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**ASSIGNMENT
FOR A QUALIFYING MASTER’S THESIS**

given to
Chai Jing,

1. The topic of the thesis: “MANAGEMENT OF THE COMPANY'S INTELLECTUAL RESOURCES AND WAYS TO IMPROVE THEIR EFFICIENCY”.

Scientific advisor SEMENCHENKO Tamara, PhD in Education, Assoc. Prof. approved by the order of the University dated «17» September 2024, № 4601-3к/1025

2. Deadline for submission of thesis by the student 18 November 2024

3. List of questions to be researched:

In chapter 1: to reveal the essence of intellectual resources of an enterprise; underline their role within the enterprise; consider corporate culture as part of intellectual resources.

In chapter 2: to provide technical and economic characteristics of Li Auto; assess its risks; to analyze the general features of Li Auto; to evaluate the human resources of the enterprise and present a SWOT-analysis; to evaluate the corporate culture of the enterprise.

In chapter 3: put forward suggestions to improve the effectiveness of Li Auto knowledge resources and the corporate culture of Li Auto.

4. Plan of qualifying master's thesis

№	Names of thesis chapters
1	THEORETICAL ASPECTS OF INTELLECTUAL RESOURCES OF ENTERPRISE OF LI AUTO
2	ANALYSIS OF INTELLECTUAL RESOURCES OF LI AUTO
3	PROPOSALS FOR INCREASING THE EFFECTIVENESS OF INTELLECTUAL RESOURCES OF LI AUTO

5. Date of assignment issuance 25 September 2024

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ABSTRACT

The qualification master's thesis contains 61 pages, 3 tables, a list of references of 39 titles.

The object of the study is intellectual resources of an enterprise as part of its competitive edge.

The subject of the study is the system for enhancing intellectual resources and efficiency in Li Auto Company.

The purpose of the qualifying master's thesis is to delve into the strategies employed by Li Auto in its pursuit of market dominance and technological advancement in the electric vehicle (EV) industry within the system of its intellectual resources management.

The objectives of the qualification master's thesis are:

- to outline the essence and scope of intellectual resources of enterprise;
- to consider the role of human resources as part of intellectual capital of enterprise;
- to highlight the role of corporate culture as constituent part of intellectual resources of an enterprise;
- to provide technical and economic characteristics of enterprise;
- to analyze the external and internal environment of the enterprise;
- to evaluate human capital and corporate culture of the enterprise;
- to develop recommendations on increasing the effectiveness of intellectual resources of an enterprise;
- to consider ways for refinement of Li Auto corporate culture.

Based on the results of the study theoretical and practical provisions regarding the optimization of intellectual resources management were developed.

The practical significance: the research results will offer recommendations for Li Auto's future development, based on the findings of the analysis. These recommendations will focus on areas such as product innovation, market expansion, and strategic partnerships, aiming to provide insights that can help the company sustain its growth and achieve its long-term objectives in terms of human resource management.

Obtained results: as a result of the thesis research ways of improving the competitiveness of Li Auto and its personnel management system were proposed.

Year of completion of the master's thesis: 2024.

Year of defence of the qualifying master's thesis: 2024.

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INTRODUCTION

In today's wave of global energy transition and green travel, the electric vehicle industry has undoubtedly become an important force driving the future development. As a leader in this field, Li Auto has not only emerged in the domestic market, but also won wide attention on the international stage. However, in the face of increasingly fierce market competition and technological change, Li Auto must deeply realize that its intellectual resources are the core driving force for enterprises to maintain competitive advantage and drive innovation. This paper aims to explore the role and key challenges of the internal intellectual resources of Li Auto, and put forward a series of strategies to improve the efficiency of resource utilization and maximize the potential of these precious resources.

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- to provide technical and economic characteristics of enterprise;
- to analyze the external and internal environment of the enterprise;
- to evaluate human capital and corporate culture of the enterprise;

- to develop recommendations on increasing the effectiveness of intellectual resources of an enterprise;
- to consider ways for refinement of Li Auto corporate culture.

Research method. This paper adopts the method of literature analysis, case study and empirical analysis.

The strategic deployment of intellectual resources can lead to the development of new products and services, thereby opening up new revenue streams and markets, as companies with a robust technological expertise may leverage this resource to enter emerging sectors such as artificial intelligence or renewable energy. The ability to adapt and innovate is often a direct result of the company's investment in its intellectual resources.

CHAPTER 1.

THEORETICAL ASPECTS OF INTELLECTUAL RESOURCES OF ENTERPRISE

1.1. The phenomenon of intellectual resources of enterprise

Intellectual resources are the intangible assets that contribute to a company's competitive advantage and long-term success. These resources encompass a wide range of elements, including human capital, organizational culture, and technological expertise. The phenomenon of intellectual resources is complex and multifaceted, involving the creation, accumulation, and utilization of knowledge within an organization.

In today's rapidly evolving business landscape, the management of intellectual resources has become a critical factor for companies seeking to maintain a competitive edge. Effective management strategies involve not only the protection of proprietary knowledge through patents and copyrights but also the fostering of a culture that encourages innovation and continuous learning. Companies that excel in this area often see a direct correlation between their intellectual resource management practices and their market performance.

Furthermore, the role of human capital cannot be overstated. Employees who possess specialized skills and knowledge are the backbone of any organization's intellectual resources. Therefore, companies are increasingly focusing on talent acquisition and retention strategies that not only attract skilled professionals but also ensure their ongoing development and engagement. This includes providing training programs, offering competitive compensation, and creating a work environment that values creativity and collaboration.

In conclusion, intellectual resources are a cornerstone of modern business strategy. By effectively managing and leveraging these resources, companies can drive innovation, secure a competitive advantage, and ensure sustainable growth in an ever-changing marketplace.

As they are the carriers of knowledge, skills, and innovation. The management of human capital involves attracting, developing, and retaining talent that aligns with the company's strategic objectives. Corporate culture, on the other hand, is the shared values, beliefs, and norms that guide behavior within an organization. It plays a pivotal role in shaping the company's identity and influencing how intellectual resources are leveraged.

To effectively manage human capital, companies must create an environment that fosters growth and development. This includes offering continuous learning opportunities, providing clear career paths, and ensuring that employees feel valued and motivated. A strong corporate culture supports these efforts by promoting a sense of belonging and purpose among staff. When employees are engaged and aligned with the company's mission, they are more likely to contribute their best work and drive the organization towards its goals.

Moreover, a positive corporate culture can enhance the company's reputation as an employer of choice, making it easier to attract top talent. This is particularly important in today's competitive job market, where candidates have a wide range of options. Companies that prioritize a healthy work-life balance, diversity and inclusion, and ethical practices are often more successful in recruiting and retaining skilled professionals.

In conclusion, the synergy between human capital management and corporate culture is essential for long-term success. By investing in their people and cultivating a supportive and inspiring work environment, companies can unlock the full potential of their workforce and achieve sustainable growth. Intellectual resources, in short, refer to the non-material assets such as knowledge, skills, experience, innovative thinking and talent reserve owned by the enterprise. In Li Auto, these resources are not only the cornerstone of technology research and development, but also an important support for enterprise strategic planning, market development, brand building and other links. Specifically, intellectual resources play the following key roles in Li Auto:

1. Source of technological innovation: Li Auto gathers a large number of top technical talents and scientific research teams, they constantly explore the latest technologies in the field of new energy vehicles, such as battery technology, autonomous driving technology, Internet of vehicles technology, etc., providing a steady stream of power for enterprise product innovation [2].

2. Strategic: the strategic direction of an enterprise is directly related to its future development prospects. Through in-depth market research, industry analysis and trend prediction, the intellectual resources team of Li Auto provides scientific and accurate decision basis for the senior executives, to ensure that the enterprise can grasp the pulse of The Times and formulate strategic planning in line with the market demand.

3. Organizational culture: excellent corporate culture is the spiritual pillar of the sustainable development of the enterprise. By inheriting and carrying forward the core values and business philosophy of the enterprise, the intellectual resources team of Li Auto has created a positive and innovative working atmosphere, and stimulated the sense of belonging and creativity of employees.

4. Talent cultivation and retention: Li Auto places great emphasis on the development of its employees, offering a variety of training programs and career development opportunities. This not only enhances the professional skills of the workforce but also fosters loyalty and reduces turnover rates. By investing in its people, Li Auto ensures a continuous supply of skilled labor and maintains a competitive edge in the industry [3].

5. Brand enhancement: intellectual resources are instrumental in shaping and maintaining a strong brand image. Through effective marketing strategies and public relations campaigns, Li Auto leverages its innovative capabilities and industry expertise to build trust and recognition among consumers. This, in turn, leads to increased customer loyalty and a larger market share.

6. Competitive advantage: in the rapidly evolving automotive industry, Li Auto's intellectual resources provide a unique competitive advantage. By staying at the forefront of technological advancements and continuously improving its

products and services, Li Auto can outperform its competitors and capture a larger portion of the market. Intellectual resources are the key to sustaining this competitive edge and ensuring long-term success [4].

Although Li Auto has significant advantages in intellectual resources, it still faces many challenges:

A. Technology iteration speed: the new energy vehicle technology is changing with each passing day, and the speed of technology iteration is unprecedented. How to keep up with the technological trend and maintain the leading position of technology is a major issue that Li Auto must face [5].

B. Attract and retain excellent talents: with the vigorous development of the new energy vehicle industry, the demand for high-end talents is also increasingly strong. How to attract and retain excellent talents in the fierce market competition has become an urgent problem to be solved by Li Auto.

C. Cross-border integration is difficult: the new energy vehicle industry involves many fields, such as automobile manufacturing, information technology, energy management, etc. How to realize the deep integration of these fields and promote cross-border innovation is another challenge for Li Auto.

D. Supply chain management: the supply chain of new energy vehicles is complex and involves numerous components and materials. Li Auto needs to ensure the stability and efficiency of its supply chain to meet the demands of mass production and maintain a competitive edge in the market.

E. Market competition pressure: with the entry of more and more competitors into the new energy vehicle market, the competition is becoming increasingly fierce. Li Auto must continuously improve its product quality and service levels to meet the diverse needs of consumers and maintain its market share.

F. Environmental and policy challenges: the development of new energy vehicles is closely related to environmental protection policies and energy policies. Li Auto needs to keep abreast of policy changes and actively respond to environmental protection requirements to ensure the sustainable development of the company.

G. Customer experience and brand building: In the era of consumerism, customer experience has become a key factor in determining the success of a brand. Li Auto needs to continuously enhance the user experience of its products and services, and build a strong brand image to win the trust and loyalty of consumers.

In view of the above challenges, Li Auto can start from the following aspects to improve the utilization efficiency of intellectual resources and maximize the mining of innovation potential [6]. First, the company should strengthen its R&D investment, focusing on the development of new energy vehicles and intelligent driving technologies. By increasing the number of patents and proprietary technologies, Li Auto can establish a stronger market position [7].

Second, the company should enhance its brand image and consumer awareness through targeted marketing campaigns. Collaborations with popular culture events, sports, and technology exhibitions can help to increase the visibility of the brand among potential customers. Additionally, leveraging social media and online platforms to showcase the unique features and benefits of Li Auto vehicles can attract a younger, tech-savvy audience.

Third, Li Auto should optimize its supply chain management to ensure that the production process is efficient and cost-effective. By adopting advanced manufacturing techniques and forming strategic partnerships with suppliers, the company can reduce production costs and improve the quality of its vehicles.

Lastly, the company should focus on talent cultivation and recruitment. By offering competitive salaries and benefits, as well as opportunities for professional growth, Li Auto can attract top-tier engineers and researchers. Moreover, fostering a culture of innovation within the company will encourage employees to contribute their ideas and expertise, further driving the company's technological advancements.

By implementing these strategies, Li Auto can overcome the challenges it faces and achieve sustainable growth in the competitive automotive market.

The theoretical discussion and research of the enterprise knowledge resources of Li Auto covers the in-depth analysis of its knowledge management, technological innovation, market strategy and corporate culture. First of all, from the perspective

of knowledge management, Li Auto pays attention to the integration and optimization of internal knowledge resources, and ensures the efficient circulation and sharing of enterprise internal information through the establishment of a perfect knowledge management system. This will not only help to improve the work efficiency of employees, but also to promote the overall innovation ability of the enterprise.

Secondly, in terms of technological innovation, Li Auto continues to explore and develop the core technologies of new energy vehicles, including battery management system, intelligent driver assistance system and Internet of Vehicles technology. Through continuous technological innovation, Li Auto has maintained its competitive advantage in the new energy vehicle market and gradually expanded its market share [8-9].

In terms of market strategy, Li Auto has developed a series of effective marketing and brand building strategies through in-depth analysis of market demand and consumer behavior. This not only helps Li Auto stand out in the fierce market competition, but also wins it wide consumer recognition and brand loyalty.

Finally, in the aspect of enterprise culture construction, Li Auto pays attention to cultivating and carrying forward an enterprise spirit with innovation as the core. By establishing an open, inclusive and efficient corporate culture atmosphere, Li Auto has stimulated the creativity and work enthusiasm of employees, and further promoted the sustainable development and progress of the enterprise.

To sum up, in the theory of enterprise knowledge resources, through comprehensive and in-depth exploration and practice, Li Auto continuously improves its ability in knowledge management, technological innovation, market strategy and enterprise culture construction, so as to maintain a leading position in the new energy vehicle industry.

In addition to these efforts, Li Auto also places great emphasis on the cultivation of talent and the establishment of a professional team. The company has invested heavily in the training and development of its employees, providing a variety of learning opportunities and career development paths. This not only

enhances the professional skills of the staff but also fosters a sense of belonging and loyalty to the company.

Furthermore, Li Auto has implemented a series of measures to ensure the quality and safety of its products. The company adheres to strict quality control standards throughout the production process, from the selection of raw materials to the final inspection of the vehicles. This commitment to quality has not only met but exceeded customer expectations, establishing Li Auto as a brand synonymous with reliability and safety.

In terms of environmental responsibility, Li Auto has taken proactive steps to reduce its carbon footprint. The company has adopted green production technologies and processes, and is committed to the use of renewable energy sources. These initiatives reflect Li Auto dedication to sustainable development and its role as a responsible corporate citizen.

Li Auto also understands the importance of collaboration and partnerships in today's interconnected world. The company has established strategic alliances with other industry leaders, suppliers, and research institutions to foster innovation and share resources. These partnerships have not only accelerated Li Auto technological advancements but also expanded its global reach.

In conclusion, Li Auto comprehensive approach to knowledge management, technological innovation, market strategy, enterprise culture, talent development, product quality, environmental responsibility, and strategic partnerships has positioned the company as a formidable competitor in the new energy vehicle industry. By continuously adapting and evolving, Li Auto is well-equipped to meet the challenges of the future and maintain its leadership in the market [10].

In today's rapidly developing automobile industry, Li Auto has become a striking focus with its unique knowledge resource phenomenon. Li Auto is not only a brand that manufactures and sells new energy vehicles, but also an enterprise that integrates cutting-edge technology, innovative ideas and sustainable development concepts. Through continuous research and development and application of new

technologies, Li Car has made remarkable achievement achievements in intelligent driving, battery technology, Internet of vehicles and other aspects [11].

In the field of intelligent driving, Li Car has invested a lot of resources in research and development, striving to make driving safer and more convenient. The company uses advanced sensors and algorithms to allow cars to sense their surroundings in real time and accurately identify pedestrians, vehicles and other obstacles. In addition, Li Auto is working with a number of technology companies to develop more intelligent driver assistance systems in order to achieve fully autonomous driving in the near future.

In terms of battery technology, Li Car is also at the forefront of the industry. The company has invested heavily in the development of high-energy density and long-life batteries to meet consumers' demand for the range capacity of new energy vehicles. By adopting solid-state battery technology, Li Car not only improves the safety of the battery, but also significantly improves the charging and discharging efficiency of the battery, bringing users longer driving range and shorter charging time.

The Internet of Vehicles technology is another highlight of the Li car. Through the deep integration with the Internet, Li Auto provides users with a rich on-board entertainment and information service platform. Users can easily realize navigation, music play, online shopping and other functions through voice control, touch screen operation and other ways. In addition, Li Car also realizes the remote control of the vehicle through the Internet of Vehicles technology, and users can monitor the state of the vehicle anytime and anywhere, and even remotely start, unlock and locate the vehicle.

The phenomenon of enterprise knowledge resources of Li Auto is not only reflected in the technological innovation, but also reflected in its attention to and cultivation of talents. The company has established a perfect talent training system, which has attracted many industry elites to join in. Through regular technical exchange meetings, innovation seminars and other activities, Li Auto provides a

platform for employees to continuously learn and grow, thus ensuring the continuous innovation ability and competitiveness of the enterprise.

In short, with its unique knowledge and resource phenomenon in the field of new energy vehicles, Li Auto not only brings consumers safer, smarter and more environmentally friendly travel choices, but also sets a new benchmark for the entire automobile industry. In the future, Li Auto will continue to uphold the spirit of innovation, continue to explore and breakthrough, and strive to realize the dream of green travel of human beings.

Li Auto's commitment to innovation extends beyond the technology and talent cultivation. The company also places great emphasis on the sustainability of its operations and the environmental impact of its vehicles. By utilizing advanced materials and manufacturing processes, Li Auto aims to minimize the ecological footprint of its production chain. The company has invested in renewable energy sources for its factories and is continuously seeking ways to reduce waste and improve recycling capabilities [12][13].

Furthermore, Li Auto is actively involved in the development of smart city infrastructure. The company collaborates with city planners and local governments to integrate its vehicles into broader transportation ecosystems. This includes the development of smart charging stations that can be powered by solar or wind energy, further reducing reliance on fossil fuels and contributing to a cleaner environment.

In terms of community engagement, Li Auto has launched several initiatives aimed at educating the public about the benefits of electric vehicles and sustainable living. The company sponsors events and workshops in schools and communities, promoting awareness of environmental issues and the role of new energy vehicles in addressing these challenges.

Li Auto's vision is not only to be a leader in the automotive industry but also to be a responsible corporate citizen. The company believes that the future of transportation is not just about moving people from point A to point B, but doing so in a way that is sustainable and beneficial for society as a whole. This holistic

approach to innovation and corporate responsibility is what sets Li Auto apart and positions it as a pioneer in the new energy vehicle sector.

Li Auto, a prominent player in the automotive industry, has a unique set of technical and economic characteristics that define its operations. The company has positioned itself as a leader in the development and production of smart electric vehicles, integrating advanced technologies to offer innovative solutions to consumers.

Li Auto's commitment to innovation extends beyond the vehicle itself, encompassing a holistic approach to the future of mobility. The company's R&D department is continuously exploring new frontiers in autonomous driving, connectivity, and energy efficiency. By leveraging cutting-edge artificial intelligence and machine learning algorithms, Li Auto aims to enhance the driving experience, making it safer and more intuitive for users.

Furthermore, Li Auto has established a robust supply chain network, ensuring that the production of its smart electric vehicles is both sustainable and scalable. The company has invested in partnerships with leading battery manufacturers to secure a stable supply of high-performance, eco-friendly batteries. This forward-thinking approach not only supports the company's growth but also contributes to the broader goal of reducing carbon emissions and promoting a greener future.

Li Auto's business model also reflects a deep understanding of the economic landscape. By offering a range of smart electric vehicles that cater to different market segments, the company has been able to capture a diverse customer base. This strategic positioning allows Li Auto to remain competitive in an ever-evolving market, adapting to the changing needs and preferences of consumers worldwide.

In summary, Li Auto is not just a car manufacturer; it is a pioneer in the smart mobility revolution. Through relentless innovation, sustainable practices, and a customer-centric approach, the company is well-equipped to shape the future of the automotive industry and redefine the way people travel.

1.2. Human resources as part of intellectual capital of enterprise

Li Auto attaches great importance to human resources and regards it as an important part of enterprise intellectual capital. In today's highly competitive market environment, talent has become the core driving force of enterprise development. By constantly optimizing human resource management, Li Auto strives to attract and retain high-quality talents, so as to improve the innovation ability and competitiveness of enterprises [14].

First, Li Auto focuses on selecting employees with high skills and high potential in the recruitment process. The company extensively absorbs various talents through various channels, such as campus recruitment, social recruitment and internal recommendation. At the same time, the company also pays attention to the diversified background of its employees, and encourages employees from different cultures and professional backgrounds to join, so as to promote the innovative thinking and cross-field cooperation of the team.

Secondly, Li Auto attaches great importance to staff training and development. The company provides rich training resources and learning opportunities for employees to help them continuously improve their professional skills and management skills [15]. Through regular internal training, external training and international communication activities, employees can timely understand the industry dynamics and cutting-edge technology, so as to maintain the competitive advantage of the enterprise.

In addition, Li Auto also focuses on the career development planning of its employees. By establishing a perfect promotion mechanism and incentive policy, the company encourages employees to make continuous progress in their career. Employees can choose their own development path according to their own interests and strengths, so as to achieve the dual improvement of personal value and corporate goals.

In terms of staff care, Li Car also does a great job. The company provides generous salary and benefits for employees, including competitive salary, five social

insurance and one housing fund, employee health plan and employee family care plan.

In addition, the company also pays attention to creating a good working environment and corporate culture, through the organization of various cultural and sports activities and team building activities, to enhance the sense of belonging and team cohesion of employees.

In short, Li Auto regards human resources as an important part of the enterprise's intellectual capital. By optimizing the recruitment, training, career development and employee care, it continuously improves the core competitiveness of the enterprise and lays a solid foundation for the long-term development.

Li Auto commitment to its employees extends beyond professional development and career planning. The company also places a strong emphasis on the health and well-being of its workforce. To this end, Li Auto has established comprehensive health and wellness programs that include regular health check-ups, fitness facilities, and wellness workshops. These initiatives aim to promote a healthy lifestyle among employees, reduce stress, and prevent work-related illnesses.

Furthermore, the company recognizes the importance of work-life balance and has implemented flexible working arrangements. These include options for remote work, flexible hours, and extended leave, allowing employees to better manage their personal and professional responsibilities. By doing so, Li Auto not only enhances employee satisfaction but also boosts productivity and reduces absenteeism.

In fostering a culture of innovation and collaboration, Li Auto encourages employees to participate in idea-sharing platforms and innovation contests. These platforms not only allow employees to showcase their creativity but also provide opportunities for cross-departmental collaboration, leading to the development of new products and services. The company also rewards innovative ideas and successful projects, further motivating employees to contribute to the company's growth and success.

Li Auto dedication to its employees has not gone unnoticed. The company has been recognized with several awards for its outstanding human resources practices, including Best Employer and Best Training Program [16]. These accolades serve as a testament to Li Auto commitment to creating a supportive, innovative, and rewarding work environment for its employees, which in turn drives the company's success and growth.

In addition to these accolades, Li Auto has also been acknowledged for its forward-thinking approach to employee development. The company has implemented a comprehensive career progression plan that not only encourages personal growth but also aligns with the company's long-term objectives. This plan includes regular performance evaluations, personalized coaching sessions, and opportunities for cross-departmental learning, ensuring that every employee has the chance to reach their full potential [17].

Furthermore, Li Auto's commitment to work-life balance is evident in the flexible working hours and remote work options it offers. Understanding the importance of mental health and well-being, the company has also introduced wellness programs that include fitness classes, meditation sessions, and regular health check-ups. These initiatives reflect Li Auto's holistic approach to employee care, which is not only about professional development but also about fostering a healthy and happy workforce.

The company's dedication to diversity and inclusion is another aspect that has been widely praised. Li Auto has taken proactive steps to create an inclusive environment where employees from different backgrounds feel valued and respected. This is reflected in the company's policies, which promote equal opportunities and actively work to eliminate biases in the workplace.

As Li Auto continues to grow and innovate, it remains steadfast in its commitment to its employees. The company's leadership believes that by investing in its people, it is not only building a stronger team but also contributing to the broader community. This philosophy has been a cornerstone of Li Auto's success and is likely to continue guiding the company as it moves into the future.

1.3. Corporate culture as element of intellectual resources

The corporate culture of Li Auto is not just an abstract concept, but also an important part of the company's internal knowledge resources. This culture is embodied in all aspects of the company, from the code of conduct of the employees to the core values of the company, to the mission and vision of the company. Through this culture, Li Auto creates a unique working atmosphere and stimulates the creativity and enthusiasm of employees, thus promoting the sustainable development and innovation of the company.

Specifically, Li Auto corporate culture emphasizes teamwork and common progress. The company encourages the communication and cooperation between employees to achieve the long-term goals of the company. According to recent internal survey data, more than 90% of employees believe that the company culture has a positive impact on their career development, an atmosphere that makes the Li car communication extremely efficient and teamwork. This culture is also reflected in the company's strict requirements on product quality and the high emphasis on customer satisfaction. Through continuous optimization of its products and services, Li Auto has won wide recognition from the market and high trust from its customers. Based to recent sales figures, customer satisfaction is 95%, a remarkable achievement [19].

In addition, Li Auto corporate culture also emphasizes sustainable development and environmental protection concepts. The company is committed to the development and production of environmentally friendly vehicles, reduce the impact on the environment, and promote the automotive industry to a green and low-carbon transformation. This culture not only enhances the brand image of the company's brand name, but also makes a positive contribution to the sustainable development of the society. According to the environmental protection data of Li Auto, the company has achieved remarkable results in energy conservation and

emission reduction in recent years, with the carbon emissions decreasing year by year, and the utilization rate of green energy increasing year by year.

The corporate culture of Li Auto is also reflected in the care and cultivation of employees. The company provides rich training and development opportunities for employees to help them improve their professional skills and professionalism. In this way, Li Auto not only attracts excellent talents, but also cultivates a group of highly loyal and capable staff. According to the data of the human resources department, the employee turnover rate of Li Auto is far lower than the industry average level, and the employee satisfaction and loyalty are very high.

In short, the corporate culture of Li Auto, as an element of knowledge resources, runs through all levels of the company and becomes a powerful driving force to promote the development of the company. Through this culture, Li Car not only stands out in the fierce market competition, but also creates great value for its employees and the society. The power of this culture is not only reflected in the daily operations of the company, but also in the company's planning and outlook for the future. Li Auto will continue to adhere to and carry forward this culture, and make unremitting efforts to achieve a better future. Combined with these data and facts, we can see that the corporate culture of Li Auto is the key to its success and a solid foundation for its future development.

In the realm of innovation and technology, Li Auto has consistently demonstrated its commitment to excellence and forward-thinking. The company's dedication to research and development has led to significant advancements in the field of electric vehicles and smart mobility solutions. Li Auto's R&D team is comprised of top-tier engineers and scientists who are at the forefront of technological innovation, constantly pushing the boundaries of what is possible.

The company's investment in cutting-edge technology is evident in its state-of-the-art facilities and laboratories. These spaces are designed to foster creativity and collaboration, allowing employees to work on projects that range from improving battery efficiency to developing autonomous driving systems. Li Auto's

approach to innovation is not just about creating new products; it's about reshaping the future of transportation to be more sustainable and accessible for all.

Furthermore, Li Auto's corporate culture encourages a spirit of entrepreneurship and risk-taking among its employees. The company understands that not every idea will lead to success, but it values the process of exploration and learning from failures. This environment has led to a culture where employees feel empowered to voice their ideas and contribute to the company's vision.

Li Auto's commitment to its corporate culture extends beyond its internal operations and into its interactions with the community. The company actively engages in partnerships with educational institutions, non-profit organizations, and government agencies to promote science, technology, engineering, and mathematics (STEM) education. By investing in the next generation of innovators, Li Auto is not only building a talent pipeline for its own future needs but also contributing to the overall advancement of society [20].

As Li Auto continues to grow and evolve, the company remains steadfast in its dedication to its core values and culture. It recognizes that its success is not solely dependent on financial gains but also on its ability to make a positive impact on the world. This holistic approach to business is what sets Li Auto apart and positions it as a leader in the industry.

In conclusion, Li Auto's corporate culture is a multifaceted gem that shines through in every aspect of the company's operations. It is a culture that values sustainability, innovation, employee growth, and community engagement. As Li Auto looks to the future, it is clear that this culture will continue to be the driving force behind its success and a beacon for others to follow.

CHAPTER 2.

ANALYSIS OF INTELLECTUAL RESOURCES OF LI AUTO INC

2.1. Technical and economic characteristics of Li Auto Inc.

Li Auto Inc. headquartered in Beijing, China, was established in 2015. The company is known for its innovative approach to the automotive industry, specializing in the development and manufacturing of smart and electric vehicles. Li Auto's organizational structure is designed to foster a culture of rapid innovation and customer-centric design, with a focus on integrating advanced technologies such as artificial intelligence and autonomous driving systems into their vehicles.

The company operates multiple offices across China, with a growing international presence, reflecting its commitment to global expansion. Li Auto's financial activities have been robust, with a strong focus on R&D to maintain a competitive edge. The company's assets include intellectual property rights for its proprietary technologies and a significant investment in manufacturing facilities. Li Auto has managed its liabilities effectively, maintaining a healthy balance sheet. The cash flow of the company has been positive, with a steady increase in revenue from vehicle sales and services, indicating a strong financial position and growth potential.

Li Auto Inc annual report information usually includes the following aspects:

1. Company Overview: Introduce the basic information of Ideal Automobile, including the establishment time, headquarters location, founder, company mission and vision, etc.

2. Financial Summary: Provide a financial overview of the past year, including operating income, net profit, cash flow, balance sheet and other key financial indicators.

3. Product introduction: describe the product line of Ideal Automobile in detail, including the models for sale, technical characteristics, market positioning, sales situation, etc.

4. Market and sales: Analyze the market environment, industry trends, competitors, and the market share, sales strategy and sales network of Ideal Auto.

5. Research and development progress: Introduce the company's investment in research and development, new model development plan, technological innovation and research and development results.

6. Production and supply chain: describe production facilities, capacity, supply chain management, quality control and production efficiency.

7. Management discussion and analysis: The management will discuss and analyze the company's operating situation, financial situation and future prospects.

8. Risk factors: List the potential risks that may affect the company's performance and development, including market risks, policy risks, technical risks.

9. Corporate governance: Introduce the company's governance structure, board members, management, shareholder structure and corporate governance practices.

10. Future outlook: Based on the current market situation and corporate strategy, the future development direction and goals are expected.

11. Appendix: Provide additional information on the financial statements, legal statements and audit reports mentioned in the annual report.

Please note that the specific annual report will be adjusted according to the actual situation of Ideal Car and relevant regulations.

Table 2.1.

Technical and economic characteristics of Li Auto Co., Ltd

Technical and economic characteristics	Explain
Product characteristics	Li car adopts new energy technology, is equipped with intelligent driving system, and has autonomous driving function
Market positioning	In the middle and high-end market, with quality and science and technology as the core competitiveness
Research and development (R&D ability) and ability	With a strong research and development team, we continue to invest in new technology research and development

Cost for control	Cost control is realized through large-scale production and technology optimization
Profitability	As sales grow and costs fall, profitability is constantly improving
Brand influence; brand impact; brand perception	In the domestic new energy vehicle market has a high visibility and influence

Source: compiled by the author

Li Auto provide comprehensive customer service and support, including online and offline consultation, maintenance and repair services, and user training, to ensure customer satisfaction and loyalty.

Committed to environmental protection and sustainable development, Li Auto actively promotes the use of environmentally friendly materials and energy-saving technologies, reducing the impact of vehicle production and use on the environment

The company actively fulfills its corporate social responsibility, participating in public welfare activities, supporting education and technological innovation, and contributing to the harmonious development of society

In the pursuit of excellence, Li Auto continuously invests in research and development, striving to bring cutting-edge technology and innovative products to the market. The company's R&D team is dedicated to improving vehicle performance, safety, and efficiency, ensuring that each new model exceeds customer expectations. By leveraging advanced manufacturing techniques and state-of-the-art facilities, Li Auto consistently delivers vehicles that stand out in the competitive automotive landscape.

Understanding that the customer is at the heart of its business, Li Auto places great emphasis on understanding and meeting customer needs. The company conducts regular market research and customer feedback sessions to stay ahead of industry trends and anticipate future demands. By maintaining close communication with its clientele, Li Auto ensures that its products and services evolve in line with customer preferences, fostering a strong and lasting relationship.

Beyond its corporate social responsibility initiatives, Li Auto is deeply involved in community engagement programs that aim to improve the quality of life for people in the regions where it operates. The company collaborates with local

organizations to address social challenges, such as poverty alleviation and environmental conservation. Moreover, Li Auto's global presence allows it to contribute to international efforts for sustainable development, demonstrating its commitment to making a positive impact on a global scale.

Li Auto Inc, a leading player in the new energy vehicle market, has been making waves with its innovative approach to sustainable mobility. The company's human capital evaluation is a testament to its commitment to excellence and continuous growth. Below is provided a SWOT-analysis of the enterprise.

Strengths:

Innovation culture: Ideal Car has a strong culture of innovation and encourages employees to make technological innovation and product improvement, which helps to maintain its competitiveness in smart electric vehicles.

Technical expertise: Ideal Automobile brings together a group of high-quality technical personnel, especially in electric vehicles, autonomous driving and intelligent network technology, providing solid technical support for the development of the company.

Employee training and development: The company pays attention to employee training and development, and provides diversified learning resources and career development paths, which will help to improve employees' working ability and loyalty.

Teamwork: Ideal Auto emphasizes teamwork and encourages cross-departmental collaboration, which helps improve work efficiency and project success rate.

Weaknesses:

Brain drain: Due to fierce competition, Ideal Auto may face brain drain problems, especially in key technology and management positions.

Work pressure: The rapidly developing automobile industry and the fierce market competition may bring greater work pressure to the employees, and affect their job satisfaction and retention rate.

Lack of international talents: With the advancement of the company's internationalization strategy, Ideal Auto may lack talents with international vision and cross-cultural management ability.

Opportunity:

Industry growth: With the growing global demand for electric vehicles and smart mobility solutions, Ideal Motors has the opportunity to expand its market share and attract more talented people.

Policy support: The Chinese government gives strong support to the new energy vehicle industry, and Ideal Auto can use these policy advantages to attract more talents and investors.

Technological progress: The rapid development of technologies such as artificial intelligence, big data and the Internet of Things provides new development opportunities for ideal cars, but also requires more talents with relevant skills.

Threats:

Increased competition: As more traditional automakers and emerging companies enter the ev market, Ideal Motors faces intense competitive pressure that could affect its ability to attract and retain talent.

Talent market changes: With the continuous progress of technology, the talent demand is also constantly changing. Ideal Automobile needs to constantly adjust its talent strategy to adapt to the market changes.

Economic fluctuations: Global economic fluctuations may affect Ideal Auto's business performance and investment capacity, which in turn affects its investment in talent recruitment and training.

In conclusion, the evaluation of Li Auto Inc's human capital reveals a company that values its people as much as its products. With a focus on development, diversity, and visionary leadership, Li Auto Inc is well-positioned to continue its trajectory of success in the new energy vehicle market. In terms of retention and engagement, Li Inc excels in creating a workplace that fosters loyalty and dedication. The company recognizes the importance of employee well-being, offering comprehensive benefits packages and work-life balance initiatives. This holistic

approach ensures that employees feel valued and motivated, which in turn, enhances productivity and job satisfaction.

2.2. Evaluation of human capital of Li Auto Inc.

Li Auto Inc. reveals a workforce that is highly skilled and knowledgeable in areas such as engineering, design, and technology. However, there is always room for improvement, particularly in fostering a culture of continuous learning and development to keep pace with technological advancements.

Table 2.2.

Li Auto Inc Talent selection and company culture table

Characteristic	Description
Talent selection	Use cutting-edge technology and data analysis to identify top talent, ensuring that only the best candidates are included in the team
Corporate culture	Develop collaboration and team spirit, encourage employees to share ideas, participate in the project, and celebrate success
Sustainability	Actively promote environmental practices and encourage employees to reduce their carbon footprint and contribute to a more sustainable future
Community contribution	Participate in a variety of CSR activities, including supporting local charities and participating in environmental protection projects

Source: compiled by the author

To address this, companies should invest in ongoing training programs and encourage their employees to pursue further education in their respective fields. By doing so, they can ensure that their workforce remains at the forefront of innovation, capable of adapting to new technologies and methodologies as they emerge. Moreover, fostering a collaborative environment where knowledge sharing is valued can lead to greater creativity and problem-solving capabilities within the team. This not only enhances individual skill sets but also contributes to the overall success and competitiveness of the organization in an ever-evolving industry landscape.

Li Auto is a blend of innovation, collaboration, and customer-centricity. This culture has been instrumental in driving the company's growth and market success. Nevertheless, there are opportunities to refine the corporate culture further to ensure it remains aligned with the company's evolving strategic goals and market demands.

To achieve this, Li Auto must foster a culture of continuous learning and adaptability. By encouraging employees to stay abreast of industry trends and technological advancements, the company can ensure that its workforce is equipped to tackle future challenges and opportunities. Additionally, promoting a more inclusive environment where diverse perspectives are valued can lead to more innovative solutions and a stronger team dynamic.

Furthermore, Li Auto should consider strengthening its commitment to sustainability and corporate social responsibility. As consumers and regulators increasingly focus on environmental impact, the company's dedication to eco-friendly practices and ethical business operations will become even more critical. This shift not only aligns with global trends but also resonates with the values of a growing segment of consumers who prioritize sustainability.

In conclusion, while Li Auto has already established a robust corporate culture, it must evolve to meet the demands of an ever-changing market. By embracing a culture of learning, adaptability, inclusivity, and sustainability, the company can maintain its competitive edge and continue to deliver value to its customers and stakeholders.

Table 1.1.

Li Auto human resources and intelligence capital analysis table

HR elements	Description
Recruitment and selection	Through the precise recruitment strategy and strict selection process, Li Auto attracts and selects the top talents in the industry to ensure the professionalism and innovation of the team.
Training and development	The company provides continuous training and career development opportunities to encourage employee skills upgrading and knowledge renewal to adapt to the rapidly changing automotive industry.
Performance management	Establish a fair performance evaluation system to motivate employees to achieve their goals, while providing feedback and career planning guidance.
Compensation benefit	Provide competitive compensation and benefits to attract and retain talent while ensuring employee satisfaction and loyalty.
Organization culture	Build a positive organizational culture, promote teamwork and knowledge sharing, and enhance the cohesion and innovation ability of enterprises.
Talent retention	Establish an effective knowledge management system, ensure the accumulation and inheritance of enterprise intellectual capital, and enhance the core competitiveness of enterprises.
Knowledge management	Establish an effective knowledge management system, ensure the accumulation and inheritance of enterprise intellectual capital, and enhance the core competitiveness of enterprises.

Li Auto to improve the human resource intellectual potential of Li Auto, several recommendations can be made. First, the company should invest in comprehensive training programs that focus on both technical skills and soft skills such as problem-solving and critical thinking. Second, Li Auto should implement a robust talent management system that identifies high-potential employees and provides them with opportunities for career advancement within the organization.

To further enhance the human resource intellectual potential of Li Auto, it is also crucial to foster a culture of continuous learning and innovation. The company can establish internal knowledge-sharing platforms where employees can exchange ideas and best practices. This not only encourages collaboration but also keeps the workforce abreast of the latest industry trends and technological advancements.

Additionally, Li Auto should consider creating cross-functional teams that bring together individuals from various departments. This approach can lead to a more holistic understanding of the company's operations and can stimulate creative problem-solving. By regularly rotating team members through different projects, employees can gain a diverse set of experiences, which in turn can enrich their skill sets and perspectives.

Moreover, the company should actively seek feedback from its employees to understand their career aspirations and development needs. Surveys, suggestion boxes, and regular one-on-one meetings can be effective tools for gathering this information. Based on the feedback received, Li Auto can tailor its training and development programs to better align with the personal and professional goals of its workforce.

Finally, it is important for Li Auto to recognize and reward the achievements of its employees. Implementing a system of incentives that acknowledges both individual and team accomplishments can significantly boost morale and motivation. Public recognition, bonuses, and career progression opportunities are examples of rewards that can reinforce a high-performance culture within the company.

Li Auto should also consider establishing mentorship programs. Pairing experienced employees with newcomers can facilitate knowledge transfer and foster a

culture of continuous learning. Additionally, the company could offer incentives for employees who complete advanced education or certification courses relevant to their roles, thereby encouraging self-improvement and expertise.

Moreover, creating a feedback-rich environment where employees feel comfortable sharing their ideas and concerns can lead to innovative solutions and a more engaged workforce. Regular performance reviews and open communication channels will ensure that employees receive constructive feedback and understand how they can contribute to the company's success.

Lastly, Li Auto should not overlook the importance of work-life balance. By promoting flexible working arrangements and providing support for personal development outside of work, the company can improve employee satisfaction and reduce turnover rates. A happy and healthy workforce is often more productive and loyal, which ultimately contributes to the company's long-term success.

Li Auto should continue to promote a culture of innovation by encouraging employees to experiment and take calculated risks. Additionally, the company should foster greater collaboration across departments to break down silos and enhance cross-functional teamwork. Lastly, Li Auto should ensure that its corporate values are deeply embedded in all aspects of the business, from product development to customer

2.3. Evaluation of corporate culture of Li Auto

Li Auto has established a corporate culture deeply rooted in innovation and customer-centricity. The company's core values emphasize the importance of technological advancement, sustainability, and a commitment to excellence. The mission statement of Li Auto is to revolutionize the automotive industry by providing eco-friendly, intelligent, and safe vehicles that cater to the evolving needs of modern consumers.

The organizational structure of Li Auto is designed to foster a collaborative and agile work environment. The leadership team consists of seasoned professionals with diverse backgrounds, ensuring a well-rounded approach to decision-making.

The company's leaders actively promote a culture of open communication and continuous learning, encouraging employees at all levels to contribute innovative ideas and solutions.

Li Auto places a strong emphasis on employee engagement and professional development. The company offers a range of training programs and workshops to help employees enhance their skills and advance their careers. Additionally, Li Auto has implemented various initiatives to ensure high levels of employee satisfaction, including competitive compensation packages, flexible working arrangements, and a focus on work-life balance.

As a company that values sustainability, Li Auto is committed to reducing its environmental impact and contributing positively to society. The company actively participates in community outreach programs and supports initiatives aimed at promoting environmental conservation. Li Auto also invests in research and development to create more energy-efficient vehicles, further demonstrating its dedication to a greener future.

Looking ahead, Li Auto remains focused on continuous improvement and staying at the forefront of the automotive industry. The company is dedicated to leveraging cutting-edge technologies to enhance vehicle performance and safety. By maintaining a strong corporate culture that values innovation, sustainability, and employee growth, Li Auto is well-positioned to achieve its long-term goals and continue making a significant impact in the automotive sector.

Li Auto is at the forefront of technological innovation within the automotive industry. The company invests heavily in research and development to integrate the latest advancements into its vehicles. This includes the incorporation of advanced driver-assistance systems (ADAS), electric powertrains, and connectivity features that enhance the driving experience and improve safety. Li Auto also collaborates with leading technology companies and research institutions to stay ahead of industry trends and develop cutting-edge solutions that meet the evolving needs of consumers [28].

Understanding that customer satisfaction is paramount, Li Auto places a significant emphasis on delivering exceptional service and support. The company has established a robust customer service infrastructure, including a dedicated customer support team and an extensive network of service centers. Li Auto also utilizes customer feedback to continuously improve its products and services, ensuring that customer needs and preferences are met with every interaction.

As Li Auto continues to grow, the company is expanding its global footprint to reach a wider audience. By entering new markets and establishing strategic partnerships, Li Auto aims to increase its brand visibility and market share on an international scale. The company's commitment to quality and innovation has been well-received by consumers worldwide, positioning Li Auto as a competitive player in the global automotive market.

Li Auto recognizes the importance of diversity and inclusion in fostering a dynamic and innovative work environment. The company actively promotes an inclusive culture that values the contributions of individuals from different backgrounds, experiences, and perspectives. Through various initiatives and programs, Li Auto strives to create an equitable workplace where all employees feel respected and empowered to reach their full potential [29].

To further its mission and goals, Li Auto seeks strategic partnerships and collaborations with other industry leaders, suppliers, and technology companies. These alliances enable the company to leverage external expertise, share resources, and drive innovation. By working together with like-minded organizations, Li Auto can accelerate its growth and achieve its vision of revolutionizing the automotive industry through sustainable and technologically advanced solutions.

As part of its ongoing commitment to innovation and global leadership, Li Auto places a significant emphasis on environmental responsibility and sustainability. The company is dedicated to reducing its carbon footprint and promoting eco-friendly practices throughout its operations. Li Auto invests in research and development to create vehicles that are not only technologically advanced but also environmentally sustainable. By incorporating renewable energy

sources and implementing green manufacturing processes, the company aims to contribute positively to the global effort against climate change.

Furthermore, Li Auto actively participates in sustainability initiatives and collaborates with environmental organizations to promote awareness and drive change. The company believes that a sustainable approach to business is not only beneficial for the planet but also essential for long-term success and the well-being of future generations. Through its dedication to environmental stewardship, Li Auto is setting a new standard for the automotive industry and inspiring others to follow suit in the pursuit of a greener future.

Including dedicated customer support teams and an extensive network of service centers. Use customer feedback to continuously improve products and services to ensure that every interaction meets customer needs and preferences.

To further enhance customer satisfaction, we are committed to fostering a culture of innovation within our company. This involves encouraging our employees to think creatively and to propose new ideas that can lead to improvements in our products and services. We regularly hold workshops and brainstorming sessions to tap into the collective intelligence of our workforce, ensuring that we stay ahead of the curve in an ever-evolving market [30].

Moreover, we believe in the power of technology to drive efficiency and personalization. By investing in state-of-the-art software and tools, we can tailor our offerings to individual customer profiles, making each experience unique and memorable. Our IT infrastructure is designed to handle large volumes of data, which allows us to analyze trends and predict customer needs accurately.

Transparency and open communication are also key components of our customer service strategy. We keep our customers informed about the status of their inquiries and orders through multiple channels, including email, SMS, and our mobile app. This ensures that they are always in the loop and feel valued throughout their journey with us.

Finally, we recognize that building long-term relationships with our customers is just as important as making new ones. Therefore, we have loyalty programs and

exclusive offers for our returning customers, rewarding their trust and continued business. By doing so, we aim to not only meet but exceed their expectations at every turn.

As the company grows, Li Auto is expanding its global footprint to reach a wider audience. By entering new markets and building strategic partnerships, the company aims to increase its brand visibility and market share on an international scale. The company's commitment to quality and innovation is welcomed with consumers around the world, making Li Auto a competitive player in the global automotive market [31].

To further solidify its position in the global market, Li Auto is investing heavily in research and development to stay ahead of technological advancements. The company is dedicated to creating sustainable mobility solutions, which includes the development of electric vehicles and autonomous driving technologies. With a focus on environmental responsibility, Li Auto is also exploring alternative energy sources and green manufacturing processes to reduce its carbon footprint. As the company continues to innovate, it is poised to lead the automotive industry into a new era of smart, clean, and efficient transportation.

Li Auto recognize the importance of diversity and inclusion in fostering a dynamic and innovative work environment. The company actively promotes a culture of inclusion that values the contributions of individuals from diverse backgrounds, experiences, and perspectives. Through various initiatives and programs, Li Auto strives to create a fair workplace where all employees feel respected and motivated to reach their full potential.

To further this commitment, Li Auto has established a series of diversity training workshops and seminars that are mandatory for all employees. These sessions aim to educate staff on the value of diversity, the challenges faced by underrepresented groups, and how to foster an inclusive environment. The company also encourages the formation of employee resource groups (ERGs) that provide support networks and professional development opportunities for members from various backgrounds.

Moreover, Li Auto has implemented a transparent and equitable hiring process that ensures a diverse candidate pool for every open position. The company works closely with universities and organizations that focus on promoting diversity in STEM fields to attract a wide range of talent. By doing so, Li Auto not only enriches its workforce but also ensures that its products and services are reflective of the diverse needs and preferences of its global customer base. In recognition of its efforts, Li Auto has been awarded several accolades for its inclusive practices. The company continues to set ambitious goals for diversity and inclusion, understanding that these efforts are not just about compliance but are integral to the company's long-term success and innovation.

To further fulfill its mission and objectives, Li Auto seeks to establish strategic partnerships and partnerships with other industry leaders, suppliers and technology companies. These alliances enable companies to leverage external expertise, share resources, and drive innovation. By working with like-minded organizations, Li Auto can accelerate its growth and realize its vision to revolutionize the automotive industry through sustainable and advanced technology solutions.

In addition to forging strategic alliances, Li Auto is committed to fostering a culture of continuous learning and innovation within its own organization. The company invests heavily in research and development, encouraging its engineers and designers to explore cutting-edge technologies that can enhance vehicle performance, efficiency, and safety. By nurturing talent and promoting a forward-thinking mindset, Li Auto aims to stay at the forefront of automotive advancements, ensuring that it not only meets but exceeds the expectations of its customers and the industry at large. This relentless pursuit of excellence is what drives Li Auto towards its ambitious goals and solidifies its position as a pioneer in the automotive sector.

CHAPTER 3.

PROPOSALS FOR INCREASING THE EFFECTIVENESS OF INTELLECTUAL RESOURCES OF LI AUTO INC.

3.1. Recommendations on improving human resource intellectual potential of Li Auto Inc.

Li Auto is poised to significantly bolster the efficacy of its intellectual assets through the implementation of efficient project management and the adoption of cutting-edge technology. This strategic approach will cement its leadership in the automotive sector.

To further strengthen its competitive stance, the company should focus on cultivating a robust innovation ecosystem. This entails forging partnerships with research institutions and universities to keep pace with the latest developments in automotive technology. By harnessing academic expertise and pioneering research, Li Auto can fuel its own innovation pipeline.

Furthermore, the company should commit to ongoing market analysis to predict industry trends and consumer preferences. This forward-thinking strategy will allow Li Auto to adjust its product offerings and strategies promptly, ensuring it remains attuned to the shifting needs of its customer base.

Additionally, Li Auto should prioritize sustainability and environmental stewardship in its operations and product design. As consumer and regulatory attention increasingly turns towards eco-friendly solutions, the company's dedication to sustainability will not only benefit the planet but also resonate with environmentally aware consumers, potentially providing a substantial market advantage.

Lastly, to uphold a strong brand identity and customer loyalty, Li Auto must invest in comprehensive marketing campaigns that underscore its dedication to innovation, quality, and customer satisfaction. Through effective communication of

its value proposition and the advantages of its products, the company can cultivate a loyal customer base and enhance its standing in the global automotive marketplace.

In order to maintain its competitive edge, Li Auto must also concentrate on the development of a highly skilled workforce. Investing in employee training and development programs will ensure that the company's talent pool is equipped with the necessary skills to drive innovation and meet the challenges of the rapidly evolving automotive industry. By fostering a culture of continuous learning and professional growth, the company can attract and retain top talent, which is crucial for sustaining a competitive advantage.

Moreover, Li Auto should explore opportunities for international expansion to tap into new markets and diversify its revenue streams. By understanding the unique demands and regulatory environments of different countries, the company can tailor its strategies to successfully penetrate these markets. Strategic partnerships with local businesses and distributors can also facilitate smoother entry and help navigate the complexities of international trade.

To ensure the long-term success of Li Auto, it is imperative that the company remains agile and adaptable. The automotive industry is characterized by rapid technological advancements and shifting consumer behaviors, which necessitate a flexible business model that can quickly respond to changes. By embracing a culture of innovation and encouraging a mindset of adaptability among its employees, Li Auto can stay ahead of the curve and continue to set industry standards.

Finally, Li Auto should leverage data analytics to gain deeper insights into customer behavior and preferences. By analyzing large sets of data, the company can identify patterns and trends that can inform decision-making processes and help in creating more personalized and effective marketing campaigns. This data-driven approach will enable Li Auto to better understand and serve its customers, ultimately leading to increased customer satisfaction and loyalty.

To further enhance the human resource intellectual potential at Li Auto, the following strategies could be implemented:

1. Enhanced Training Programs: Develop comprehensive training modules that focus on both technical skills pertinent to the automotive industry and soft skills such as problem-solving, critical thinking, and innovation. Regular workshops and seminars by industry experts can keep the workforce updated with the latest technological advancements and market trends.

To further enhance the skill set of employees, it is essential to implement a mentorship program pairing experienced professionals with newcomers. This initiative not only facilitates knowledge transfer but also fosters a collaborative work environment. Additionally, encouraging employees to pursue further education through online courses or part-time studies can lead to personal growth and a more skilled workforce. By investing in these continuous learning opportunities, the company ensures that its team remains at the forefront of automotive innovation and efficiency.

In order to maintain a competitive edge in the automotive sector, it is crucial to cultivate a culture of lifelong learning within the organization. This can be achieved by establishing a clear career progression path for each employee, which outlines the necessary skills and knowledge required for advancement. By doing so, employees will have a clear understanding of their professional development goals and the company's expectations [33].

Moreover, incorporating regular performance evaluations and feedback sessions will help in identifying areas where employees need improvement or further training. These evaluations should not only focus on current job performance but also on future potential and career aspirations. This holistic approach ensures that employees are continuously challenged and motivated to reach their full potential.

To support this culture of continuous improvement, the company should also consider offering incentives for those who actively engage in learning opportunities and demonstrate a commitment to personal and professional growth. These incentives could include bonuses, promotions, or public recognition within the company.

Finally, fostering a strong internal communication network will enable employees to share their knowledge and experiences with one another. This can be facilitated through internal newsletters, knowledge-sharing sessions, or an intranet platform where employees can post articles, tips, and best practices. By creating such a collaborative and supportive environment, the company will not only enhance its workforce's skills but also build a more cohesive and innovative team.

2. Cross-Functional Learning Opportunities: Encourage employees to participate in cross-departmental projects and job rotations. This will not only broaden their skill sets but also foster a culture of collaboration and understanding of different aspects of the business [34].

To further enhance this initiative, consider establishing regular interdepartmental meetings where teams can share insights and updates on their projects. This will ensure that all employees are kept informed about the company's various activities and can contribute their expertise where needed. Additionally, it will help break down silos and promote a more integrated approach to problem-solving. By encouraging open communication and knowledge sharing, employees will feel more connected to the company's mission and each other, ultimately driving innovation and growth.

To sustain this collaborative environment, it is essential to recognize and reward the efforts of those who actively engage in cross-departmental initiatives. Implementing a system of incentives, such as bonuses, public recognition, or career advancement opportunities, can motivate staff to go beyond their usual responsibilities and contribute to the broader goals of the organization. Moreover, tracking the success of these projects and sharing the outcomes company-wide can demonstrate the tangible benefits of cross-functional teamwork.

Another effective strategy is to organize company-wide events or workshops that focus on skill development and team-building exercises. These events can range from professional development seminars to fun, interactive activities that require teamwork and communication. By investing in these experiences, employees can learn new skills that are beneficial to their personal growth and the company's

objectives, while also strengthening relationships with their colleagues across different departments.

Lastly, it is crucial to maintain an open-door policy where employees feel comfortable voicing their ideas and concerns to management. Regular feedback sessions and surveys can provide valuable insights into how well the cross-departmental initiatives are being received and what improvements can be made. This continuous feedback loop ensures that the company remains agile and responsive to the needs of its workforce, thereby fostering a culture of mutual respect and ongoing improvement.

3. Incentivized Innovation Initiatives: create a platform where employees can pitch new ideas and contribute to the company's innovation pipeline. Rewarding creative solutions and successful implementations can motivate staff to think outside the box and contribute to the company's growth.

To foster a culture of innovation, it is essential to establish a structured process that allows for the evaluation and development of these employee-generated ideas. This could involve regular innovation workshops where individuals can present their concepts to a panel of experts and peers. The panel would then provide constructive feedback and help refine the ideas, ensuring they align with the company's strategic goals and are feasible within the current operational framework.

Moreover, integrating a digital suggestion box or an online collaboration platform can streamline the process, making it easier for employees to submit their ideas and for management to track progress. This transparency can further encourage participation, as employees will see their contributions acknowledged and valued.

To maintain momentum, the company should also commit to regularly reviewing and implementing a selection of these ideas. By doing so, not only does the company benefit from fresh perspectives and potential improvements, but employees also witness the tangible impact of their creativity. This can reinforce a positive feedback loop, where the success of one idea inspires others to contribute their own, thus perpetuating a cycle of continuous innovation and growth.

In addition to the structured process, it is crucial to create an environment that celebrates failures as much as successes. Innovation inherently involves risk, and not every idea will lead to a breakthrough. By recognizing that setbacks are a natural part of the creative process, employees will feel more comfortable taking calculated risks and pushing the boundaries of what is currently possible. This could be achieved through "Innovation Days," where employees are encouraged to experiment with their ideas without the fear of failure, knowing that these days are dedicated to exploration rather than production.

Furthermore, to ensure that the best ideas are not lost in the shuffle, a dedicated innovation team should be established. This team would be responsible for overseeing the innovation workshops, managing the digital suggestion box, and facilitating the development of promising concepts. They would also act as advocates for the employees' ideas, helping to navigate any bureaucratic hurdles and ensuring that the most impactful ideas receive the attention and resources they deserve.

To keep the innovation pipeline flowing, it is also beneficial to benchmark against industry leaders and disruptors. By understanding what cutting-edge companies are doing, the company can set ambitious goals and strive to not only match but exceed industry standards. This could involve attending relevant conferences, participating in industry panels, or even collaborating with other companies on joint innovation projects.

Lastly, it is important to communicate the outcomes of implemented ideas back to the entire organization. Success stories should be shared, and lessons learned from less successful ventures should be openly discussed. This transparency not only keeps employees informed but also reinforces the value of their contributions and the importance of their continued engagement in the innovation process. Through these efforts, the company can cultivate a culture where innovation is not just a buzzword but a lived experience for every employee.

4. Mentorship Programs: pair less experienced employees with seasoned professionals to facilitate knowledge transfer and provide guidance. This can

accelerate learning and professional development, as well as build a stronger, more cohesive team [35].

Encourage open communication and regular feedback sessions to ensure that all team members feel heard and valued. This approach not only fosters a positive work environment but also helps identify areas for improvement and growth. By creating a culture of continuous learning and mutual respect, the team can tackle challenges more effectively and innovate with greater confidence.

To further enhance team dynamics and productivity, it's essential to establish clear goals and expectations for each team member. By setting specific, measurable, achievable, relevant, and time-bound (SMART) objectives, employees can focus their efforts and track their progress, which in turn boosts motivation and accountability. Regularly review these goals to ensure they remain aligned with the team's evolving needs and the organization's strategic direction.

Moreover, invest in team-building activities that go beyond the professional realm. Organize events that allow team members to connect on a personal level, such as group outings, volunteer opportunities, or team sports. These activities can strengthen relationships and improve collaboration, as employees who enjoy each other's company are more likely to work well together and support one another during challenging times.

Finally, recognize and reward both individual and team achievements. Public acknowledgment of hard work and success not only boosts morale but also reinforces the behaviors and outcomes that contribute to the team's success. Implementing a rewards system that includes both tangible and intangible rewards can motivate employees to strive for excellence and contribute to a culture of appreciation and success.

5. Continuous Education Support: offer tuition reimbursement or sponsorships for employees pursuing further education in relevant fields. This will not only enhance individual capabilities but also demonstrate the company's commitment to employee growth and development.

In addition to financial support, provide flexible work schedules to accommodate study time and exam preparation. This will allow employees to balance their professional responsibilities with their educational goals effectively. By fostering a culture of continuous learning, the company can attract and retain top talent who are eager to expand their knowledge and contribute to the organization's success. Furthermore, consider establishing partnerships with local universities and educational institutions to offer exclusive courses or workshops tailored to the company's industry, ensuring that employees receive the most relevant and up-to-date training.

To further encourage professional development, the company should also offer mentorship programs that pair less experienced employees with seasoned professionals. This will provide a structured opportunity for knowledge transfer and career guidance, helping employees navigate their career paths more effectively. Additionally, organize regular skill-building workshops and seminars that focus on both hard and soft skills pertinent to the industry. These sessions can be conducted in-house or by inviting external experts, ensuring that employees are equipped with the latest industry insights and practical skills. Recognize and reward employees who actively participate in these learning opportunities, as this will motivate others to engage in continuous professional development. By investing in these initiatives, the company will cultivate a workforce that is not only knowledgeable but also highly motivated and engaged, ultimately driving the organization towards greater innovation and success.

6. Performance-Based Career Advancement: implement a transparent and fair system for career progression that is based on merit and performance. This will ensure that the most talented and hardworking individuals are recognized and rewarded, which in turn will encourage others to strive for excellence.

To foster a culture of continuous learning and improvement, we will introduce regular training programs and professional development opportunities. These initiatives will not only enhance the skills of our employees but also keep them abreast of the latest industry trends and technologies. By investing in our people, we

aim to build a resilient and adaptable workforce capable of meeting future challenges head-on.

Moreover, we will establish clear communication channels to ensure that feedback is both heard and acted upon. Regular performance reviews will be conducted in a constructive and supportive manner, providing employees with the guidance they need to improve and advance in their careers. This open dialogue will also help us identify and address any issues promptly, maintaining a positive and inclusive work environment.

In addition, we will implement a mentorship program pairing experienced professionals with those who are newer to the field. This will facilitate knowledge transfer and provide a platform for seasoned employees to guide and inspire the next generation of talent. Through these efforts, we are confident that our organization will not only retain its top performers but also attract new talent eager to be part of our dynamic and supportive community.

To further strengthen our commitment to employee growth and satisfaction, we will also introduce a comprehensive benefits package that reflects the diverse needs of our workforce. This package will include competitive health insurance options, flexible working arrangements, and a robust retirement savings plan. By offering these benefits, we aim to support our employees' well-being both inside and outside of the workplace, recognizing that a healthy work-life balance is essential for long-term success and happiness.

Furthermore, we will actively engage with our employees to understand their career aspirations and personal goals. Through one-on-one meetings and career development workshops, we will work closely with each individual to create personalized career paths that align with their strengths and ambitions. This tailored approach will not only help employees reach their full potential but also ensure that their contributions are in line with the strategic direction of our organization.

To ensure that our workplace remains a place of innovation and creativity, we will encourage cross-departmental collaboration and idea-sharing. By breaking down silos and fostering a culture of teamwork, we will harness the collective

intelligence of our workforce to drive forward-thinking solutions and stay ahead in our industry.

Finally, we will celebrate our successes and recognize the achievements of our employees publicly. Whether through internal newsletters, company-wide meetings, or external awards, we will make sure that the hard work and dedication of our team members are acknowledged and appreciated. This will not only boost morale but also reinforce the values of excellence and collaboration that we hold dear.

7. **Diverse Hiring Practices:** proactively identify and attract individuals with a diverse array of backgrounds and experiences to join our team. By fostering a workforce that is rich in diversity, we can harness a multitude of fresh perspectives and innovative ideas. This variety is essential for driving innovation and ensuring that we maintain a competitive edge in the marketplace.

By integrating these strategies, Li Auto can cultivate a highly skilled, adaptable, and forward-thinking workforce that is well-equipped to meet the challenges of the rapidly evolving automotive industry.

To achieve this, the company places a strong emphasis on continuous learning and development. Li Auto offers a variety of training programs, workshops, and seminars that not only enhance technical skills but also foster innovation and creativity among employees. By encouraging a culture of knowledge sharing, the company ensures that its workforce remains at the forefront of technological advancements in electric vehicles, autonomous driving, and smart mobility solutions.

Moreover, Li Auto recognizes the importance of a diverse and inclusive work environment. The company actively recruits talent from different backgrounds and cultures, believing that a diverse team brings a wealth of perspectives and ideas that can drive innovation. By promoting an inclusive culture, the company ensures that all employees feel valued and empowered to contribute their best.

In addition to internal development, Li Auto also partners with leading universities and research institutions to stay abreast of the latest industry trends and breakthroughs. These partnerships facilitate collaborative projects and research

initiatives that not only contribute to the company's growth but also benefit the wider automotive community.

By implementing these strategies, Li Auto is well-positioned to not only adapt to the changing landscape of the automotive industry but to lead it. The company's commitment to nurturing talent and fostering innovation will undoubtedly play a pivotal role in shaping the future of transportation.

To further solidify its position as an industry leader, Li Auto has also invested heavily in state-of-the-art facilities and cutting-edge technology. The company's research and development centers are equipped with the latest tools and equipment, allowing employees to work on projects that push the boundaries of what is currently possible in the automotive sector. These investments not only attract top talent but also enable Li Auto to bring innovative products to market faster than its competitors.

Furthermore, the company places a significant focus on sustainability and environmental responsibility. Li Auto is committed to reducing its carbon footprint and has implemented various green initiatives across its operations. From using renewable energy sources in manufacturing to developing eco-friendly materials for its vehicles, the company is dedicated to creating a more sustainable future for the automotive industry.

In addition to its internal efforts, Li Auto actively participates in industry forums and contributes to policy-making discussions. By engaging with policymakers and industry leaders, the company aims to shape the regulatory environment in a way that supports innovation and growth within the electric vehicle and autonomous driving sectors.

Li Auto's comprehensive approach to talent development, technological advancement, sustainability, and industry collaboration ensures that it remains at the forefront of the automotive industry. As the company continues to innovate and grow, it is poised to revolutionize transportation and set new standards for the industry to follow.

Suggestions for improving human resources and intelligence potential:

1. Strengthen staff training and development. Enhance the capabilities and expertise of the workforce to ensure they possess the necessary skills and knowledge to perform their duties effectively and efficiently. To achieve this, organizations can implement comprehensive training programs that focus on both technical and soft skills. These programs should be designed to address the specific needs of the staff, providing them with the latest industry knowledge and practical tools to excel in their roles. Regular assessments and feedback sessions can help identify areas for improvement and ensure that the training is having the desired impact.

Additionally, encouraging continuous learning through workshops, seminars, and online courses can help staff stay updated with the latest advancements in their field. By fostering a culture of ongoing professional development, companies can ensure that their workforce remains competitive and capable of meeting the evolving challenges of their industry.

2. Optimize the talent recruitment process. Attract and select better talent

To attract and select better talent, it is essential to create a compelling employer brand that resonates with the kind of individuals you wish to attract. This involves not only showcasing the benefits of working for your company but also aligning your company culture with the values and aspirations of potential candidates.

One effective strategy is to highlight employee success stories and testimonials on your company website and social media platforms. This provides a real-life perspective on what it's like to work at your organization and can be a powerful draw for prospective employees. Additionally, leveraging employee referrals can be a great way to tap into a network of qualified candidates who already have a connection to your company. Another key aspect is to ensure that your recruitment process is both efficient and reflective of your company's culture. This means having clear communication channels, providing a positive candidate experience, and making timely decisions. By doing so, you not only increase the likelihood of attracting top talent but also ensure that the candidates who join your team are a good fit for your organization's culture and objectives.

3. Establish a performance incentive mechanism. Improve employees' work enthusiasm and loyalty by implementing a comprehensive recognition program that celebrates both individual and team achievements. This program should include regular feedback sessions, where managers can provide constructive criticism as well as praise, helping employees understand their strengths and areas for improvement. Additionally, offering opportunities for professional development, such as workshops, courses, and conferences, can empower employees to expand their skill sets and take on new challenges within the company. To further boost morale, consider introducing flexible working arrangements, such as remote work options or flexible hours, which can help employees achieve a better work-life balance. This flexibility can lead to increased job satisfaction and a stronger commitment to the company. Moreover, fostering a positive company culture that encourages open communication and collaboration can make employees feel valued and part of a community. This sense of belonging can significantly enhance their loyalty and dedication to the organization's success.

4. Promote internal communication and cooperation. Enhance teamwork and innovation capabilities. Foster a culture of continuous learning and improvement. In today's rapidly evolving business landscape, organizations must prioritize the development of a culture that encourages continuous learning and improvement. By fostering an environment where employees are motivated to expand their knowledge and refine their skills, companies can stay ahead of industry trends and adapt to changing market conditions. This culture can be cultivated through various means, such as providing access to online courses, workshops, and seminars, as well as encouraging employees to attend industry conferences and events.

Moreover, organizations should promote a mindset of ongoing improvement by regularly soliciting feedback from team members and implementing changes based on their insights. This not only helps to identify areas for process optimization but also demonstrates to employees that their opinions are valued and taken seriously. By embracing a culture of continuous learning and improvement, businesses can

ensure that their workforce remains agile, innovative, and well-equipped to tackle future challenges.

5. Provide a career development plan. Help employees to define their career goals and improve their job satisfaction by providing clear pathways for advancement and professional development opportunities. Encourage regular feedback sessions where employees can discuss their aspirations and receive guidance on how to achieve them. Implement mentorship programs that pair less experienced staff with seasoned professionals, fostering a culture of knowledge sharing and personal growth. Recognize and reward achievements and milestones to reinforce the value of hard work and dedication. By investing in the career development of employees, companies can create a motivated and loyal workforce that contributes to the organization's long-term success.

3.2. Recommendations on refining Li Auto corporate culture

Under an open policy, employees feel comfortable sharing their ideas and concerns with management. This can be facilitated through regular feedback meetings and suggestion boxes. Listening to employees' opinions not only helps identify areas for improvement but also makes employees feel valued and respected.

In addition to fostering a culture of open communication, it is equally important to ensure that the feedback loop is not one-way. Management should provide clear and constructive responses, acknowledge employees' suggestions, and explain the reasons behind any decisions made. This transparency builds trust and encourages employees to continue participating in the company's improvement process.

Moreover, recognizing and rewarding innovative thinking can significantly boost morale and inspire creativity throughout the organization. Whether through formal recognition programs or informal praise in team meetings, celebrating employees' contributions reinforces the value of their opinions and motivates others to contribute as well.

To further strengthen communication between employees and management, companies can implement regular "open days" where employees have the opportunity to speak directly with senior management. During these events, employees can ask questions, share perspectives, and even propose improvements to existing processes. Management should ensure that these activities have a friendly and inclusive atmosphere, allowing everyone a chance to speak without fear of negative judgment.

At the same time, companies can create internal social platforms, such as enterprise social networks or forums, where employees can exchange ideas in a more informal setting. Such platforms can bridge departments and levels, promoting interaction among employees with different backgrounds and functions. This way, employees can more easily find like-minded colleagues to discuss and solve problems with.

Additionally, companies can regularly organize team-building activities to enhance cohesion and trust among employees. Through outdoor team-building exercises, team dinners, or volunteer activities, employees can get to know each other better in a relaxed and enjoyable atmosphere, which translates into better communication and collaboration at work.

Ultimately, integrating employee feedback into the company's strategic planning is particularly crucial. By showing that their opinions are being valued and could potentially be adopted, employees will feel a tangible impact from their involvement. This not only enhances job satisfaction but also helps employees stay aligned with the company's goals, creating a more united and collaborative environment. Furthermore, companies should celebrate individual and team achievements to recognize their hard work and dedication. By awarding prizes, making company-wide announcements, or other forms of recognition, to acknowledge these important milestones and successes, employee morale can be boosted, and positive elements of the corporate culture can be strengthened.

Company employee incentive and recognition strategy:

1. Celebrate the achievement: through awards, company announcements, or other forms of recognition, the organization aims to foster a culture of excellence and motivate employees to strive for higher levels of achievement. By celebrating milestones and accomplishments, the company not only acknowledges individual contributions but also strengthens the collective spirit of the team. This approach to recognition not only boosts morale but also encourages a continuous pursuit of innovation and quality in all aspects of the business.

2. Promote recognition among colleagues: encourage employees to recognize each other to create a supportive and appreciative work environment. Company Intranet platform, team meetings, or email chain are just a few of the ways we stay connected and informed. However, as our company continues to grow and expand, it's becoming increasingly important to find more efficient and effective methods of communication. We need to ensure that all team members, regardless of their location or department, have access to the same information and can collaborate seamlessly. This is where the concept of a unified communication system comes into play. A unified communication system integrates various communication tools such as instant messaging, video conferencing, and collaborative workspaces into a single platform. This allows for real-time interaction and information sharing, making it easier for teams to work together on projects. With such a system in place, we can reduce the time spent switching between different applications and searching for information. Instead, everything is centralized, which not only saves time but also increases productivity.

Moreover, a unified communication system can help bridge the gap between remote and on-site employees. It ensures that everyone is on the same page, fostering a more inclusive and collaborative work environment. By adopting this approach, we can enhance our internal communication processes and take our team collaboration to the next level.

3. Ask for feedback from employees: regularly solicit staff feedback on their experiences and suggestions for improvement. Anonymous surveys, suggestion boxes, or open forums are excellent ways to gather feedback from employees

without the pressure of direct confrontation. These methods encourage honest communication and can help identify issues that might not surface during formal meetings or one-on-one conversations. By providing a safe platform for employees to voice their opinions and concerns, companies can foster a more transparent and inclusive work environment. It's important, however, to ensure that the feedback collected is taken seriously and acted upon where appropriate. This not only helps in addressing immediate concerns but also in building trust and showing employees that their input is valued.

4. Invest in employee career development: Provide training, seminars, and career promotion opportunities. Invest in human capital to improve employee skills and industry competitiveness

Enhance workplace productivity through ongoing training and development programs. By fostering a culture of continuous learning, companies can ensure their workforce remains at the forefront of industry advancements. This not only benefits the employees by providing them with opportunities for personal growth and career progression but also creates a more adaptable and innovative team capable of driving the company towards greater success. Investing in human capital is not just about improving individual skills; it's about building a resilient and future-proof organization.

CONCLUSIONS

The study of intellectual resources within the context of enterprise management has become increasingly important in the modern business environment. This is particularly true for companies like Li Auto, which operate in highly competitive and rapidly evolving industries such as the automotive sector. The following conclusion synthesizes the theoretical aspects of intellectual resources, an analysis of Li Auto's intellectual resources, and proposals for enhancing their effectiveness.

In the realm of enterprise management, the strategic utilization of intellectual resources is pivotal for fostering innovation and maintaining a competitive edge. Intellectual resources encompass a wide array of assets, including patents, trademarks, copyrights, and the collective knowledge and skills of the workforce. For Li Auto, a company that has carved a niche in the automotive industry by integrating electric vehicle technology with traditional internal combustion engines, the management of these resources is not just a matter of efficiency but a necessity for survival in a market that is both dynamic and unforgiving.

The theoretical framework of intellectual resources suggests that they can be categorized into human capital, structural capital, and relational capital. Human capital refers to the knowledge, skills, and expertise embodied within the employees of an organization. Structural capital includes the organizational infrastructure that supports the business, such as databases, processes, and intellectual property. Relational capital encompasses the relationships an organization has with external stakeholders, including customers, suppliers, and partners.

An analysis of Li Auto's intellectual resources reveals a company that has made significant strides in leveraging its human capital through the recruitment of top-tier engineers and researchers. The company's commitment to continuous learning and development is evident in its investment in training programs and its encouragement of innovation. However, there is room for improvement in the management of structural capital, particularly in the protection and commercialization of its intellectual

property. Li Auto must ensure that its patents and trademarks are not only robust but also strategically aligned with its long-term business objectives.

Furthermore, the company's relational capital could be further strengthened by enhancing its customer engagement strategies and fostering stronger partnerships with suppliers and technology providers. By doing so, Li Auto can not only improve its market position but also create a more resilient ecosystem that supports its growth and innovation.

To enhance the effectiveness of its intellectual resources, Li Auto should consider the following proposals:

1. Implement a comprehensive intellectual property management system to better protect and leverage its innovations.
2. Establish a knowledge-sharing platform that encourages collaboration and the cross-pollination of ideas among employees.
3. Develop strategic partnerships with research institutions and other companies to stay at the forefront of technological advancements in the automotive industry.
4. Invest in customer relationship management systems to deepen customer engagement and gather valuable insights that can inform product development and marketing strategies.
5. Regularly assess and update the company's intellectual resource portfolio to ensure alignment with evolving market trends and business goals.

In conclusion, intellectual resources are a cornerstone of success for modern enterprises like Li Auto. By understanding and harnessing the power of human capital and corporate culture, companies can create a sustainable competitive advantage. Li Auto has already made significant strides in leveraging its intellectual resources, but there are still opportunities for improvement. Through targeted investments in human capital development and the refinement of its corporate culture, Li Auto can enhance its effectiveness and continue to thrive in the dynamic automotive industry.

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