

Market & Financial Performance of Selected Chinese Technology Companies in Jiangxi Province: A Proposed Sustainable Market Positioning Strategies

Xiao Li

Adamson University, Philippines

Abstract: The main goal of this study is to propose sustainable market positioning strategies for Chinese technology companies in Jiangxi Province, based on the relationship between market positioning strategies and financial performance. The study employs quantitative methods, surveying 300 participants from 30 technology companies in Jiangxi Province, using the Raosoft sample size calculator to ensure a representative sample. The findings reveal a significant relationship between market share and profitability, with higher market shares being associated with increased ROI, ROE, and ROA. Furthermore, market positioning strategies significantly influence profitability, especially in terms of benefit goals, market objectives, and location suitability. Based on the results, a sustainable market positioning strategy is proposed, focusing on enhancing digital marketing, product innovation, and integrating corporate social responsibility (CSR) practices to strengthen market competitiveness.

Keywords: Financial Performance, Sustainable Market Positioning Strategies.

1. Introduction

With the advent of the era of knowledge-based economy and the fierce competition in the global market, enterprises, as the main driving force of enterprise innovation, have become the key factor to promote China's economic development and social development. The business performance of technology enterprises is not only related to the survival and development of enterprises, but also an important embodiment of a nation's independent innovation and the competitive strength of the industry. Yibo Wang (2023), based on the data of China's IT industry, investigated the impact of CSR on enterprise performance, and made a theoretical analysis of the impact of CSR on enterprise performance. Jiangxi province is one of the largest provinces in China, and the development of its high-tech industries also attracts much attention. However, there are still some problems in the three aspects of financial situation, product quality and market position.

The research on the financial performance and market orientation of the high-tech enterprises in Jiangxi province is not only an important research topic, but also an important practical topic. On this basis, the business performance of China's private enterprises is comprehensively analyzed, and the main reasons and existing problems restricting the development of private enterprises in China are found out, in order to play a certain reference role in the development of private enterprises in China. Under the background that China and other regions pay great attention to scientific and technological innovation and sustainable development, discussing the relationship between sustainable development of enterprises and business performance will help to promote the benign development of science and technology industry in Jiangxi province and China. To this end, the project is to establish a financial performance evaluation model suitable for high-tech enterprises in Jiangxi Province, and provide certain theoretical support and practical reference for their long-term development according to the sustainable development strategy of enterprises.

2. Statement of the Problem

This paper aims to investigate how the following relate to one another the market positioning strategies and their financial performance:

(1) What are the effects of market share to the following profitability indicators:

- 1.1 Return on Investment;
- 1.2 Return on Equity; and
- 1.3 Return on Assets?

(2) How are the following market positioning strategies affect the profitability indicators:

- 2.1 Benefit Goals;
- 2.2 Market Objectives;
- 2.3 Location Suitability; and
- 2.4 Potential and Risk?

(3) From the results of the study, what sustainable market positioning strategies can be proposed?

3. Hypotheses

The research considered the pursuing null hypotheses:

HO1: There is no significant impact between the market share of selected Chinese companies and the following profitability indicators, such as: ROI, ROE, and ROA.

HO2: Market positioning strategies do not affect profitability indicators of the selected technology companies in Jiangxi province.

4. Conceptual Framework

Figure 1 shows the concept structure of this research and the interaction between the different variables. The article analyses the market share, the profit target and the market-market-oriented strategy, and the market positioning strategy is an independent variable. In this graph, ROI, ROE and ROA are used to measure the returns of the firm. Market positioning strategies are measured in terms of Benefit goals, Market objectives, Location suitability, Potential and Risk.

In this paper, we will take a sample of Jiangxi Province's

technological enterprises to investigate their market share, market orientation, and finance performance indices. In addition, we will examine the influence of market-orientation policies on the financial results and the influence of the return factors (e.g. ROI, ROE, ROA) on their market share and market positioning strategy. The influence of market shares and market-orientation strategies on corporate profitability indices, and consider the sustainability of a tech firm's market orientation or its future improvement programs.

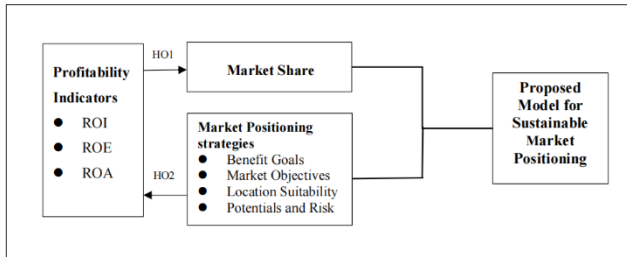


Figure 1. Author's Conceptual Framework

5. RESULTS

This section gives a summary of the data collected from the questionnaire completed for this research. The results are shown in this chapter in the same order as in the study question.

5.1. Impact of Market Share on Profitability

The results that follow provide an evaluation of businesses' financial performance, focusing on key metrics such as ROI, ROE, and ROA, and their impact on market share and overall profitability.

Based on real data gathered from 30 organizations throughout the two years 2022 and 2023, the average ROA value of 2.90 is in line with Table 14's analysis. Accordingly, ROA is typically regarded as a crucial metric for assessing a business's financial performance.

Overview of the financial results is presented in table 1, which compares ROI, ROE and ROA effects on corporate performance.

Table 1. Summary Perceived of Financial Performance

Indicators	Mean	SD	Interpretation
Return of Investment (ROI)	2.83	1.075	Moderate
Return of Equity (ROE)	2.82	1.054	Moderate
Return of Assets (ROA)	2.87	1.063	Moderate
Over-all Mean	2.84	1.064	Moderate

The ROA has the most highly weighted average (WFR) at 2,87, which suggests that it is the most profitable and best performing instrument in the world.

The ROI is almost equally significant, ranking No. 2 at a weighted average of 2.83. This measure, like other measures taken into consideration, is classified as 'Moderate', indicating its important role in the evaluation of financial performance.

The Return on Capital (ROE) is at 2.82, also rated as "Medium", indicating that it is in line with ROA and ROI, both of which are crucial to the financial assessment.

An overall evaluation of some of the most important financial metrics is crucial to getting a full picture of the state of a firm's finances. The most recent analysis shows that its overall financial results are "moderate", with an average index of 2.84. This assessment indicates that the firm has reached an acceptable standard in terms of finance and operating

performance, but there is still room for improvement in order to enhance its competitive position in the market.

Of the 3 main finance metrics -- ROA, ROI and ROE -- ROA is considered to be the key measure of a firm's finances. It is one of the most important indicators of a firm's general financial situation, since it reflects exactly how well a firm can use its assets to make a profit. ROI comes next, with a focus on corporate revenue that is critical to making an investment decision. ROE comes in 3rd place, which gives an overview of the firm's profitability from a stockholder's point of view. It is essential to assess the ability of a firm to deliver value to its shareholders and demonstrate its ability to utilize shareholder cash. Overall, ROI, ROA and ROE give managers an intuitive picture of its operational effectiveness, profitability, and capital usage efficiency, as well as a foundation for decision making by investors, lenders and other stakeholders.

5.2. Impact of Market Positioning Strategies on Profitability

The following results present an assessment of the impact of market positioning strategies on profitability focusing on key metrics such as benefit goals, market objectives, location suitability, potential and risk.

Table 2 presents a comprehensive evaluation of a market positioning strategy from the perspective of profit target, market target, location fit, and potential and risk.

Table 2. Summary on the Assessment of Market Positioning Strategies

Indicators	Mean	SD	Interpretation
Benefit Goals	2.83	1.063	Moderate
Market Objectives	2.85	1.056	Moderate
Location Suitability	2.83	1.076	Moderate
Potential and Risk	2.86	1.059	Moderate
Over-all Mean	2.84	1.063	Moderate

"Benefit Goals," which are rated Medium at an average of 2.83, indicate that companies recognize the value of the gains resulting from well implemented market-orientation policies. Nevertheless, some of those objectives appear to receive a slightly lower level of attention compared with others, suggesting that although important, they are not the main focus of the selection of the market.

The "Market Objectives", which are at least 2,85 on average, show that companies consider well-defined targets to be an essential part of their market positioning strategy. The targets provide guidelines and help to align the activities of the enterprise with the overall strategic objectives, emphasising the importance of the targets for promoting an efficient market orientation.

"Potential and Risk," at an average of 2.83 and Medium, reflects the importance that companies place on selecting appropriate sites. This has an effect on the location of the market by making it easier for consumers to access and operate more efficiently. But, as with the benefit targets, they are considered to be somewhat less important than the targets of the market and the evaluation of risks.

The highest average value of "Potential and Risk" and "Medium" are among the most outstanding ones. This indicates that companies pay special attention to evaluating the possibilities and risks involved in location decisions. The higher average highlights the need for understanding

uncertainty, which suggests that companies carefully balance potential benefits and risks in order to secure lasting success.

An aggregate average of 2.84, which is interpreted as Moderate, shows that the 4 metrics — the appropriateness of the site, the target of the market, the profit target, the potential and the risk — are seen as key factors in the orientation of the market. But it seems that potential and risk are the main determinant of success.

5.3. Regression Analysis Between Market Share and Profitability Indicators

Table 3. Return of Investment and Market Share Regression Analysis

Model Summary ^b				
Model	R	R-squared	R Squared Adjusted	Standard Deviation from the Estimate
1	.905 ^a	.820	.819	.3783
a. Market share is the dependent variable.				
b. Forecasting factors: (Constant), Return of Investment				

ANOVA ^a						
Model	Sum of Squares	df	Mean Square	F	Sig.	
1	Regression	194.134	1	194.134	1356.510	<.001 ^b
	Residual	42.648	298	0.143		
	Total	236.782	299			
a. The dependent variable: Market Share						
b. Forecasting factors: (Constant), Return of Investment						

Coefficients ^a						
Model		Non-standard Coefficients		Coordinated Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Continuous)	0.330	0.071		4.635	<.001
	Return of Investment	0.882	0.024	0.905	36.831	<.001
a. Dependent Variable: Market Share						

The Model Summary shows that the Market Share Variance is 82 per cent ($R^2 = 0.820$), indicating that ROI is a powerful indicator of Market Share. A high R value of .905 shows the highly positive correlation between ROI and Market Share, with a standard deviation of 0.3783.

The meaning of the regression model is one of the most important standards to evaluate the prediction capability in statistics. The regression model that we built in this paper is highly statistically significant, which is achieved by means of ANOVA (ANOVA).

The variance analysis carried out on this model showed a P value of less than 0.001, suggesting a basic linear relationship between the variables in question. Furthermore, this model has a very high statistical value of 1356,510, which further confirms the statistical meaning of this model. The f-value, which is a key metric for evaluating the model's explanatory power over the dependent variable, highlights the significant explanation and prediction potential of this regression model regarding the market share of a firm.

The ROI (ROI) is used as an independent variable in this model. ROI is a benchmark measure for finance and investing decision-making. It is an indicator of how profitable an enterprise is. The analysis shows that the ROI prediction is able to accurately predict the market share, indicating that the

firm's market share is closely related to ROI. This discovery provides a wealth of empirical data that can help firms better understand the market trends and develop their own strategic business plans.

At 0.905, ROI has a significant positive impact on Market Share. For each ROI increase per unit, Market Share increases by 0.882 pieces with a very strong correlation ($p < 0.001$).

Here are some results from a simple regression study, which is based on ROE, which is used to predict the outcome of the study. This study looks at the impact of Market Share on ROE.

Table 4. Return of Equity and Market Share Analysis of Regression

Model Summary ^b				
Model	R	R-squared	R-squared adjusted	Standard Deviation from the Estimate
1	.899 ^a	.808	.808	.3902
a. Dependent Variable: Market Share				
b. Forecasting factors: (Constant), ROE				

ANOVA ^a						
Model	The sum of squares	df	Average Square	F	Sig.	
1	Regression	191.415	1	191.415	1257.357	<.001 ^b
	Residual	45.366	298	0.152		
	Total	236.782	299			
a. Market share is the dependent variable.						
b. Forecasting factors: (Constant), ROE						

Coefficients ^a						
Model		Unnormalized Coefficients		Coordinated Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	0.298	0.075		3.981	<.001
	Return of Equity	0.899	0.025	0.899	35.459	<.001
a. Dependent Variable: Market Share						

The Model Summary indicates that the Market Share variance is due to a regression model ($R^2 = 0.808$). ROE is a strong indicator of Market Share. The R-value of .899, at a standard deviation of 0.3902, indicates significant positive correlation between ROE and market share.

On the basis of these results, we have identified a number of key data points which can be used to improve the performance of the model. Firstly, a high statistical significance of $P < 0.001$ was achieved. It was found that the correlation of the independent and the independent variables was remarkable and reliable. Secondly, F is 1257.357, which shows that this model is important, and that f is also big. The f is a significant amount of variation used to measure the interpretation of every variable in the model. The high F-value indicates that this model is highly precise and effective in predicting objective variables. Moreover, ANOVA is also a significant outcome for variation analysis. The effect of ANOVA on ANOVA has been investigated. The results of this research indicate that the model is statistically significant, which provides the theory foundation for the demonstration research. All in all, it is proved that this approach is more accurate to forecast the market share. The ROI is one of the

most significant financial metrics that show how a firm generates revenue by investing in stock options. The research uses a linear relationship between ROE and market share to make an accurate estimation of the market share. This study not only can forecast the company's share price, but also can be used for the selection and selection of other related parties.

The correlation table shows that ROE has a significant and positive impact on market share at a beta of 0.899. For each unit of ROE growth, Market Share will increase 0.899 units, with a strong relationship ($p < 0.001$).

Through the linear regression between the ROA and the market share, we get the results below. In this article, we discuss the relation of the corporation's market share and its total equity.

Table 5. Return of Assets and Market Share Regression Analysis

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.903 ^a	.815	.814	.3836
a. Dependent Variable: Market Share				
b. Predictors: (Constant), Return of Assets				

ANOVA ^a						
Model	Sum of Squares	df	Mean Square	F	Sig.	
1	Regression	192.920	1	192.920	1310.725	<.001 ^b
	Residual	43.861	298	.147		
	Total	236.782	299			
a. Dependent Variable: Market Share						
b. Predictors: (Constant), Return of Assets						

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.219	.075		2.903	.004
	Return of Assets	.908	.025	.903	36.204	<.001
a. Dependent Variable: Market Share						

Based on this model, we have discovered that ROE is a very useful measure of a firm's market share. The ROA is positively correlated with the market share. The mean error is 0.3836, which suggests that there is a significant relationship between ROA and Chinese stock market share.

Using the data from the ANOVA, we made a comprehensive evaluation of the statistic meaning of this model, and reached the precise parameters needed for the statistical analysis. The ANOVA indicated that there was a statistically significant difference between the two groups. Based on these results, the regression factor is 1310.725, which shows that the proposed model is effective for all indexes. The results give us a reliable statistic base for future forecasts and analyses. Moreover, it is proved that ROA is an important predictor of the market share. ROA is a key measure of finance, which reflects the extent to which an enterprise can make a profit with all its resources. Based on the ROA correlation with the market share, we can accurately predict the market share. These results not only show that ROA is effective in forecasting market share, but also offer a

practical way to forecast the market.

The Factors Table indicates that ROA improves Market Share substantially with a beta factor of 0.903. For each ROA increment per unit of ROA, the Market Share will increase by 0.908 units, with a remarkable relationship ($P < 0.001$).

5.4. Significant Differences between Profitability Indicators and Market Positioning Strategies

Table 6. Differences between Profitability Indicators and Market Positioning Strategies

Return of Investment (ROI)	F-value	p-value	Interpretation	Decision
Benefit Goals	49.331	<.001	S	R
Market Objectives	33.901	<.001	S	R
Location Suitability	35.211	<.001	S	R
Potential and Risk	21.401	<.001	S	R
Return of Equity (ROE)				
Benefit Goals	71.312	<.001	S	R
Market Objectives	40.341	<.001	S	R
Location Suitability	41.212	<.001	S	R
Potential and Risk	31.803	<.001	S	R
Return of Assets (ROA)				
Benefit Goals	16.311	<.001	S	R
Market Objectives	28.359	<.001	S	R
Location Suitability	21.769	<.001	S	R
Potential and Risk	25.213	<.001	S	R
Legend: Significant at p-value < 0.05; R – Rejected; FR – Failed to Reject; S – Significant; NS – Not Significant				

Table 24 presents the differences in profitability indicators when grouped by market positioning strategies, focusing on ROI, ROE, and ROA. It shows the significance of these differences across benefit goals, market objectives, location suitability, and potential and risk.

For Return on Investment (ROI), the p-values are less than 0.001 for all market positioning strategies, signifying highly significant variations in ROI among these strategies. The substantial F-values, particularly for Market Objectives (33.901) and Location Suitability (35.211), indicate that these elements exert a considerable impact on the perception and realization of ROI. This underscores the critical nature of strategic decisions regarding market positioning in shaping investment outcomes. As Kaplan and Norton (2020) suggest, tailoring market positioning strategies to align with objectives can lead to improved financial results, especially concerning ROI.

Regarding Return on Equity (ROE), the p-values are similarly less than 0.001 across all strategies, indicating significant discrepancies in ROE. The most notable F-value is for Benefit Goals (71.312), suggesting that ROE is largely influenced by the alignment of market positioning strategies with a company's benefit objectives. This suggests that companies are more likely to achieve higher equity returns when their benefit goals are clearly defined and integrated into their positioning strategies, as emphasized by Jensen (2021) who highlights the importance of strategic clarity in benefit goals to maximize ROE.

In the case of Return on Assets (ROA), significant differences ($p < 0.001$) are also observed, with Market Objectives exhibiting the highest F-value (28.359). This implies that a company's asset efficiency is significantly affected by its ability to identify and pursue its market

objectives effectively. Richard and Brown (2019) note that businesses managing assets in accordance with specific market objectives typically yield higher asset returns.

The overall findings indicate that market positioning strategies significantly affect ROI, ROE, and ROA, highlighting the necessity of aligning strategic goals such as benefit objectives, market targets, and location suitability to enhance financial performance and sustain growth.

The subsequent multiple regression analysis will delve into the influence of factors like Potential and Risk, Market Objectives, Benefit Goals, and Location Suitability on Return on Investment (ROI).

Table 7. Return of Investment and market positioning strategies multiple Regression Analysis

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	
1	.931 ^a	.867	.866	.3351	
a. Predictors: (Constant), Potential and Risk, Market Objectives, Benefit goals, Location suitability					
b. Dependent Variable: Return of Investment					

ANOVA ^a						
Model	Sum of Squares	df	Mean Square	F	Sig.	
1	Regression	216.682	4	54.171	482.539	<.001 ^b
	Residual	33.117	295	.112		
	Total	249.799	299			
a. Dependent Variable: Return of Investment						
b. Predictors: (Constant), Potential and Risk, Market Objectives, Benefit goals, Location suitability						

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.029	.067		.439	.661
	Benefit goals	.198	.061	.193	3.274	.001
	Market Objectives	.213	.060	.209	3.567	<.001
	Location suitability	.264	.060	.260	4.371	<.001
	Potential and Risk	.311	.061	.305	5.095	<.001
a. Dependent Variable: Return of Investment						

After pattern induction, the regression pattern of this study explained the ROI by 86.7% (R²=0.867), which was better consistent. Its standard deviation is. The results show that the return on investment has a good correlation with the return on investment.

Using ANOVA method, there was a remarkable difference between the two groups of P < 0.001. The results indicate that there is a real and reliable linearity between independent and independent variables in the model. On this basis, the regression coefficient was 1310.725, indicating that this model has a good prediction effect on each indicator. Based on the variation number analysis table described above, we can confidently claim that this pattern is statistically significant. This suggests that the pattern of independent variables with the explained variables shows true associations

rather than chance. The results of this paper lay a reliable theoretical basis for further research. In addition, this paper also found that in this study, ROA (return on capital) has a strong ability to predict the market share of listed companies in China. This study accurately estimates the market share by capturing the linear correlation between ROA and market share. This finding not only proves the effectiveness of ROA in predicting market share, but also provides us with a feasible method for market prediction.

The Coefficients table shows the contribution of each variable to ROI. Potential and Risk has the strongest impact, with a Beta of .305, followed by Location Suitability (Beta = 0.260), Market Objectives (Beta = 0.209), and Benefit Goals (Beta = 0.193). All predictors are all smaller than 0.001, indicating that they are statistically significant, showing that each variable has a meaningful influence on ROI.

The multiple regression analysis below examines how factors such as Potential and Risk, Market Objectives, Benefit Goals, and Location Suitability influence Return on Equity (ROE).

Table 8. Market Positioning Strategies and Return of Equity Multiple Regression Analysis

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.924 ^a	.853	.851	.3437
a. Predictors: (Constant), Potential and Risk, Market Objectives, Benefit goals, Location suitability				
b. Dependent Variable: Return of Equity				

ANOVA ^a						
Model	Sum of Squares	df	Mean Square	F	Sig.	
1	Regression	202.026	4	50.507	427.447	<.001 ^b
	Residual	34.857	295	.118		
	Total	236.883	299			
a. Dependent Variable: Return of Equity						
b. Predictors: (Constant), Potential and Risk, Market Objectives, Benefit goals, Location suitability						

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.104	.069		1.522	.129
	Benefit goals	.272	.062	.271	4.375	<.001
	Market Objectives	.204	.061	.206	3.328	<.001
	Location suitability	.198	.062	.201	3.197	.002
	Potential and Risk	.280	.063	.281	4.468	<.001
a. Dependent Variable: Return of Equity						

The Model Summary shows that there is a strong model fit because the ROE variance is 85.3% (R² = 0.853). The R-value of 0.924 and the RSD of 0.3437 indicate that ROE has a very positive relationship with the combination forecast, which can be used to estimate ROE in a reasonable manner.

The Coefficients chart indicates that all predictions have a

statistical effect on ROE, with the exception of fixed periods. With a beta of 0,281, the most influential effect was Potential and Risk, then Benefit Goals (Beta = 0,271), Market Objectives (Beta = .206) and Location Suitability (Beta = 0.201). The p values of all the variables are lower than 0.002, suggesting that they contribute significantly to the prediction of the ROE.

The following Multivariate Regression looks at the ways in which the ROA is affected by factors like Potential and Risks, Market Objectives, Benefit Goals and Location Suitability.

Table 9. Market Positioning Strategies and Return of Assets Multiple Regression Analysis

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.926 ^a	.858	.856	.3353
a. Predictors: (Constant), Potential and Risk, Market Objectives, Benefit goals, Location suitability				
b. Dependent Variable: Return of Assets				

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	200.589	4	50.147	446.157	<.001 ^b
	Residual	33.157	295	.112		
	Total	233.747	299			
a. Dependent Variable: Return of Assets						
b. Predictors: (Constant), Potential and Risk, Market Objectives, Benefit goals, Location suitability						

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.175	.067		2.611	.009
	Benefit goals	.192	.061	.193	3.166	.002
	Market Objectives	.223	.060	.226	3.721	<.001
	Location suitability	.265	.060	.271	4.399	<.001
	Potential and Risk	.269	.061	.272	4.404	<.001
a. Dependent Variable: Return of Assets						

Based on Model Summary, this model has good model matching, which is 85.8% of ROA change (R² = 0.858). The R value of .926, with a standard error of 0.3353, shows that there is a strong positive correlation between the predictive performance and ROA, which shows that the model is accurate in forecasting ROA from those features.

Based on ANOVA, this model had statistical significance, P < 0.001 and F was 446.157. This shows that a combination of potential and risk, Market Objectives, Benefit Goals, and Location Suitability can significantly predict ROA variations.

All factors have a statistically substantial impact on ROA, according to the Coefficients table. Potential and Risk has the strongest influence with a Beta of 0.272, followed closely by Location Suitability (Beta = 0.271), Market Objectives (Beta = 0.226), and Benefit Goals (Beta = 0.193). All predictors have p-values below 0.002, indicating their meaningful

contribution to predicting ROA. Additionally, the constant component is statistically significant (p = 0.009), indicating that ROA may be further impacted by factors not included in the model.

6. DISCUSSIONS

This chapter is a comprehensive summary of the information collected. It also includes the inferences generated by the research results and the opinions of the researchers.

6.1. Conclusions

The following conclusions were drawn from the data:

The study shows a strong correlation between market share and ROI, with sustained growth in ROI supporting market share expansion. When a company's ROI is high, it indicates that they are effectively allocating resources to profitable ventures, which in turn strengthens their market positioning. This growth enables the company to outperform competitors, increasing its competitiveness in the market. ROE, which is affected by the effectiveness of capital utilization, draws investors to invest, thus increasing the competitiveness and market share of a firm. High ROE indicates a strong financial soundness, which will encourage additional investors to invest and boost the company's growth and competitive position. Steady ROA indicates high operating performance and capital management, which is critical to expanding the market. Increasing ROA is an indicator of optimum use of resources and improved operating efficiency.

Firms using an efficient market positioning strategy that emphasizes the diversity of their products or services can generate more revenue, more sales, and better brand recognition. To be profitable, it is essential to set clear market goals, for example, to determine the destination of the product and to compete. A firm that has a well defined market target can better maximize its market share by focusing on a particular client's demand and a particular segment of the market. An appropriate site makes it easier to provide logistical support, to take advantage of regional policy, and to help develop the market. A suitable site will lower the operating costs of the logistics and the operation of the supply chain, which is conducive to the expansion of operations. Regional factors have significant impact on the performance of the logistics, and the choice of the strategy location can lower the operation cost and increase the business efficiency.

The Sustainable Market Orientation Strategy can be aimed at strengthening the involvement of consumers, expanding the market share of the marketplace, making investments in research and development (R&D), cutting costs through automation, raising the profile of the global brand, and incorporating sustainability with CSR processes. Tech firms will have to focus on a few things in order to reach a sustainable marketplace. Digital Marketing and Research and Development (RDI) are crucial for increasing market share and competitiveness. It is also acknowledged that automation plays an important role in cutting costs and increasing efficiency. In addition, increasing the visibility of the global brand and the sustainability of CSR is an essential strategy to locate the market in a sustainable manner (a number of studies quoted).

6.2. Recommendations

The following suggestions are put out in light of the findings:

The first is the respondent profile recommendation. Given the relatively high proportion of females among respondents (61.7%) and their concentration in the 36-45 age group (39.7%), it is recommended that companies continue to pay attention to and meet the career development and training needs of this group, while also considering maintaining gender and age diversity in recruitment.

For the employee group with 11-20 years of work experience and a high percentage of master's degrees, companies should provide more challenging work assignments and promotion opportunities to make the most of their experience and expertise. It may also consider further enhancing the overall educational level of employees and encouraging them to pursue further education by providing on-the-job education or scholarships.

In order to boost profits, tech firms need to concentrate on increasing their market share, thereby increasing their ROI. For such firms it is important to optimise their resources on a continuous basis and to make sure that their investments are focused on high-return projects. Such a strategy can dramatically increase ROI and enhance the orientation of the marketplace. Periodic assessment of the performance of an investment program is also essential, so that it can be adjusted in time in order to maintain its competitiveness.

As well as ROI, tech firms should seek to increase their ROE. Paying attention to the effective use of funds allows firms to attract more investors. This can be done through an improvement in the use and profitability of the assets. It is also essential to improve the relationship between the partners and improve the transparency of the relationship between the two parties, which may result in greater trust and investment by the shareholders.

Moreover, the optimisation of the ROA is essential to technological firms. It should aim at improving the governance of the assets and the effectiveness of its operations. Refinement of management procedures and adoption of technical innovations can increase the use and profit margin of the assets. Carrying out periodic asset inventories and evaluations will make sure that the assets are properly distributed and utilized efficiently, which will make a significant contribution to operating results and profitability.

Second, this paper analyses the company's sales tactics, and brings up the relevant profit tactics. The company must have definite marketing tactics, use the various products and the service innovation, raise the brand consciousness and the customer loyalty. Based on these, it is necessary to focus on client's requirements and preferences, and make customized products and services according to their requirements.

The Company should define market objectives, including target customers and competitive strategies to optimise market share. Through in-depth understanding of market segmentation and customer needs, it shall formulate targeted marketing strategies and competitive strategies to enhance market competitiveness.

In order to reduce the cost of logistics, logistics, logistics and other aspects, enterprises should be based on their own actual situation, reasonable location. On this basis, the regional policy tendencies and market development opportunities should be fully considered, so as to achieve the purpose of increasing the market share and increasing the profit.

The Company should assess its market potential and risk tolerance and formulate effective risk management strategies

to cope with market uncertainties. By strengthening the market monitoring and early warning mechanism, timely adjustment of business strategies to maintain profitability.

For achieving sustainable market positioning, it is advisable that the company intensifies its interaction and communication with customers. Gaining insights into customer needs and preferences through social media and feedback mechanisms can significantly enhance customer engagement and satisfaction.

Making use of Search Engine Optimization (SEO) and other digital marketing tools like social media and Search Engine Optimization (Search Engine Optimization) are crucial for improving the profile of the company and its market share. Staying up to date with the new developments in the field of digital sales and technology will also contribute to preserving the competitiveness of the company. Both the owner and the manager of the technical firm must pay attention to the specific marketing tactics and the continual creation of the product, so as to enhance the market orientation and the profit margin. Through the efficient use of digital tools and the maintenance of customer focus, ROI, ROE and ROA can be increased without losing competitiveness.

Moreover, firms need to increase their research and development investments to support innovative products and technology that respond to the needs of the market and maintain their competitiveness. Stronger partnerships with colleges and institutes could also increase their capacity for research and development and improve their technology.

The Company shall reduce costs and improve efficiency through automation technology and means. Focus on the development trend and application scenarios of automation technology and formulate appropriate automation transformation plans to optimise production processes and enhance operational efficiency. The technical management team must focus on optimising resource allocation by improving capital efficiency and asset management practices. Implementing cost control measures and utilising automation can significantly improve operational efficiency, thereby increasing financial performance indicators such as ROA and ROI.

The Company should actively participate in international market competition and co-operation, and enhance global brand awareness and influence by participating in international exhibitions and setting up overseas branches. The sales and marketing team employs targeted promotional activities to identify and attract specific customer segments to align their market positioning strategies with customer needs. They may increase brand awareness and achieve greater profitability by focusing on certain market targets.

The company should focus on sustainability and social responsibility issues and enhance its corporate image and social recognition by developing sustainability strategies and CSR programmes. At the same time, it should actively participate in social welfare activities and CSR programmes in order to give back to the society and enhance brand value.

Also, the orientation of the future research. Researchers have investigated the potential of emerging techniques like AI and MT in the field of marketing tactics and profitability. Moreover, through the comparison of various companies and areas, we can find that this study has wider applied foreground.

Table 10. Proposed Sustainable Market Positioning Strategies towards Improved Financial Performance of Technology Companies

Key Result Area	Identified Gaps	Objectives	Strategies / Approaches	Success Indicator	Persons Involved
1. Customer Engagement and Satisfaction	Inconsistent customer feedback and low retention rates	Increase customer satisfaction and loyalty	Develop personalized customer experiences using data analytics and AI-powered solutions	increase in customer retention, indicated by: •Increased repeat purchases •Higher Net Promoter Score (NPS) •Faster response times to customer inquiries	Marketing Team, IT Team, Customer Service
2. Market Share Growth	Limited market penetration and competition from rivals	Expand market share in target regions	Use targeted digital marketing campaigns and partnerships with key industry players	growth in market share, indicated by: •Growth in customer base in target regions •Increased sales volume in new markets •More strategic partnerships established	Sales Team, Marketing Team
3. Product Innovation	Slow adaptation to technological advancements	Enhance product features and technological updates	Invest in R&D for continuous product innovation, incorporate emerging technologies like AI/ML	new product innovation rate, indicated by: •Launch of new or upgraded products every quarter •Faster product development cycles •Adoption of cutting-edge technologies in product lines	R&D Team, Product Development Team
4. Cost Management and Efficiency	High operational costs due to inefficient processes	Improve operational efficiency and reduce costs	Implement automation and cloud computing to streamline operations	reduction in operational costs, indicated by: •Reduced time for key operational processes •Decreased use of manual processes •Lowered fixed costs per unit of output	Operations Team, Finance Team, IT Team
5. Brand Awareness and Reputation	Low brand visibility in the global market	Strengthen brand presence and global reach	Use influencer marketing and participate in international tech conferences	increase in global brand recognition, indicated by: •Increased social media engagement •More positive media coverage •Improved rankings in industry reputation surveys	Marketing Team, PR Team
6. Sustainability and Corporate Social Responsibility (CSR)	Lack of focus on sustainable practices and CSR initiatives	Integrate sustainability into business operations	Develop and implement eco-friendly policies, engage in community development projects	improvement in sustainability rating, indicated by: •Implementation of sustainability programs •Lower carbon footprint •Positive feedback from stakeholders on CSR initiatives	Sustainability Officer, HR Team

Sustained market-orientation strategies have been developed to deal with significant shortcomings in client involvement, market share growth, product innovation, cost management, brand recognition, and sustainability. They are aimed at improving consumer satisfaction, expanding the market, encouraging product innovation, and cutting costs by applying data analysis, AI, targeted marketing, and more research and development. Their goal is to combine sustainable development with CSR in order to enhance the reputation of the world. The main measure of their success is the significant increase in market share, the retention of clients and the cost-effectiveness of the products, all of which help to enhance the overall financial results.

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