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Value, Characteristics and Innovation Direction of Poverty Alleviation by Enterprises in the Era of Mass Entrepreneurship and Innovation

Jianmin SONG *

College of Economics and Management, Southwest University, Chongqing 400715, China

Abstract It is a new field to arouse the motive force of poverty alleviation and improve the poverty alleviation performance research by actively mobilizing enterprises to participate in poverty alleviation and development. In the context of mass entrepreneurship and innovation, the innovation research has already formed the perfect union with the theories related to management science and the economics, but its combination with the sociology, especially with the enterprise-led poverty alleviation research is also very scarce. Under the premise of affirming the mode of enterprise participation in poverty alleviation, this paper explores and analyzes the practical value of this model in three aspects: innovating poverty alleviation model, enhancing the poor people's self-restoration ability, weakening the dual structure of urban and rural areas. This paper clarifies the internal relations among the subjects under the model. This paper also puts forward the innovation direction of poverty alleviation by enterprises in the future in big data focusing, innovative thinking embedding, model innovation, information feedback of the main body, which provides a theoretical basis and direction guidance for the follow-up related research.

Key words Poverty alleviation by enterprises, Innovation, Era of mass entrepreneurship and innovation

1 Introduction

Since the implementation of the 13th Five-Year Plan, China's poverty alleviation work has entered the sprint stage of "gnawing at hard bones and attacking fortified positions". It places more emphasis on the enduring ecology of the work of helping the poor, and on "the diversity of motive forces, the refinement of the contents, the accurate targets and the new methods of poverty alleviation"^[1]. In the new era, how to innovate on the idea of poverty alleviation and develop a new poverty alleviation model is a major practical issue to be solved urgently in our country.

Enterprises are not only the core and main body of the national innovation system, but also the most effective tool to promote regional economic growth. From the perspective of mass entrepreneurship and innovation, the research on enterprise innovation has become a hotspot in management and economics. As a new trend, new hot spot and new field of social science research, it is necessary to combine the business activities of enterprises with the social macro effectively. This is conducive to the intersection of a variety of disciplines, breaking the boundaries of disciplines, and also helps enterprises to explore new customer needs, expand new market efficiency, and then achieve the dual effect of theory extension and economic income generation.

The purpose of poverty alleviation by enterprises is to take the market as the guide, the economic benefit as the center, and the industrial development as the link, through combining the enterprise's own strength and the unique natural resources of the

poverty-stricken area, to promote the employment of the local poor population by the way of processing and production. This model belongs to the branch extension of endogenous growth mechanism, and places more emphasis on their own self-restoration ability, emphasizing the use of market forces to promote the process of poverty alleviation, and then effectively eliminate poverty.

In order to better promote the research on poverty alleviation by enterprises in the era of mass entrepreneurship and innovation, this paper refers to the relevant literature and expounds the value of model of poverty alleviation by enterprises, and sums up the current domestic research status and phase characteristics about poverty alleviation by enterprises. Finally, the future innovation direction of poverty alleviation by enterprises is put forward.

2 Literature review

2.1 Research on poverty Poverty is a common phenomenon in social development, the study of poverty can be traced back to the sixteenth century. In *Poverty: A Study of Urban Life (1901)*, the English scholar Rentley proposed that "the standard of living for a person includes food, clothing, rent, and so on, and those with incomes below this level are considered to be poor"^[2]. The material view represented by Engels and S. Rowntree thinks that poverty is the lack of necessities of life, and expounds the absolute concept of poverty^[3]. Fuchs Victor and Runciman argue that poverty is a relative concept, and that real poverty is when people's incomes meet basic needs but fall short of the social average^[4]. Samuelson, Rowntree, Oppenheim explain the connotation of poverty from the angle of material, education, function and right^[5]. According to Wang Sangui, poverty is the lack of means of subsistence, the lack of material conditions for labor reproduction, or the fact that one can only maintain a fairly low

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* Corresponding author. E-mail: 425568059@qq.com

standard of living because of one's income^[6]. In recent years, Sun Duoyong, Li Jiwen, Xiao Guoliang have combined political, economic, cultural and other multidimensional perspectives, pointing out that poverty is a state of life difficult to achieve the minimum standard of living^[7-8]. The current rela-

tively uniform definition of poverty is still based on the *World Development Report 2000 – 2001*, which considers poverty not to mean a low income, but rather a lack of opportunities and capacity to reach a minimum standard of living, and this lack of opportunity and capacity is at the root of poverty.

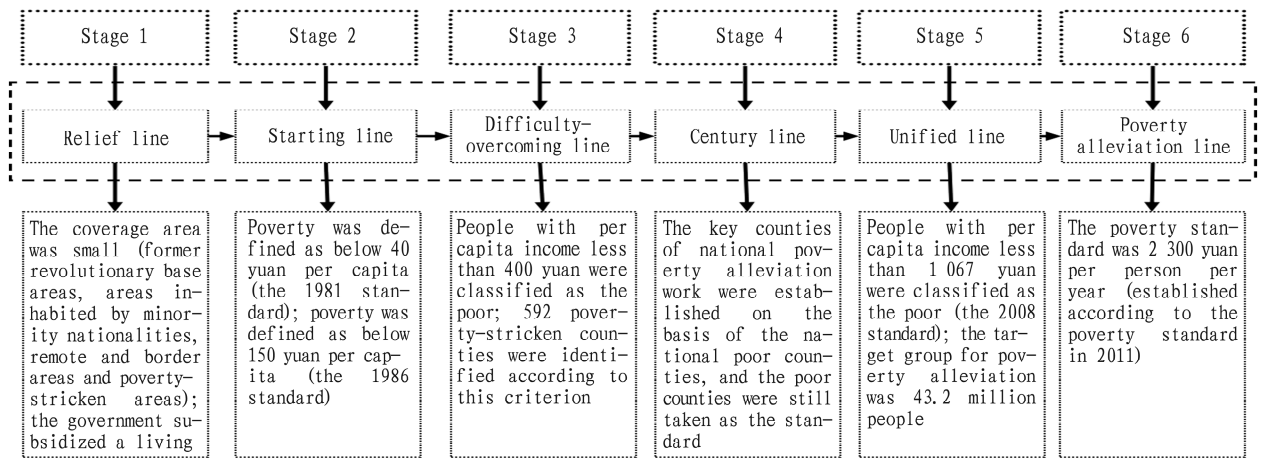


Fig.1 Domestic criteria for defining the phases of poverty

On the other hand, after defining the connotation of poverty, many scholars have traced back to the source to deepen the study of poverty and dig deep into the cause of poverty. Thomas Robert Malthus, from the point of view of the means of production, puts forward the theory of diminishing land returns, and maintains that the speed of supply of means of production can not catch up with the speed of population growth, ultimately leading to poverty. R. Nurkse believes that the vicious cycle of poverty, low-income trap cycle is the cause of poverty. From the perspective of human capital, Schultz believes that the lack of human capital is the root cause of poverty, and investment in human capital must be paid attention to in order to alleviate the aggravation of poverty. In the 21st century, with the change of the definition of poverty, Amartya Sen thinks that poverty is not only caused by low income, but also by the lack of basic ability in a large measure^[9].

2.2 Anti-poverty strategies and poverty alleviation by enterprises Poverty is a universal phenomenon in the process of social development. How to eliminate poverty and get rid of poverty is the key to solving the problem of poverty. In the anti-poverty strategy, developed countries or developing countries have summed up a suitable way out of poverty.

First of all, it is the macro-policy system. People are poor because they fall into the low-income trap, which leads to a vicious circle^[9]. Therefore, to truly reduce poverty, it needs to be driven from the source by external forces^[10]. As a result, a government-led poverty alleviation model has emerged. The government invests a great deal of manpower, material resources and financial resources in the poverty-stricken areas, gives them the capital base of "big advance", and at the same time gives greater support in the policy, in order to eliminate poverty^[11]. But in fact, the poverty reduction effect of the large-scale poverty alleviation model decreases with the time of poverty alleviation, and its model is only applicable to the early stage of poverty alleviation.

The main reasons are: first, the bureaucratic system will make the capital base allocated by the government decrease layer by layer, and some studies show that the higher the proportion of fiscal expenditure to GDP, the greater the income gap^[12]; second, long-term poverty leads to the lack of basic ability, and then we can not reasonably control the poverty alleviation capital^[16]; third, the great poverty alleviation model emphasizes getting rid of poverty by the way of indoctrination, which makes the poor people happy with this kind of "giving style" poverty alleviation, and weakens the establishment and improvement of people's own ability. Secondly, it is the help of non-governmental organizations. Foreign trade unions, associations and various charitable foundations have played an important role in the fight against poverty. Various non-governmental organizations have extensively mobilized social forces, actively broadened financing channels, and encouraged people from all walks of life to participate in the cause of poverty alleviation ideologically, and in action^[13]. At the same time, various non-governmental organizations will share data on poverty alleviation, establish cooperative relations with government departments, and link poverty alleviation with personal credit, thus increasing the sustainability of poverty alleviation. Domestic non-governmental anti-poverty organizations have been established mainly by democratic parties, enterprises and institutions, and people's associations. By absorbing social capital, non-governmental organizations have improved education, health care, infrastructure, public culture, industrial bases and other aspects, promoting the process of regional poverty alleviation. Finally, it is the market-based poverty alleviation^[14]. The connotation of poverty is not static, with the progress of society, the definition of poverty is also slowly changing. Although the traditional poverty relief strategy helps the poor to get out of poverty, it cannot avoid an increase in the number of people out of poverty and return to poverty again^[15]. In the complex environment, the sustainable and effi-

cient promotion of poverty alleviation is the core of anti-poverty. In addition, in terms of specific forms of the current government poverty alleviation and non-governmental poverty alleviation, most of them belong to "inculcation style" poverty alleviation, and do not attach importance to the "re-construction and re-training" of individual ability from the perspective of human capital. The market-based poverty alleviation is to rely on market forces, take the industry as the driving force, let the poor people participate, and achieve poverty alleviation through their own efforts^[21]. Secondly, the main form of market-oriented poverty alleviation is industry-driven poverty alleviation, and poverty alleviation by enterprises. Foreign countries do not have the concept of poverty alleviation by enterprises, and it is similar to the "development pole" model^[16]. Through the guidance of the government, the competent departments and enterprises can set up economic centers to promote the development of the surrounding areas in the form of economic radiation^[17]. In China, the way of industrial-driven poverty alleviation and poverty alleviation by enterprises is to rely on the characteristic resources in poor areas to establish characteristic industries, take green ecology and tourism and leisure as the theme, to create a unique ecological cycle industry, and promote the employment and life prosperity of the poor^[18].

For the study of poverty, scholars cross the macro, meso and micro perspectives, the research perspective includes sociology, economics, management, philosophy, and research results can be said to be blooming. The solid previous research not only provides effective experience and theoretical guidance for the follow-up study, but also lays the foundation for the theoretical basis and innovation direction of this paper. Throughout the research status at home and abroad, this paper has the following points of reflection: first, in the theoretical basis and the development model of poverty alleviation, foreign countries do go in front of China. At the same time, through capital accumulation, developed countries have linked more resources to participate in anti-poverty work, making poverty reduction more efficient and lasting. Secondly, there are differences in cultural beliefs, historical backgrounds and cognitive degrees among different regions and regions. Therefore, China must consider the actual situation of poverty when drawing on the experience of foreign countries in poverty alleviation. Thirdly, market-based poverty alleviation is a new trend of poverty alleviation, and there are differences in the ways of market-oriented poverty alleviation at home and abroad. In foreign countries, the development of poverty-stricken areas is promoted by radiation, and in China, more attention is paid to the establishment of characteristic industries in poverty-stricken areas. Finally, the poverty alleviation by enterprises in China is still in the primary stage. Policy bias, the nature of enterprises and market demand are the key factors that directly affect the sustainable poverty alleviation of enterprises. On the other hand, there are differences in the performance of poverty alleviation between state-owned enterprises and private enterprises. In the process of poverty alleviation, state-owned enterprises will be mixed with government behavior, and will not care about the performance of poverty alleviation. Private enterprises are based on corporate social responsibility to participate in the work of poverty alleviation, may pay more attention to

its input and output. Therefore, we should separate state-owned enterprises from private enterprises in the study of poverty alleviation by enterprises.

3 The value and phase characteristics of poverty alleviation by enterprises from the perspective of "mass entrepreneurship and innovation"

3.1 The value of poverty alleviation by enterprises from the perspective of "mass entrepreneurship and innovation"

Broad mobilization of all social forces to participate in poverty alleviation and development is an important trend to solve the problem of poverty in our country. After decades of reform and opening up, China's economic output is at the forefront of the world. The country has already stepped out of the stage of "not having enough to eat", and the next stage is how to solve the problem of "eating well and eating well together". Therefore, in the new historical period, poverty alleviation by enterprises, as a new model of poverty alleviation and development, should also become the backbone of poverty alleviation, thus helping to promote the new process of building a well-off society in an all-round way and realizing the grand goal of common prosperity.

The core of "mass entrepreneurship and innovation" is to innovate, actively mobilize people's subjective initiative, and use innovation to drive national development. However, this kind of innovation is not only limited to the original innovation and technological innovation before, but also extended to multiple innovation, collaborative innovation and integrated innovation. As the main body of innovation, enterprises should innovate in organizational management, market development and mode selection in addition to technological innovation, and explore the optimal Pareto efficiency.

3.1.1 Innovating upon diversified pro-poor development models.

From the early days of the founding of the People's Republic of China to the 13th Five-Year Plan, the government has been playing a vanguard role on the road of anti-poverty, and has developed a relief-type poverty alleviation model, a development-oriented poverty alleviation model, an one-way or two-way poverty alleviation model, a material poverty alleviation, an intellectual poverty alleviation and so on. The field of poverty alleviation involves public facilities, education, medical care, housing, pension, employment, production and living, and the poverty alleviation levels include villages, towns and counties^[19].

However, under the realistic background of 14 special poverty-stricken areas and 592 national poverty-stricken counties, the government-led poverty alleviation model will inevitably appear to be inadequate. How to cast off the hat of poverty and eliminate the dual structure of urban and rural areas is a practical problem that the government and society must care about and solve^[20]. As the main body of the market, enterprises have their own unique capital, technology, market, channels and talent, which can effectively help the poor out of poverty^[21]. On the other hand, from the perspective of Marxist political economy theory, the products produced by enterprises will create higher value because the labor of human beings is involved, so they will be more efficient than the

performance of government relief. Secondly, the market closed loop will encourage enterprises to continuously create new products, which is conducive to the sustainable development of the cause of poverty alleviation^[22].

3.1.2 Enhancing the self-restoration ability of the poor. One of the achievements of the poverty alleviation by enterprises is that it can effectively connect the poor areas and urban resources, and promote the ability of the poor people to rebuild. The static poverty theory defines poverty as the low standard of living, so it can be eliminated by regular relief. However, the vicious circle theory (dynamic) holds that poverty will continue in a vicious circle according to "poverty—lack of capacity—poverty". The key to poverty eradication, therefore, lies in the ability of people to fight poverty. Poverty alleviation by enterprises is different from government-oriented poverty alleviation, whose core is not "blood transfusion", but "hematopoiesis". One person is basically out of poverty by employment, and two people are basically well-off by employment. The enterprise strengthens the human capital through the training, liberates the impoverished people's solidified thought, eliminates the impoverished people's weak mentality, and strengthens the poor people's work skill. This makes the poor themselves shift from the passive relief of "blood transfusion" to the active alleviation of "hematopoiesis".

Poverty alleviation by enterprises is a quick-acting drug for the body and the soul. What the enterprise brings is not only the capital, the technology, but also the development thought and the innovation idea; what the enterprise helps is not only the poverty in the life, but also the people's heart. The relationship of equality and reciprocity between enterprises and farmers allows farmers to obtain dignity, so in the critical period of poverty alleviation, pov-

erty alleviation by enterprises should become the backbone of poverty alleviation and the backbone of society.

3.1.3 Weakening the urban-rural dual structure. In the process of economic development, the limitations of natural conditions and institutional design defects will lead to uncoordinated development in different regions, resulting in the phenomenon of urban-rural dualization. The urban economy is mainly driven by the socialized mass production, while the rural economy is promoted by the small-scale production model^[23]. Thus, in the long process of development, urban infrastructure, public services, economic conditions, per capita income, education, administrative functions and the number of employed people are obviously better than those of rural areas. In addition, the theory of "dual structure" holds that the dual structure of urban and rural areas is not only the main factor that hinders the economic development of developing countries, but also the main reason that leads to the prominent contradiction of economic structure, and it is also the important root cause of poverty and backwardness^[24].

Enterprises, as a bridge between urban and rural areas, through the establishment of its own market cycle system, effectively break the barriers between urban and rural areas, speed up the flow of value between urban and rural areas. Secondly, from the perspective of development and ecology, the establishment of characteristic industries in poor areas can integrate ecological resources and industries organically, and promote the realization of the value of production factors and resources in poor areas. Moreover, it can effectively realize the return of the poor people out of the hometown. With the labor force as a support, the two ways of "one to push, one to pull", will be able to effectively promote the space production of poor areas^[25].

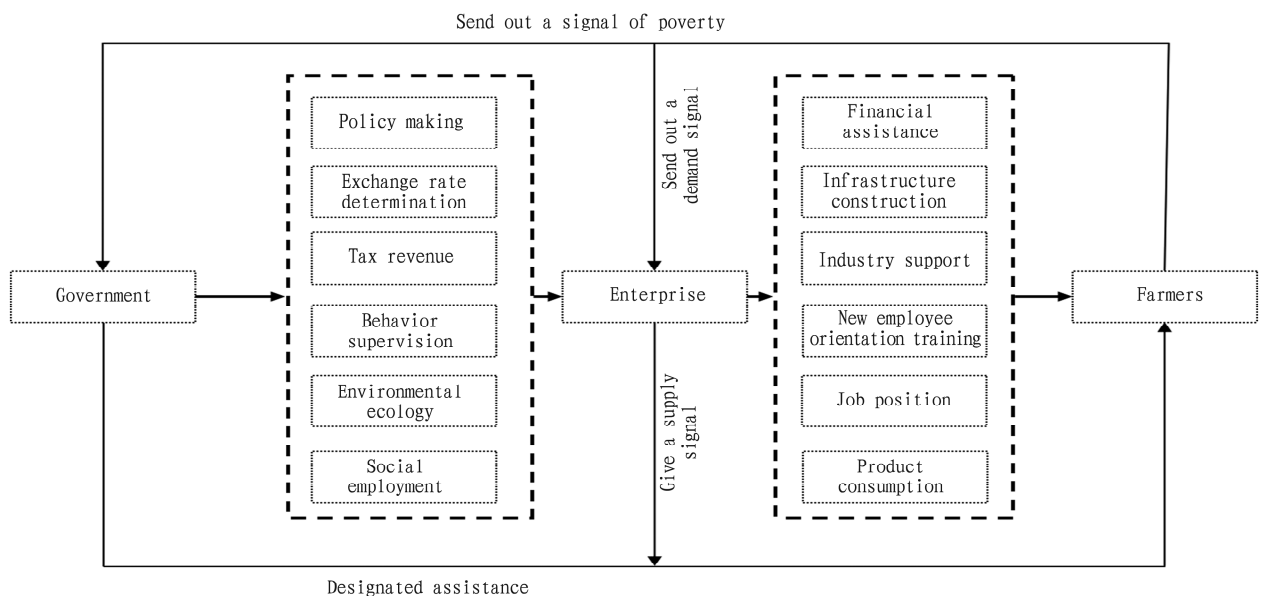


Fig. 2 Value flow under the mode of poverty alleviation by enterprises

3.2 The phase characteristics of poverty alleviation by enterprises from the perspective of "mass entrepreneurship and innovation" The "13th Five-Year Plan" has set the goal and work for the next five years for the country to accurately alleviate poverty

and get rid of poverty. While pushing forward the new process of poverty alleviation, the government will also pay more attention to the latest trends of targeted poverty alleviation by social enterprises. Chinese enterprises have been involved in helping the poor for

a relatively short time, but they have done a lot to help the poor. Nowadays, the poverty alleviation of enterprises in China has already reflected the distinct characteristics of phases. With the help of the data about poverty alleviation by enterprises from the *Research Report on Chinese Poverty Alleviation by Enterprises (2016)*, the data of this paper include corporate social responsibility report, corporate annual report, public welfare special report, poverty alleviation special report, corporate official website, external media news reports and field research. This paper also makes a descriptive analysis of the 63 enterprises that have been disclosed at the present stage, and finds that under the mass entrepreneurship and innovation era, the poverty alleviation of enterprises shows the following characteristics.

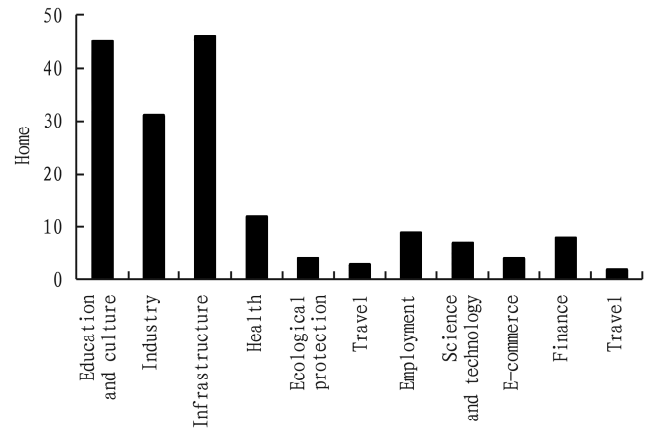
3.2.1 Great differences in the main body of poverty alleviation, with public ownership enterprises as the main body followed by non-public ownership enterprises. According to samples of 63 enterprises disclosed in the *Blue Book on Poverty Alleviation by Enterprises: A Study Report on Poverty Alleviation by Enterprises in China*, 61 enterprises belong to the category of public enterprises, and only two are non-public enterprises, specifically for China Merchants Bank Co., Ltd. and China Minsheng Bank Co., Ltd. From the specific percentage view, the overwhelming proportion of public enterprises is 96.83%, the proportion of non-public enterprises is only 3.17%, so the difference in the main body of the poverty alleviation is quite large.

Most of the 61 publicly owned enterprises are concentrated in the electric power, telecommunications, construction, automobile, mineral, petroleum, aerospace, nuclear energy, insurance, banking, and other industries. The vast majority of these industries are highly monopolized industries, the level of profitability is significantly higher than that of the general private enterprises, so these state-owned enterprises have the ability to carry out the cause of poverty alleviation. Secondly, the state-owned enterprises have a certain meaning on the government behavior, the policy support will be greater than that of private enterprises.

3.2.2 Diversified content of poverty alleviation, most concentrated in education, industry and infrastructure. The 63 pro-poor enterprises cover a wide range of areas, including clothing, food, housing, transportation and use, but they are most concentrated in the fields of education, industry and infrastructure. A total of 45 enterprises have chosen to support education and culture in the process of designated assistance, 46 enterprises have chosen to build infrastructure in poor areas, and 31 enterprises have chosen to use industries to stimulate economic growth in poor areas.

In poor areas, infrastructure (public works, public services and amenities) is a major stumbling block to regional economic growth, especially transport, water, electricity and sanitation. Only when the infrastructure problem is solved will we be able to talk about follow-up development. Secondly, the neglect of the development of human capital is also an important factor leading to the vicious circle in poor areas. Wisdom improvement is ahead of poverty alleviation, poverty has been not only limited to the material level, but also more involved in the spiritual level and concept of thinking. Therefore, eliminating illiteracy and

teaching is also the main battlefield of the early poverty alleviation. The details are shown in Fig. 3.



Data source: *Research Report on Chinese Poverty Alleviation by Enterprises (2016)*.

Fig. 3 Number of pro-poor enterprises and areas of poverty alleviation

3.2.3 Wide geographical distribution of poverty alleviation and concentration of key areas. The 63 enterprises are distributed in 21 provinces (cities and autonomous regions), among which Shaanxi, Yunnan, Xinjiang and Guangxi are the main battlefields for poverty alleviation by enterprises. Secondly, poverty alleviation enterprises are mainly concentrated in the northwest and southwest regions, followed by the central region of China. Finally, from the national 14 special poverty-stricken areas, 63 enterprises cover all the poverty-stricken areas, but it is most concentrated in the rocky desertification areas of Yunnan, Guangxi and Guizhou. To sum up, the overall poverty alleviation of enterprises is concentrated in the western region, and the number of poverty-stricken areas involved in the central and eastern regions is obviously small.

On the one hand, the western region of China is located in the inland, the northwest area is always dry and has less rain and Gobi desert is numerous, while the southwest region is mostly mountainous, the arable land of the two areas can not meet the agricultural production needs. Therefore, the overall geographical environment in the northwest and southwest regions is obviously worse than that in the central and eastern regions, and the natural conditions are poor. On the other hand, China's population distribution shows characteristics of "big mixed population, small settlement", the population in the western region is relatively scattered, with a large number of ethnic minorities and backward infrastructure, so it is in a vicious cycle of poverty for a long time.

3.2.4 Pro-poor enterprises invest heavily, but produce little. At present, the investment mode of poverty alleviation by enterprises is mainly based on capital, material and talents. Enterprises set up special funds for poverty alleviation and adopt the method of assigning qualified personnel and cadres to hold posts accurately in poor areas, so as to help the needy population out of poverty. Among the 63 enterprises, 27 have made public their investment in pover-

ty alleviation, with the total amount of poverty relief funds exceeding 800 million yuan, including China Resources (Group) Co. ,

Ltd. 's poverty alleviation fund of as high as 262 million yuan.

Table 1 Geographical distribution of poverty alleviation areas

Provinces	Regions	Poverty-stricken zones	Number of pro-poor enterprises
Shaanxi	Northwest	Liupanshui area/Qinling-Daba Mountains area/Luliang Mountain area	13
Yunnan	Southwest	Wumeng Mountain area/Yunnan – Guangxi – Guizhou rocky desertification area/ Western Yunnan border mountain area	11
Xinjiang	Northwest	Three prefectures in southern Xinjiang	11
Guangxi	South China	Yunnan – Guangxi – Guizhou rocky desertification area	11
Gansu	Northwest	Liupanshui area/Qinling – Daba Mountains area	10
Sichuan	Southwest	Qinling – Daba Mountains area/Wumeng Mountain area	9
Guizhou	Southwest	Wuling Mountain area/Wumeng Mountain area/Yunnan – Guangxi – Guizhou rocky desertification area	9
Henan	Central China	Qinling – Daba Mountains area/Dabie Mountains area	7
Hubei	Central China	Qinling – Daba Mountains area/Wuling Mountain area/Dabie Mountains area	5
Inner Mongolia	North China/Northwest/Northeast China	Southern foothills of Daxing'an Mountains/Yanshan – Taihang Mountains area	5
Heilongjiang	Northeast China	Southern foothills of Daxing'an Mountains	4
Ningxia	Northwest	Liupanshui area	3
Qinghai	Northwest	Liupanshui area	3
Hainan	South China	–	3
Hebei	North China	Yanshan – Taihang Mountains area	3
Jiangxi	East China	Luoxiao Mountain area	3
Anhui	East China	Dabie Mountains area	3
Shanxi	North China	Yanshan – Taihang Mountains area/Luliang Mountain area	2
Chongqing	Southwest	Qinling – Daba Mountains area/Wuling Mountain area	2
Hunan	Central China	Wuling Mountain area/Luoxiao Mountain area	2
Jilin	Northeast China	Southern foothills of Daxing'an Mountains	2

Data source: *Research Report on Chinese Poverty Alleviation by Enterprises (2016)*.

However, the effect of poverty reduction is not obvious. First, the vast majority of businesses do not track the progress of targeted pro-poor areas. Third, although the pro-poor enterprises have disclosed their participation in the field of poverty alleviation, the enterprises themselves have not written the relevant poverty alleviation report. Only two of the 63 companies, Sinopec Group and CNPC, have written reports on poverty alleviation. On the one hand, the management of poverty alleviation by enterprises is lacking in planning and scientificity, under the bugle of the Party Central Committee "precise poverty alleviation", enterprises consider more of "grab the title, fight for honor" and completely ignore the long-term development of the whole cause of poverty alleviation. In addition, the poverty alleviation pioneer enterprises are still mainly public enterprises. Compared with the pursuit of profits, public enterprises are more concerned about corporate social responsibility, so they only focus on the input rather than the output. This kind of aid-the-poor behavior is essentially "blood transfusion" mode, and has not achieved the effect of win-win situation between village and enterprise. On the other hand, China's poverty situation is very different, in order to truly achieve the high efficiency of poverty alleviation, we must link the resources of all parties. The backwardness of

policy support, the deficiency of organization and coordination, and the passive participation of local governments are the main factors hindering enterprises from helping the poor.

4 Innovation direction of poverty alleviation by enterprises from the perspective of "mass entrepreneurship and innovation"

At present, all kinds of poverty alleviation and development are still faced with the problems of insufficient poverty alleviation motive force and low poverty alleviation efficiency, and all kinds of poverty alleviation main bodies are eager to seek more efficient innovation directions. The state is vigorously implementing the innovation-driven development strategy, and "mass entrepreneurship and mass innovation" has become a new wind vane for economic development under the new normal. The coupling of thinking of mass entrepreneurship and innovation to the cause of poverty alleviation has provided an important opportunity for poverty alleviation and development.

4.1 Focusing on the driving force of big data With the continuous development of the network highway, big data is also another epoch-making technological change in the Internet industry after cloud computing and Internet of things. Big data era attaches importance to data support, emphasizing the presentation of objective data and providing a quantitative path to strategic decision-

making and business analysis.

Applying big data to social disciplines will not only help social disciplines to get rid of the label of "pseudoscience" and head for the palace of scientific research, but also make the digital revolution driven by big data more persuasive and permeable^[26]. At present, the amount of poverty alleviation by enterprises is very large, but the quality is not good. The main reason is that enterprises do not objectively combine their own strength and targeted poor areas in the process of participating in poverty alleviation and development. Today, driven by the data revolution, the choice of pro-poor areas, pro-poor process management, pro-poor input and pro-poor output can be based on data analysis. Data can better help enterprises to develop dynamic flexible strategy, and also help the government to establish dynamic management system. Big data's scale, efficiency and value will provide a new direction for poverty alleviation^[27].

4.2 Attaching importance to the embedding of "mass entrepreneurship and innovation" thinking In order to further improve poverty alleviation in China, it is necessary to pay attention to the injection of new ideas while taking into account the construction of hardware facilities. In the previous studies, the model of poverty alleviation by enterprises focuses on how enterprises innovate on poverty alleviation strategy and how the governments support innovation policies, while the concept transformation and new ideas injection for poor individuals are rarely involved. In the new period of poverty alleviation, all the subjects involved in the model of poverty alleviation by enterprises attach importance to the embedding of "mass entrepreneurship and innovation" thinking. Innovation is not only innovation in a link but in the whole process, only when thinking is first can we lay a solid foundation for the follow-up development.

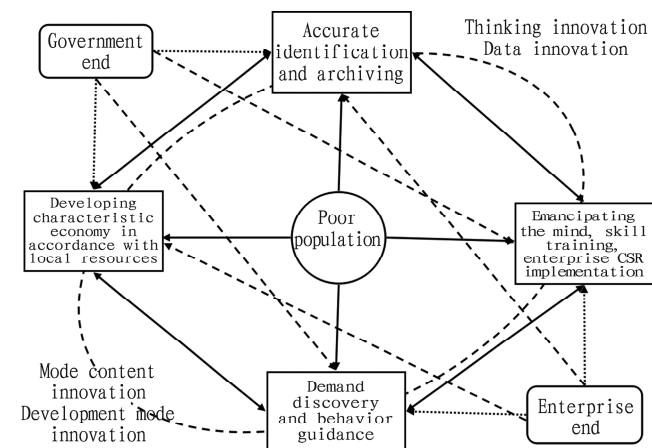


Fig. 4 Model support for innovation on poverty alleviation by enterprises in mass entrepreneurship and innovation era

4.3 Innovating upon the model of poverty alleviation by enterprises At present, the research of model of poverty alleviation by enterprises mainly focuses on three aspects: examining the motive of poverty alleviation by enterprises from the perspective of corporate social responsibility (CSR); leading enterprises for pov-

erty alleviation; enterprises directly participating in rural poverty alleviation^[28]. Although the three directions are the practical direction of poverty alleviation by enterprises, there are still many problems that are difficult to solve. First of all, CSR focuses on the function of corporate social services, usually reflected in the form of corporate donations, and in most cases, free of charge can only alleviate poverty temporarily, but can not fundamentally eliminate poverty^[29]. Second, supporting leading enterprises can indeed promote industrial development, but there is also a diminishing effect of poverty reduction. The reason is that enterprises and farmers have not established a coupling mechanism of interests, farmers do not get more income because of industrial development, on the contrary, they only get less land transfer fees, thus lacking fairness. In addition, there is also the situation of single-handedness in enterprises directly involved in poverty alleviation, lacking in planning^[30].

Therefore, a profound understanding of the connotation of poverty alleviation by enterprises, and innovating on models of development-oriented poverty alleviation is the focus that enterprises need to pay attention to. First of all, it is necessary to innovate ideologically and look at the dialectical relationship under the mode of poverty alleviation by enterprises. The government should be the provider rather than the steward of the model of poverty alleviation by enterprises. Secondly, the enterprise should take the BOP theory as the yardstick, to select the industries and the markets that conform to itself for development. Finally, It is necessary to establish a joint defense and joint control mechanism, strengthen cooperation among governments at all levels, among enterprises and between governments and enterprises, and form a large-scale regional economy, so as to better raise the income of the poor and help them get rid of poverty.

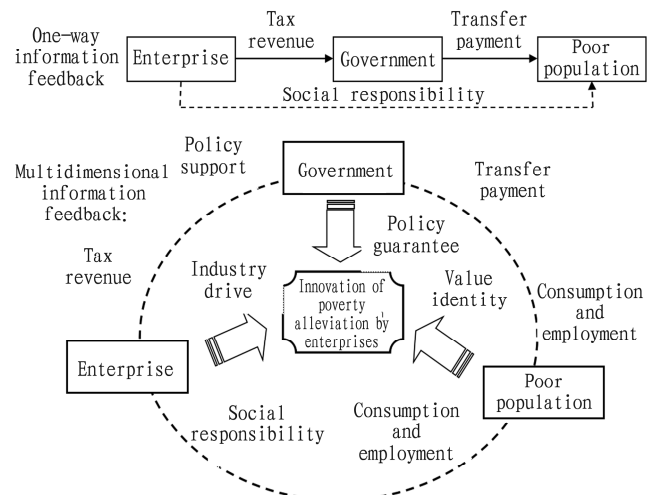


Fig. 5 Information transfer model based on the model of poverty alleviation by enterprises

4.4 Enhancing the two-way feedback of information among subjects Enterprises can not improve their performance to a large extent because they can not collect complete market information, and they can not objectively make strategic decisions. Some studies have shown that the higher the degree of the enterprise to

grasp the relevant information, the more obvious the improvement of its market strategy and market performance^[31]. Thus, information as an important signal of value transmission, to a large extent, can improve the predictability of business management. In the new period of poverty alleviation by enterprises, we should not only promote the information flow between the government and enterprises, the information flow between the government and farmers, but also give consideration to the information exchange among the "government, enterprise, and farmers", to form a closed-loop information exchange, so that the government and the enterprise can effectively and precisely target the poverty alleviation.

4.5 Stimulating the new vitality of non-public enterprises in poverty alleviation

Deepening the new connotation of poverty alleviation by enterprises is the premise of promoting the new journey of poverty alleviation by enterprises. From the enterprise level, it used to be that the government had more resources, technology and talent reserves than enterprises, so in the old mode of poverty alleviation by enterprises, the public owned enterprises full of government behavior became the main force in poverty alleviation^[32], but the practice has proved that the efficiency of the poverty alleviation model by enterprises with public enterprises as the main force has stagnated, and even declined. Therefore, in the new period of poverty alleviation, we must recognize the important position of non-public enterprises in the cause of poverty alleviation, and stimulate the new vitality of non-public enterprises in poverty alleviation.

(i) At the conceptual level, the government must objectively recognize the innovative vitality of private enterprises, and must objectively recognize that private enterprises are the backbone of poverty alleviation by enterprises^[33]. In the new period of poverty alleviation by enterprises, it is necessary to firmly believe in the use of market forces to solve the poverty problem. Therefore, the government must achieve "the transformation of thinking in place, the guidance of policies in place, the supporting facilities in place, and the organization and coordination in place".

(ii) At the enterprise level, non-public enterprises should take positive attitude and action to put into the poverty alleviation by enterprises. On the one hand, public enterprises must not use part of their potential government functions, to avoid the negative impact on non-public enterprises^[34]. On the other hand, private enterprises should actively tap the consumer demand in poor areas, use their hardware and software strength in the strategic direction, decision-making model and market choice for innovation. Customer demand is the starting point of all business activities, and also the foothold of the entire market cycle^[35].

(iii) At the industrial level, we must create an ecological cycle of the industrial chain. In the past, a lot of enterprises in poverty alleviation did things separately and did things alone, and there were few linking platforms between the government and enterprises, between private enterprises and state-owned enterprises, resulting in poor performance in poverty alleviation. The industrial chain is a new bridge to connect the value flow of the main bodies, with poverty relief funds to support poverty alleviation enterprises, with enterprises to promote the employment of poor people, in order to achieve optimal Pareto effect of poverty alleviation.

5 Conclusions

In the strategic context of "precise poverty alleviation", various development-oriented poverty alleviation models have been initially applied and achieved certain results. In the current anti-poverty practice, the pursuit of green cycle in the process of poverty alleviation and the creation of a sustainable poverty alleviation model has become a fact, and it is also a new trend in the field of poverty alleviation in the future. The model of poverty alleviation by enterprises aims to use market law to help poor people out of poverty, and its poverty alleviation thought has a lot of foresight. This paper attempts to provide a theoretical framework and practical basis for the follow-up research in the field of poverty alleviation by analyzing the value and phase characteristics of poverty alleviation by enterprises.

Through systematic analysis and argumentation, it is necessary, meaningful and feasible to study the model of poverty alleviation by enterprises in the context of "precise poverty alleviation". If we want to do a good job in poverty alleviation, poverty alleviation by enterprises is undoubtedly an effective road out of poverty. Through the analysis of the value flow of each subject within the model, the internal mechanism of information transmission among the subjects is clarified. In the model of poverty alleviation by enterprises, it is necessary to make clear the main position of enterprises, and make the non-public enterprises be the backbone of poverty alleviation, which is the key measure to obtain enterprise resources and get rid of poverty.

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