

Research on Enterprise Product Strategy Marketing in the Era of the Digital Economy—Taking Huawei Mobile Phones as an Example

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Abstract. In the digital intelligence economy era, enterprises' marketing model tend to be precise and refined. As the forerunner and leader of 5G mobile phones, Huawei mobile phones have both risks and opportunities in the era of the digital economy. On the one hand, Huawei's traditional marketing strategies for mobile phones need to be adjusted and improved. On the other hand, the development of the digital economy has broadened Huawei's market development space of mobile phones. This study focuses on Huawei smartphones as the primary subject of investigation, meticulously analyzing their marketing strategies within the framework of the SWOT (Strengths, Weaknesses, Opportunities, and Threats) model. It delves into four distinct dimensions: the strengths and weaknesses inherent to Huawei's marketing approach, along with the opportunities and threats it faces in the market. Furthermore, this research proposes concrete strategies for refining Huawei's product marketing tactics, offering valuable insights for enterprises seeking to navigate and thrive in the digital economy era.

Keywords: Digital Economy Era; Marketing Strategy; Huawei Mobile Phone.

1. Introduction

In the digital economy era, customers' personalized needs are constantly released, forcing enterprises to become more precise and refined in their marketing model. How to continuously improve the effectiveness and efficiency of marketing strategies through digital means while pursuing business improvement has become necessary for enterprises to maintain customer groups and expand market space. In addition to technology upgrading and user experience optimization, enterprises must also pay more attention to service models, value supply, and other aspects, and it is urgent to adjust and improve traditional marketing strategies. Huawei, as the "iconic brand of China's smartphone industry" [1], has been deeply engaged in the field of communication for more than 30 years. Its slow growth rate in upgrading also provides it with a certain buffer period to expand its integrated industrial business, such as various full-scene AI experiences based on smartphones, wearable audio, smart screens, smart homes, etc., to enhance the development space of the ecological chain. Huawei Technologies Co., Ltd. was founded by Ren Zhengfei in 1987 and is headquartered in Longgang District, Shenzhen City, Guangdong Province. For example, when Huawei launched its smart home product line, it not only focused on the technological innovation of the product itself but also customized promotion strategies through data analysis and consumer behavior research to meet the specific needs of different consumer groups. By partnering with home improvement companies and real estate developers, Huawei can provide one-stop smart home solutions at the new home renovation stage, a strategy that not only improves user experience but also expands market acceptance. Another example is Huawei's wearables, such as the Huawei Watch and headphones. Through refined market segmentation, Huawei has launched products with heart rate monitoring and health management functions for sports enthusiasts and health-conscious consumers. At the same time, Huawei makes use of digital marketing strategies in product promotion and accurately delivers through social media and online advertising to attract target user groups and improve conversion rates. In addition, Huawei's innovation in smart screen products, such as its Huawei Vision smart TV, not only has high-definition picture quality and smart home control functions but also integrates Huawei's own

Hongmeng operating system to provide a smoother user experience and a wider application ecosystem. Huawei has successfully attracted the attention and purchase of many consumers by conducting comprehensive marketing on major e-commerce platforms and offline retail stores, as well as periodically launching limited-time discounts and holiday promotions. These initiatives show how Huawei has continuously expanded its market influence and brand competitiveness in the digital economy era through continuous technological innovation and refined marketing strategies.

Huawei is the world's leading information and communications technology (ICT) solution provider. It focuses on the ICT field, adheres to stable operations, continuous innovation, and open cooperation, and has built an end-to-end network in the fields of telecom operators, enterprises, terminals, and cloud computing. With solution advantages, we provide competitive ICT solutions, products, and services to operator customers, enterprise customers and consumers, and are committed to realizing the future information society and building a better fully connected world. In early 2011, Huawei terminals began to transform from the To B operator market to the To C mass consumer market. In 2018, Huawei shipped 206 million smartphones, ranking among the top three in the global smartphone market. On February 23 of the same year, Vodafone and Huawei completed the first 5G call test. On August 9, 2019, Huawei officially released Harmony OS; on August 22, the top 500 Chinese private enterprises in 2019 were released, with Huawei ranking first with revenue of 721.2 billion; on December 15, Huawei received the first batch of The honor of the annual glorious brand in the "2019 China Brand Power Ceremony". On November 17, 2020, Huawei sold its Honor business assets as a whole. After the completion of the transaction, Huawei will no longer hold any shares in Honor and will no longer participate in business management and decision-making. In the first half of 2022, Huawei achieved sales revenue of 301.6 billion yuan. During the Global MBB Forum 2023, Huawei released the world's first full range of 5.5G product solutions. In 2009, Huawei was selected into the "Top 500 World Brands" for the first time. Huawei ranked sixth in "China's 500 Most Valuable Brands" in 2018. On July 22, 2019, the US Fortune magazine released the latest list of the Fortune 500, with Huawei ranked 61st. On August 3, 2022, "Fortune" announced the Fortune 500 list (list of companies), and Huawei ranked 96th.

Huawei's corporate development trends are mainly reflected in the following aspects:

First, Huawei is committed to breaking down cross-organizational barriers to data sharing and promoting integration and sharing among organizations through key actions such as organizational changes, formulation of laws and regulations, and implementation of data transactions. In addition, Huawei also innovatively proposed the concept and plan of building a logical data lake, integrating the data of the entire group, and solving various problems encountered in physical relocation and lake construction through the nearby computing solution of "data does not move and operators move". In the future, enterprise data fusion will be carried out collaboratively by physical data lakes and logical data lakes to better build a cross-department, unified metadata fusion data lake system.

Second, with the vigorous development of artificial intelligence technology, Huawei believes that using AI technology to empower organizations more and improve organizational-level efficiency is an inevitable choice for business intelligence for government and enterprise customers. For AI technology to enter the core production business of government and enterprises, Huawei needs to solve problems such as integrating data/IoT/AI technology, adapting to infrastructure and organizational data architecture, and adhering to the iterative exploration of "scenario + AI, SaaS + AI". Based on Huawei's experience and practice, AI will create digital employees to replace complex manual operations in massive, repetitive, and high-frequency operation scenarios.

Huawei has successfully grown from a local small business to an international technology giant. In the global technology field, especially in the fields of 5G, smartphones, cloud computing, and artificial intelligence, Huawei has relied on its excellent Research and Development (R&D) capabilities and foresight. The technical layout has gradually occupied a leading position. Huawei's success can be seen as a magnificent counterattack. The company has invested heavily in basic

research in the communications field, actively expanded new business sectors such as smart devices and enterprise cloud services, and built networks in China, Europe, Asia, and the Americas. Multiple Facing the complex international situation and challenges from competitors, Huawei adheres to the two-wheel drive strategy of independent innovation and open cooperation, strengthens cooperation with many top universities and research institutions around the world, and establishes open source communities and standards through Alliance to promote global integration and sharing of technology. Huawei also attaches great importance to the protection of intellectual property rights and owns tens of thousands of patents to ensure its competitive advantage and technological sovereignty in the global market. By setting up regional headquarters in key regions such as Europe and Asia, Huawei has deepened cooperation and exchanges with local markets, enabling it to more flexibly respond to changes in the global market, effectively integrate global resources, and improve the localization level of services and technologies.

In the future, Huawei plans to further increase investment in innovative technology fields, such as quantum computing, biotechnology, and other cutting-edge technology fields, and looks forward to exploring more possibilities in the new wave of technological revolution. Huawei's story continues. With its extraordinary resilience and foresight, it is opening the door to a new era of global technology and moving towards becoming a true global technology leader.

In this regard, this article takes Huawei smartphones as the research object, analyzes and studies the marketing strategy of Huawei mobile phones in the digital intelligence era through literature research and comparative analysis methods, proposes the problems found in the strategy, and analyzes the causes of the problems one by one. Propose marketing strategy optimization suggestions and safeguard measures that can be implemented in a severe external environment to help Huawei develop its smartphone business better. It further proposes specific ideas for improving product marketing strategies, aiming to provide a certain reference value for enterprises to better adapt to the era of digital economy.

2. Overview of the Current State of Smartphones

Since the outbreak of the epidemic in 2019, the global economy has declined significantly. As the epidemic eases and 5G networks continue to develop, consumer demand for feature phones to switch to smartphones and 4G to 5G upgrades increases. The development speed of the smartphone business will continue to accelerate in 2021. Compared with the world, China's smartphone industry is in a stage of rapid development and has extremely high potential and development prospects. Zhou Jie believes that in the era of digital marketing, mobile marketing, and interactive experience are crucial marketing strategies. With the popularity of smartphones and the rapid development of mobile applications, mobile devices have become the main tool for obtaining information and interacting [2]. This year, China's user penetration rate, mobile phone penetration rate, and 4G user penetration rate are increasing year by year. China's smartphone market is ushering in new consumption upgrades, such as better performance of office products, a combination of furniture products, and a more convenient and tidy home electronic product environment. Promote the continuous development of smartphone technology.

2020 is a key year for the implementation and popularization of 5G technology. This year, with the rapid development of mobile communication technology, 5G technology began to be commercially available on a large scale. As a global 5G technology pioneer and leader, Huawei's layout in the 5G market is particularly important. At that time, many mobile phone giants were planning to develop the 5G market, and the competition was becoming increasingly fierce. In this context, the importance of brand marketing has become increasingly prominent, and it is particularly critical to continuously enhance the competitiveness of the brand, build and establish the brand image, establish the maintenance of customers and strengthen their brand advantages, and finally achieve brand creation and long-term development.

The rapid rise of Huawei's phones owes much to its well-planned brand marketing strategy. For example, when Huawei promoted its 5G mobile phones globally, it not only emphasized its technological leadership but also strengthened its brand image through a series of innovative marketing campaigns. In 2020, Huawei launched its flagship 5G mobile phone series, the Mate 40, which not only carries the most advanced 5G chips but also has leading camera systems and AI functions, which highlight Huawei's professionalism and innovation ability in the high-tech field. In terms of brand cooperation, Huawei also puts special emphasis on cooperation with top sports events. For example, Huawei became an official partner of international football events, using the high visibility of such large international events to boost brand image and awareness. This move not only enhances the global vision of Huawei's brand but also makes the brand closer to consumers and enhances consumers' trust and interest in Huawei's 5G technology.

3. Analyze Huawei's Mobile Phone Marketing Strategy based on SWOT Model

3.1. Advantage

(1) Product optimization strategy

To increase the share of foreign market products, a strategic approach involves segmenting markets along the "Belt and Road" initiative. This involves identifying and targeting specific national markets, particularly focusing on the high-end female demographic within these regions. By enhancing manufacturing capacity and bolstering research and development, the company can improve supply chain integration and cross-links, which in turn enhances product and service differentiation. For example, integrating diverse products can optimize the utilization rates of mobile phone product lines, making them more appealing to distinct customer segments. In terms of pricing strategy, for high-end mobile phones, improving channel management and market pricing structure can attract wealthier people, and can also consolidate the high-end positioning of the brand. The same is the domestic high-end flagship. Some models are very value, some models prices are a big dive, because the product force and pricing matches relationship. If the product force is much greater than the price, then the phone is a generation of magic, if the product force and pricing equal, then the phone is a normal product, if the product force is lower than the price, then the phone will appear in the price plunge. For example, the 2017 Mi 6, using the same stainless steel frame as the 8,388 yuan iPhone X, also uses the same main camera + telephoto design as the iPhone X, while using the top liquid crystal display screen (LCD screen), maintaining the excellent grip feel, plus no missing peripheral parameters. As well as Qualcomm Snapdragon 835 God U and 6GB large capacity running memory. Such a mobile phone, the price can be sold for more than 3,000 yuan, but the price of Millet 6 is only 2,499 yuan, far below expectations, so Millet 6 has a very high warranty rate. In terms of distribution channels, the concept of "mobile phone + integrated product" can be used to broaden the business scope for manufacturers such as Huawei, but also for channel operators, distributors, and customers. Well-trained staff can provide better service and product knowledge, which enhances customer trust and loyalty. The development of technologies such as mobile Internet, 5G, and the Internet of Things is crucial. These technologies not only enable the expansion of smart terminals but also diversify the channels through which products and services are offered. This technological advancement allows for the creation of comprehensive communication networks and broadens content coverage, enabling more tailored and effective marketing strategies that resonate with diverse consumer bases [3].

(2) Promotion optimization strategy

The corporate image world is "the public's comprehensive evaluation and overall impression of a company" [4]. The brand effect formed by the corporate image is an effective means of promotion.

The communication effect of social media brings "multiple levels of exposure opportunities" to brands [5]. An excellent example of this can be seen in the marketing strategies employed by Huawei. The company uses various promotional methods such as new product launch conferences, celebrity endorsements, social media marketing via platforms like WeChat, as well as incentives like gifts and

loyalty points. However, these traditional approaches have recently encountered stagnation in boosting customer purchasing power. In response to these challenges, Huawei has the opportunity to leverage its unique strengths, particularly its talented workforce involved in product manufacturing and testing. By collaborating with domestic and international celebrities, engaging with popular film and TV productions, and partnering with renowned bloggers, Huawei can enhance its focus on promoting the advanced camera capabilities of its smartphones. This strategy not only capitalizes on the technical features of the phones but also aligns with the increasing consumer interest in high-quality photography, driving the sales of models where camera functionality is a key selling point. Furthermore, the popularity of smartphones has led to more sophisticated consumer preferences. Huawei's ultra-high-end models, like the Porsche design and Mate series, cater to these refined tastes by associating with different popular figures from the realms of entertainment, business, and academia. The endorsement by these influential personalities not only enhances brand visibility but also significantly influences the purchasing decisions of consumers aspiring to a certain lifestyle. The brand's strategic focus on luxury and high-performance models encourages a consumption upgrade, which in turn drives the sales of related products. Additionally, Huawei's recent emphasis on developing and marketing converged products—those that integrate multiple technologies and services—promises to generate substantial revenue and reinforce its market position [6].

3.2. Disadvantages

Huawei, one of the world's largest telecom equipment suppliers, encounters several challenges that affect its market position and customer perception. The company grapples with doubts and restrictions imposed by governments and institutions in various countries, which not only tarnish its reputation but also impede its market expansion efforts. This geopolitical skepticism stems from concerns over security and data privacy, influencing decisions in critical markets and potentially stalling Huawei's growth in strategic regions.

As a global leader in communication technology, Huawei has outstanding performance in terminal business, telecom business, carrier business, and other fields, but it also has some disadvantages in some aspects. Especially compared with global technology giants such as Apple Inc., some of Huawei's disadvantages are particularly obvious in market competition. Despite its significant global presence, Huawei's brand awareness remains relatively low in some developed countries. This lack of visibility places it at a disadvantage in fiercely competitive markets, where well-known brands like Apple and Samsung dominate consumer preferences. This scenario underscores the need for Huawei to bolster its branding and improve consumer engagement through targeted marketing strategies.

First of all, in terms of market size, Huawei is a private enterprise, which makes its market valuation opaque and less clear than that of Apple, which is already listed. Apple's market capitalization is in the hundreds of billions of dollars, and the support of its capital markets provides strong financial security for its research and development and market expansion. Huawei's funding sources and financial status are relatively obscure to the outside world, which to some extent limits its competitiveness in the international market.

From the perspective of technological innovation, although Huawei has a strong R & D capability in the field of communication technology, Apple seems to be more dominant in the innovation of mobile terminal products. For example, Apple's iPhone has long led the trend in smartphone design and user experience, and its operating system iOS is widely praised for its user experience and the closed-loop nature of the ecosystem. In contrast, Huawei, although its smartphone sales once ranked second in the world, but due to the United States technology sanctions, Huawei's smartphone chip supply is limited, which directly affects its mobile phone performance and market competitiveness. In addition, although Huawei's mobile operating system - Hongmeng OS has demonstrated its determination to independent research and development, compared with mature iOS and Android systems, it still needs time to prove its market acceptance and maturity of ecological construction.

Moreover, Huawei faces technical and design critiques in its consumer electronics division, particularly in its smartphone lineup. For instance, the Huawei Pura70 Ultra, despite being equipped with a large-capacity battery, falls short of user expectations in battery life, especially for power-intensive applications. This discrepancy can frustrate users who rely on their mobile devices for extended periods, necessitating frequent recharges. Additionally, the Pura70 Ultra's storage capabilities, though based on advanced Low Power Double Data Rate 5+ Universal Flash Storage 3.1(LPDDR5+UFS3.1)technology, do not support NM memory card expansion. This limitation forces users requiring more storage to opt for higher-priced models, consequently raising the cost barrier. The device's UI design also faces criticism for its conservative and monotonous aesthetic, which pales in comparison to the more dynamic interfaces offered by competitors like Xiaomi and Meizu, leading to decreased user satisfaction.

In terms of global influence, Apple's brand power is undoubtedly very strong. Apple not only continues to innovate in technology, but its product marketing and brand marketing strategies have also helped it establish a very high brand influence on a global scale. Although Huawei has a position in the communications industry that cannot be ignored, its network equipment supports many of the world's top enterprises, but the global influence and recognition of consumer electronics brands is still slightly inferior.

3.3. Opportunity

With the rapid development of 5G technology, there have been up to 92 5G commercial network deployments in the world, and China has a sufficient 5G spectrum, while there are the most physical sites, will certainly build the world's best 5G network, in June 2021, Chinese operators have built 400,000 5G base stations, 5G users also broke 100 million.

As the digital economy grows, so does the significance of cloud computing and big data technologies. Huawei can leverage its technological prowess and comprehensive product offerings to tap into this expanding market. By developing tailored solutions that integrate AI and machine learning, Huawei can address the specific needs of various industries, such as healthcare for patient data analysis, finance for real-time transaction processing, and manufacturing for supply chain optimization. The company's investments in developing secure and scalable cloud infrastructure can attract more business customers, helping it to compete with other tech giants in the cloud services sector.

Whether it is the COVID-19 pandemic, or changes in online forms of work or entertainment, there is a surge in demand for smart devices, including smartphones, tablets, and Internet of Things devices. There is no doubt that the increased demand presents a lucrative opportunity for Huawei. By June 2021, China Mobile statistics added 70 million 5G users, while China Telecom statistics added 38 million 5G users, basically, every month is in a rapid growth trend, with the gradual increase of 5G users, the opportunity prospect is huge.

3.4. Threat

(1) External Threats

Huawei operates in an intensely competitive global market, primarily in the communications equipment and smartphone sectors. The company's primary competitors are industry giants like Apple and Samsung. These companies, known for their robust market presence and substantial Research and Development (R&D) capabilities, continuously introduce innovative products that set high industry standards. This scenario compels Huawei to relentlessly pursue innovation to maintain its competitiveness. For example, Huawei's development and launch of the P series smartphones showcase its commitment to integrating advanced camera technologies and AI capabilities, aiming to outpace competitors. However, the presence of such powerful competitors not only pressures Huawei's market share but also impacts its profitability. This is evident in price-sensitive markets where the price point becomes a critical factor due to the availability of alternatives offering similar technologies.

As a prominent Chinese entity, Huawei is particularly susceptible to geopolitical tensions that manifest in the form of government restrictions and regulatory scrutiny. In countries like the United States and Australia, Huawei has faced significant challenges due to concerns over national security, leading to bans or restrictions on the sale of its telecommunications equipment. These geopolitical issues pose substantial barriers to Huawei's international business operations and its ability to expand into new markets. The U.S. government's move to place Huawei on the Entity List in 2019, which restricts American companies from trading with listed entities without a special license, exemplifies such geopolitical risks. This not only disrupts Huawei's supply chain but also hampers its market expansion efforts by limiting access to essential technologies and components like Google's Android services.

(2) Insider threat

Insider threats represent a significant risk to companies, particularly those like Huawei that are undergoing rapid expansion and increasing complexity in their organizational structures. Effective management of these threats requires a robust and adaptive organizational framework capable of both detecting and mitigating potential risks from within. This involves not only stringent security protocols but also fostering a culture of trust and accountability. For instance, as Huawei continues to expand, the need for a well-coordinated talent management system becomes crucial. The company must ensure that its employees, especially those in sensitive or critical roles, are vetted thoroughly and continuously monitored for any signs of anomalous behavior.

As Huawei expands its business operations globally, the organizational structure must also evolve to handle the complexities of operating in diverse markets. This includes the ability to integrate new teams, manage cross-cultural differences, and ensure compliance with international laws and regulations. The expansion often requires decentralizing some authority to local offices, which in turn increases the need for an effective internal audit and compliance system to prevent and control the risks of mismanagement or corruption. An example of this is Huawei's venture into new markets like Europe and North America, where they must not only adjust their business practices to meet local standards but also ensure that their organizational hierarchy supports efficient decision-making and risk management.

The rapid pace of technological advancement and shifting market demands pose a significant challenge for Huawei. To maintain its competitive edge, Huawei must continually innovate and upgrade its technology. This is evident in their investments in 5G technology, where they have committed substantial resources to not only develop new products but also to upgrade their existing infrastructure. However, this constant need for technological evolution increases the company's R&D expenditures and puts pressure on its operational costs. Effective management of these costs without compromising on the speed and quality of innovation is crucial. For instance, Huawei could leverage its R&D centers across the globe to tap into local talent and ideas, thereby not only reducing costs but also enhancing the innovativeness of solutions by incorporating diverse technological perspectives.

In the fiercely competitive telecommunications sector, staying ahead of competitors like Ericsson and Nokia requires not just technological superiority but also strategic market positioning. Huawei must continuously analyze the competitive landscape to anticipate and respond to the strategies of its rivals. This involves not just technological innovations but also strategic alliances, acquisitions, and partnerships that can enhance Huawei's market reach and service offerings. For example, Huawei's strategy of forming partnerships with local telecom operators in Africa has allowed them to gain a significant market share by providing cost-effective solutions tailored to local needs.

4. Conclusion

This study focuses on Huawei smartphones as the primary subject of investigation, meticulously analyzing their marketing strategies within the framework of the SWOT (Strengths, Weaknesses, Opportunities, and Threats) model. It delves into four distinct dimensions: the strengths and

weaknesses inherent to Huawei's marketing approach, along with the opportunities and threats it faces in the market. Since its establishment, Huawei has deeply infused the concept of Chinese culture into its brand enterprises. Huawei's spirit is not only reflected in its corporate image advertisements, but also in its love for action, hard work, and perseverance to constantly break through itself.

By analyzing Huawei's mobile phone marketing strategy, we can see that Huawei's success in marketing is commendable. Huawei can not only rise rapidly in a short period of time but also provide peer enterprises with a case study of mobile phone market strategy, which is conducive to the further development and growth of domestic enterprises. The rise of Huawei's smartphones is not accidental, but the inevitable result of its strategy of pursuing technological innovation and scientific application in the market.

However, with the development of the digital economy era, smartphones not only need to meet people's diverse needs but also face fierce market competition and elimination pressure due to update iteration. Huawei mobile phones need to take advantage of its technical advantages to establish hierarchical intertextual, interconnected, and interactive communication strategies in terms of content, channels, and user experience to meet the business value and upgrade development needs of technology enterprises.

In this context, Huawei is recommended to take the following actions in its future development strategy:

Huawei should continue to increase investment in research and development, especially in cutting-edge technologies such as 5G and artificial intelligence, to maintain its technological lead. Faced with the uncertainty of the international market, Huawei should explore more emerging markets at home and abroad, and diversified markets can reduce the dependence on a single market and enhance the resilience to market risks. In terms of product design and service, user experience should be further focused, and user satisfaction and loyalty should be enhanced by optimizing interface design and enhancing personalized services. In the context of globalization, Huawei should seek cooperation with other technology companies to form joint forces through resource sharing and technical exchanges to jointly promote technological innovation and market expansion. In the face of changes in the international political and economic situation, Huawei needs to flexibly adjust its global strategy, strengthen communication and coordination with domestic and foreign policymakers, and effectively respond to external challenges.

Huawei will be able to break common sense in various fields, then everyone will admire Huawei's technical capabilities and courage as a contrarian, China also needs more companies that can break through the blockade, fill the gap, and lead the era.

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