviate from the direction and track of world scientific and technological innovation, and make full use of global innovation resources, open "integrated innovation" will become the mainstream model of scientific and technological development. Under this innovation model, the cooperation space of countries in research and development direction selection, basic research input, team building of major projects and innovation platform construction will be further expanded, and the development of a country's industrial technology and its position in international research and development will depend on the control of innovation leadership.

CONCLUSION

Knowledge economy has just emerged as a business model. It has been well implemented in developed countries and is based on information and knowledge transfer between different enterprises and their stakeholders. The end result is continuous improvement of competitiveness through innovation and technology transfer. It can be said that information aimed at studying knowledge economy is becoming the driving force of knowledge economy. Therefore, the importance of the knowledge economy should not be underestimated. A knowledge-based economy in which knowledge enriches all sectors, sectors and all participants in economic processes. The main impact of the knowledge economy is not the production of high-tech products and their use in all industries and fields. The key to knowledge economy lies not in creating new knowledge, but in using it effectively. National innovation development strategies are based on the realization of human potential, the more effective use of people's knowledge and skills, and the continuous improvement of technology, economic outcomes and the lives of society as a whole.

The government plays a very important key role in the development of knowledge economy, and if there is no good infrastructure and legal environment to cooperate with each other, then the development of knowledge economy is difficult. [41] mentioned that governments began to use the involvement of policy tools to stimulate research and development innovation to help their industries become more competitive. Faced with the competitive environment of liberalization and internationalization, research and development innovation has become a key factor to promote domestic economic growth. How exactly should governments formulate innovation policies, [42] states that government science and technology policies should include: creating an innovative environment, providing research and development funding, developing manufacturing technologies, accelerating technology transfer, assisting industries in education and retraining, and carefully selecting key industries and technologies. And effective innovation policies should cover: the use of the government market to attract industrial development technology, the government directly involved in the research of new technologies, the government's use of laws and regulations to influence industrial innovation, government subsidies for non-profit institutions research and development, to guide small and medium-sized enterprises research and development activities. 2021070202-2

In the future global governance mechanism, the strength and voice of developing countries will become increasingly prominent, and emerging economic powers will gain more opportunities to participate in international affairs. However, the leading power of international economic relations does not depend solely on the scale of GDP, from the quality of economic operation, the perfection of the system and the experience of dealing with international economic relations, especially from the control of the financial field, the

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transformation of the world economic pattern will be a long and gradual process, developed countries will continue to dominate for a long time, adjustment, reorganization and even local confrontation will become the main theme of the evolution of the international economic order in the future. In the international economic pattern, the improvement of China's economic status is conducive to improving the international economic order and its checks and balances mechanism, China is also fully qualified, it is necessary to achieve a conscious transformation from responders to participants, to designers, through participants, to designers, through higher-level, wider participation in international economic coordination, give full play to the role of large developing countries, so as to provide more favorable external guarantees for China's economic development. China should play its due role more effectively in international affairs in the future, and should pay more attention to capacity-building, especially institutional capacity-building and the training of talents. In an increasingly global environment, competition has become fierce and brutal. Developed countries from their own development experience and maintain competitive advantage, first formulated a lot of international standards, norms and rules of the game, and then emerging economies in order to participate in the game, had to accept the rules, in the middle of survival, in the competition to find a way out.

While participating in international competition, promoting the improvement of international rules to meet the needs of China and developing countries, and to that end, seeking to establish new international standards and norms should be the goal that China will strive to pursue and achieve in international cooperation in the future. Only in this way can China run in front of others, rather than always follow them, so that what would have been reasonable and active unfortunately becomes unreasonable, passive things. Cultivating international talents and strengthening institutional capabilities should be an important subject for China's future development. China's future stability faces a number of crises, and the problem of soaring population growth and exploding social demand must be addressed. The financial system is precarious and the gap between rich and poor is widening, which means that the future is difficult. Innovation will be the main driving force for China's future economic and social transformation, while investment in science and technology will be crucial to the development of trade, employment, education and health care. China's rise with a new super-strength posture is likely to define the 21st century of the global economy. China will dominate world trade, energy resources, innovation and security. China's rise represents threats and opportunities that are quick, thorough, and destructive. In response to China's challenges, every country has to adopt new technologies, education and health care, which can be compared to a longer and shorter period of time. The U.S.-China relationship will bring a new era of global progress, with a common agenda for prosperity through capitalism becoming a global model.

With the significant increase of the influence of science and technology on economic growth and competitiveness, the future industrial competition is basically the competition of science and technology, especially the competition of independent innovation ability. The rapid development of science and technology revolution in the world will shorten the cycle of transforming scientific and technological achievements and upgrading industries, and the status and role of technological innovation as the engine of economic growth and the first productive force become more and more prominent. Only by mastering the most advanced technology of industrial development and the direction of industrial technology innovation can we occupy a more favorable competitive position in the international competition of this industry, and it is the most effective means to improve the economic security situation of our country. To this end, countries and major multinational companies will be in the high-tech field and related industries to launch a more intense competition. Governments have formulated innovation-oriented science and technology development strategies, increased financial investment and policy support for basic research and research and development in key industries, and strived for initiative in international science and technology competition to provide lasting impetus and guarantee for economic development.

The increasingly competitive domestic market, coupled with the pressure of international competition, underlines the importance of successful management and innovation initiatives by organizations. Higher education, the Internet, rapid communications, technological advances, etc. are forcing us to continuously improve to provide more complex products and services to meet the needs of the market. The conclusions and statistics of the literature review show that innovation is a key factor in the knowledge economy, is positively

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correlated with excellent performance, and acts as an intermediary between organizational variables and financial performance.

Under the new situation of rapid development of the global economy, the economic management of enterprises in China needs to be corrected accordingly to meet the needs of enterprise development under the new situation. The enterprise economic management work should be effectively corrected, the current situation of enterprise economic management and existing problems in Our country should be analyzed in depth, and accordingly put forward the corresponding management innovation strategy, in order to finally promote the economic benefits of enterprises to be improved. This paper mainly makes a brief analysis of the innovative strategy of enterprise economic management under the new situation, with a view to putting forward feasible reference for related work.

METHODOLOGY

The method used in this paper is to carry out an in-depth literature review of the innovative knowledge economy development model under the global change map, and the theoretical background of the research is born. The information of knowledge economy is becoming the driving force of knowledge economy, in the knowledge economy of enterprise practice innovation, management innovation determines the ability of change - which is an important competitive advantage on the road to sustainable enterprise success. The model of innovative knowledge economic development has been identified as a promising way for enterprises to cope with the creation of future changes in the landscape during periods of high environmental fluctuations. This underlines the need for a better understanding of the phenomenon and promotes and increases interest in the subject in academia. Therefore, it is necessary to outline the existence of literature and identify the popularity. The current contribution within the mode is a suitable theoretical basis, and guides the structure of future academics

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