The Research on Financial Innovation System of Small-sized Agricultural Scientific and Technological Enterprises

Ming-Hui JIANG\textsuperscript{a,}\textsuperscript{*}, Wen-Wen TANG\textsuperscript{2,}\textsuperscript{b}, Zheng-Fang NI\textsuperscript{3,}\textsuperscript{c}

School of Management, Harbin Institute of Technology, HARBIN, Heilongjiang, China
\textsuperscript{a}jiangmh@cast.cn, \textsuperscript{b}tang_wenwen0803@hotmail.com, \textsuperscript{c}nizhengfang1992@163.com
\textsuperscript{*}Corresponding author

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Abstract. Agricultural industry is a matter concerning national economy, people's livelihood and national security. The research on financial innovation system of small-sized agricultural scientific and technological enterprises plays an important role in agricultural development. This paper aims at the different types of agricultural enterprises for customer segmentation; combines the feature of small-sized agricultural scientific and technological financial products market demand; relays on Rabo technology, supply chain technology and IPC-based technology; innovates new credit derivative formed on the basis of the chain of benefiting farmers in order to further establish diversified characteristic marketing system. With the relying on the advantage of product innovation and service innovation for relevant policies, the perfect financial innovation system of “small-sized agricultural scientific and technological enterprises” can eventually be formed.

Introduction

The good situation of agricultural and rural development has played an important supporting role in maintaining social stability and national economy to keep rapid growth steadily. In the transition stage, increasing the degree of agricultural science and technology innovation is the basic way to realize agricultural modernization. Meanwhile, in the current economic situation, the directional loss in China will become the ordinary state. “Small micro enterprise”, “Science and technology innovation enterprise”, and “Agricultural enterprise” will become the objects that the policy takes care of. Financial structural tax cuts and the credit structure adjustment of People's Bank of China will also be benefited by “small-sized agricultural scientific and technological enterprises”. Therefore, macroeconomy and policy will provide a looser environment for “small-sized agricultural scientific and technological enterprises” in the future.

But in the actual development process, the financing difficulty has become a major “bottleneck” that may restrict the development of small agricultural science and technology enterprises. A small-sized agricultural scientific and technological enterprise is a knowledge-intensive economic entity. But the investment of the enterprise is in a large amount and long duration. Moreover, its results are uncertain. It brings great challenges for this type of enterprise's development. But small-sized agricultural scientific and technological enterprises have faster innovation and short life cycle. The earlier stage of research often requires a long period and a great deal of investment of resources. Once there’s a breakthrough, the situation of development will be very strong. It plays an important role in the development of small-sized agricultural scientific and technological enterprises. On one hand, it can meet the demands of market and quickly occupy the market with a very high profitability. On the other hand, it is more important to promote the progress of the whole industry technology and even to drive the development of the whole industry. Therefore, the implementation of financing mode innovation of “small-sized agricultural scientific and technological enterprises” and solving financing problems of the small agricultural enterprises, agricultural enterprises as well as small agricultural technology enterprise are the keys to achieve the technological breakthrough of “small-sized agricultural scientific and technological enterprises”.

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Its significance means that it can not only promote the technology industry, but also solve the commonality core of industry and key technology. It makes contrition to form the agricultural industry chain and drive the development of agriculture as well as related industries in order to accomplish the rapid development of economy. At the same time, strengthening the research on financial innovation system of “small-sized agricultural scientific and technological enterprises” may deepen the exploration of the financial institutions in terms of financing in china and expand the way of thinking in agricultural enterprises financing. Meanwhile, the research on financial innovation system of small-sized agricultural scientific and technological enterprises also plays a significant role in sustainable harmonious development of realizing three-agriculture.

The Research on Financial Innovation System of Small-sized Agricultural Scientific and Technological Enterprises

The Research on Customer Segmentation of Small-sized Agricultural Scientific and Technological Enterprises Product

According to different types of agricultural enterprises, the target market is divided into small agricultural enterprises, science and agricultural science and technology innovation enterprise as well as small technology-based agricultural enterprises in this paper.

Small agricultural enterprises: for financing difficulties of agricultural enterprise especially the small agricultural enterprises, they lack the relevant financial data and other information to ensure that small agricultural enterprise can get normal lending and the support of bank guarantee.

Agricultural science and technology innovation enterprise: the high and new technology industrial development zone is knowledge-intensive, technology-intensive and industry-inclusive. The bank will focus on the research on the characteristics of developing science and technology enterprises and how to support these enterprises to maximize the transformation of scientific and technological achievements into real productive forces.

Small-sized agricultural scientific and technological enterprises: agricultural enterprises, small enterprises, agricultural science and technology innovation enterprise make the financing hard. However, integrating these three together makes financing even harder. Research on financial innovation system of “small-sized agricultural scientific and technological enterprises” will help make a new assessment on loans review and lending conditions of these enterprises. The goal is to support agricultural enterprises, especially small-sized agricultural scientific and technological enterprises, thus to promote the overall development of agriculture.

Financial Innovative Derivative Design for Small-sized Agricultural Scientific and Technological Enterprises

Product is the core content of enterprise business, therefore, this financial innovation system will be a completely new credit derivative formed on the basis of the chain of benefiting farmers, aiming at the target market of small-sized agricultural enterprises, scientific and technological enterprises, small-sized agricultural scientific and technological enterprises. Relying on Rabo technology, supply chain technology and IPC-based technology, the target customers can be subdivided and the channels are broadened. The goal is to lower the threshold of the loan so as to ensure that agricultural enterprises with potential development can be helped. This new set of derivative will bring a new market for banks, which means expanding the market share of bank loans as well as bringing a much better performance for agricultural enterprises in the future. Meanwhile, it helps further promote the long-term development of agriculture in China.

Research on the Promotion of Financial Innovative Derivative for Small-sized Agricultural Scientific and Technological Enterprises

According to the clustering feature of small-sized agricultural scientific and technological enterprises, the promotion of such financial innovative derivative should be divided into the following steps. Firstly, strengthening test management of derivative for “Small-sized Agricultural
Scientific and Technological Enterprises”; secondly, reinforcing its promotion process; thirdly, improving derivative management and operation skills of the staff; fourthly, constructing the pattern of “big marketing”; lastly, promoting derivative for “Small-sized Agricultural Scientific and Technological Enterprises” with scientific method. Under the premise of strict risk control, through effective grasp, controlling and using the regional market resources, regional economic advantage and customer resources category can be integrated and then treated differently, so that the mission of marketing and promotion of this derivative is achieved. To better serve customers, as well as to better improve the derivative, tracking service should be carried out, which is through the record of later development of customers choosing financing system for “Small-sized Agricultural Scientific and Technological Enterprises”. Further service improvement, derivative popularization and promotion can be based on their feedbacks.

Research on the Channels of Financial Innovative Derivative for “Small-sized Agricultural Scientific and Technological Enterprises

Through active marketing mode, a new relationship between banks and enterprises can be constructed based on mutual trust and peer cooperation. According to “Porter Competitive Strategy”, enterprise operation should focus on its specific direction; relying on focusing effect brought by specification can help make profits over the average level of the industry. Accordingly, the bank will build a professional service team and construct exclusive channels for “Small-sized Agricultural Scientific and Technological Enterprises”, so as to offer specified derivative for certain customers and provide special services.

Research on Supporting Strategies of Financial Innovative System for “Small-sized Agricultural Scientific and Technological Enterprises

Differentiated Customer Strategy. Through scientific segmentation of target market, customer segmentation is achieved from macro, meso and micro perspective, with small-sized agricultural enterprises, scientific and technological enterprises, small-sized agricultural scientific and technological enterprises selected as the final target customers. Research on the characteristics and demands of customers helps making different customer strategies accordingly, aiming at providing targeted services for related enterprises and promoting the upgradation of traditional agriculture.

Derivative Innovation Strategy. According to the requirements of the “twelfth five-year” science & technology development plan, the bank will explore the new mode, forming distinctive characteristics of financing derivative for “Small-sized Agricultural Scientific and Technological Enterprises”. Around the construction of high-tech zone, banks support the transformation of University Technology Park key research projects through financing. Eventually forming economic circle “campus development and transformation of small and medium-sized enterprises of science and technology achievements” of the new pattern of agricultural scientific and technological industry. In different growth period of agricultural scientific and technological enterprises, according to their respective requirements and characteristics of the studied existing product, On the basis of the existing product combined with the new requirements, new features, new technology, to provide customers with new type of abundant financing products: banks provide a small, spirit, fast, without collateral, “easy” report financing products for agricultural scientific and technological enterprises which are small and micro. Banks adopt innovative local SME Technology Fund Investing, explore the “base loan” with the new model, combined with the government and other technology resources investment and financing structure for growing small-sized agricultural scientific and technological enterprises. To the development of small-sized agricultural scientific and technological enterprises, the bank revitalize the intellectual property rights, patent rights, trademark rights for the pledge financing products, implementation of integrated financial solutions.

Specification Management, Comprehensive Channel Strategy. Multi-channel collaboration through banks, Bank focuses on agricultural scientific and technological enterprises to take closer service, proactive marketing strategy: combined with the strategy of agricultural development bank construction, actively guide the funds support agriculture to build enterprises, the active support leading enterprises, joint to be engaged in production of the farmer, In terms of bank headquarters
and branch, the selection of agricultural scientific and technological correspondent financial services, to enhance the “small-sized agricultural scientific and technological enterprises” financing targeted research and services, promote new agricultural science and technology service system construction, promote scientific and technological achievements into the ground, improve financial services in agriculture effectiveness.

Social and Outlook Study of Financial Innovation Analysis of Small-sized Agricultural Scientific and Technological Enterprises

**Social Benefits.** Research on financial innovation system of small-sized agricultural scientific and technological enterprises will further boost bank undertaking social responsibility of servicing to small and micro enterprise, and support the development of small and micro enterprises, practicing financial support employment, entrepreneurship responsibility. Financing services should play the role of leverage, and support the development of the pyramid the bottom small and micro enterprise, help the formation of entrepreneurial and innovative companies. Support the development of the small-sized agricultural scientific and technological enterprises and practicing of financial support for the construction of small towns.

Strengthen the research on financial innovation system of small-sized agricultural scientific and technological enterprises will improve the bank for small-sized agricultural enterprises, scientific and technological enterprises, small-sized agricultural scientific and technological enterprises customer credit risk management.

Based on a scientific and rational risk management and control system, strict credit management model, initially solved the problem of banks and small-sized agricultural scientific and technological enterprises

Strengthen the research on financial innovation system of small-sized agricultural scientific and technological enterprises is benefit to play a small and micro credit and agricultural finance industry brand technology to enhance the bank’s core competitiveness. Small-sized agricultural scientific and technological enterprises play important role in economic and social development, promoting its healthy development, to ensure that local economic growth, expanding employment, to meet the needs of multi-level market and prosperity of the local economy is of great significance. Economic development is to cultivate the practice of agricultural science and technology innovation, small and medium enterprises financing service system put forward the urgent request. Economic development of the practice has shown that the development of agricultural science and technology, small and medium enterprises gradually become the main power of regional economic growth. The premise of the development of “small-sized agricultural scientific and technological enterprises” is mainly to local banks to provide financing services, so establishing regional local banks as the main body of financial system and financing mode is the inevitable choice of the current regional economic development.

**Prospect Analysis.** The research of “small-sized agricultural scientific and technological enterprises” financial innovation system service to agriculture, especially, to small-sized agricultural, scientific and technological agricultural, small-sized agricultural scientific and technological.The research on “small-sized agricultural scientific and technological enterprises” financial innovation system has made clear the strategic position of agriculture finance and peanuts financial services. The research classified the concept of “small-sized agricultural scientific and technological enterprises”, and deeply discussed and researched on the financing modes of small-sized agricultural enterprises, scientific and technological enterprises, small-sized agricultural scientific and technological enterprises. This research has strategic significance on solve the financing problems of customers of “small-sized agricultural scientific and technological enterprises”.

Firstly, the research of “small-sized agricultural scientific and technological enterprises” financial innovation system promotes the reform of agricultural scientific research system. Currently, the research projects have better prospects are often with human and technical support, but short of funding support. It is necessary for us to introduce fund, to guide researchers out of the laboratory and to the market, to establish high-tech medium and small enterprises, finally strengthen these
enterprises to form a situation of tripartite confrontation: government, enterprise, private scientific research institution.

Secondly, the research of “small-sized agricultural scientific and technological enterprises” financial innovation system promotes the reform of agricultural science and technology investment mechanism. First of all, the status of scientific and technological achievements unused in China is closely related to the imperfect of the agricultural science and technology investment mechanism. The research of “small-sized agricultural scientific and technological enterprises” financial innovation system contributes to the mobilization and concentration of social idle funds to technology development and technology innovation field, then to solve the financing of agriculture related small enterprises of science and technology. Secondly, risk investors always organize financial, management and technical experts to conduct a comprehensive and detailed analysis of potential projects or investment enterprises to determine the market prospects and the expected investment income for ensure the quality of the enterprise investment and reduce investment risks. So, the research can help small agricultural science and technology enterprises to avoid the risk and grow healthily.

Thirdly, the research of “small-sized agricultural scientific and technological enterprises” financial innovation system promotes the progress of scientific research, and the scientific and standardized management of scientific and technological research. The growth process of scientific and technological products not only needs the basic elements of human, technology, capital, scientific management and reasonable investments are also particularly important. Scientific management is helpful to promote agricultural science and technology enterprises to achieve the organic integration of technology and capital, so investors can achieve the maximization of economic benefit in providing the products and services at the same time. Therefore, in the process of risk investors investing in high-tech products and technology enterprises, risk investors not only inject capital, but also provide services for management and other related. In some cases, the relevant market management personnel also provide product research and development plan and business strategy for enterprise, and sometime they also do daily management. Through this kind of capital and management, risk investors can not only understand the development of the product or the operation of the enterprise as the basis for the next step of investment decision, but also can reduce the investment risk and improve the economic benefit.

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References