

ALIBABA GROUP: DEVELOPMENT AND INFLUENCE

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ISSN 2277-7733

Volume 7 Issue 1,

June 2018

Abstract

As one of the most influential groups in China, the development course of Alibaba group shows us a successful corporate image. The perspectiveness, innovativeness and courage of Jack Ma and his team are the main factors for Alibaba group to achieve great achievements in the early stage of development. Then they conform to the trend of the times and the needs of people, through improving the internal management system and accelerating the process of industrial diversification today they have involved in many fields such as business, media and philanthropy. Unconsciously, they have changed the way of life of most Chinese people and also indicated a new direction of the new generation's development.

Keywords: *Alibaba Group, Development, Influence*

Nowadays, the four new inventions of China, High-speed railway, Alipay, Shared bicycle and Online shopping are attracting worldwide attention, but two of them were created by Alibaba group.

At first, no one expected that an ordinary English teacher would become one of the most successful entrepreneurs of China, and Alibaba, the business empire founded by Jack Ma, has brought too many surprises to China's economic development in recent years.

Twenty years after its founding, its development course is worthy of our study and reference.

From the point of view of time, it has experienced the initial stage (including preparatory stage), rapid development stage and self-improvement stage. At the start, the Internet is not very popular in China. Through social financing, the creation of exclusive payment, buyer and seller exchange platform, provide the corresponding e-commerce training services and other ways, Alibaba group has laid a solid foundation for China's online shopping business.

Since 2010, Alibaba group began to explore overseas markets, launched mobile Taobao client in response to market demand, and began to take the initiative to assume social responsibility and established many public welfare funds. During this period, they adjusted the organizational structure of the company in order to meet the needs of all levels of people in a more specific and systematic way. In order to ensure and supervise the quality of goods, they transformed the former "Taobao mall" into the "Tmall" positioned as high-end and internationalized.

As is known to all, Alibaba was officially listed on the New York stock exchange in 2014. It welcomes many multinational enterprises to settle in with a more open attitude, which further develops its internationalization process. Since then, Alibaba has been involving in film and television, digital maps, music and catering.

It is worth mentioning that in 2018 the "Cainiao" network created by Alibaba has brought the development of China's logistics industry to a new height. The main goal of "Cainiao" courier station is to ensure online shoppers to get goods safely and quickly, and to relieve the pressure of logistics service in the "last mile".

Perhaps the development model of any successful enterprise is very similar, we need to know that although the model may be hidebound, the way of thinking is flexible and diverse. More than 20 years ago, it seemed impossible that an English teacher could predict the future changes of directions of China's economic development. In my opinion, a excellent entrepreneur should have a great foresight, courage to explore the unknown areas and admirable persistence.

The more important thing is to know how to use social resources and government policy resources. The last two development stages of Alibaba are in the period of rapid development of economic globalization and Internet era. At the same time, the Chinese government is also carrying out large-scale infrastructure construction and encouraging people to use the Internet. Alibaba solved the problem like a savior when the economic development could not meet the needs of the people. Maybe the sum of wisdom, sweat (effort) and opportunity equals success.

Now, it's hard to say whether this is China's Alibaba or Alibaba's China. The meaning of Alibaba is more than just a company. It has become a life-style of Chinese people.

Today, if you go to China you will find that Chinese people seldom pay in cash. Because you can find the QR code of Alipay or WeChat almost anywhere. Compared with cash payment, this is very safe and convenient.

With the accelerated pace of life, people spend less and less time on shopping. Online shopping has become the preferred way of shopping for most people due to its diversity, convenience and benefits.

In the past, if we want to start a business, we could not do it without enough funds. But now, the requirement of register an online store is very less, only about 10,000 rupees. This provides a good platform for many young people, more and more original brands can be developed.

Subjective thoughts can also affect the objective environment a lot. Alibaba group regards Customer first, Teamwork, Innovation, Integrity, Activeness and Dedication as its corporate culture. It's necessary to create a good corporate culture, because a good working atmosphere can guide employees a good working attitude, eventually the company will benefit from it.

At present, many Chinese young people say that this is a time when beauty is a priority. But Jack Ma used his own experience to refute this idea. This is an era full of challenges as well as opportunities, we can create our own future by learning from the experience and lessons of our predecessors.

Reference

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