

## Strategies to Improve Business Innovation of ABC Bank in Guangxi Province, China

Chenghai Lu<sup>1</sup>

Noppawan Wisedsind<sup>2</sup>

### Abstract

The research aims to : 1) analyze the business environment of ABC Bank Guangxi Branch, 2) evaluate its SWOT factors, and 3) propose strategies to improve its business innovation. Employing a qualitative research methodology, data were collected through in-depth interviews with strategically selected stakeholders across various levels within the bank. Thematic analysis, supported by PEST, SWOT, and TOWS frameworks, was utilized to analyze the collected data.

The findings showed : 1) ABC Bank Guangxi Branch encounters major challenges in its business environment due to external and internal factors. Externally, there's fierce market competition, rapid FinTech progress, changing regulations, and diverse customer needs. Internally, factors like organizational structure, culture, resource allocation, and operations affect innovation, efficiency, and competitiveness. 2) The SWOT analysis reveals the bank's strengths—large customer base, strong network, and financial service experience—but also weaknesses like a developing innovation culture, limited tech integration, and complex approvals. Opportunities include FinTech development, new markets, and improved internal management, while threats come from new FinTech entrants, regulatory changes, and shifting consumer behaviors. 3) Based on these analyses, the study suggests strategies to boost FinTech innovation, streamline internal processes, explore new business opportunities, and strengthen risk management and compliance. These aim to improve the bank's ability to adapt to market changes and customer expectations, fostering sustainable growth.

**Keywords:** Business innovation, Financial technology, Improvement strategies.

---

<sup>1</sup> Master of Business Administration, Faculty of Management Science, Dhonburi Rajabhat University  
e-mail : 760684179@qq.com

<sup>2</sup> Lecturer, Faculty of Management Science, Dhonburi Rajabhat University  
e-mail : noppawan.t@dru.ac.th

## Introduction

ABC Bank Guangxi Branch serves as a pivotal financial engine driving regional economic and agricultural upgrades. Qin (2021) highlights that amid China's economic restructuring and deepening financial market reforms, competition among financial institutions has intensified. With Guangxi's weak agricultural economic foundation, characterized by undersized rural financial services, outdated credit systems, sluggish product innovation, and high collateral costs, farmers and agri-enterprises face severe financing hurdles, necessitating urgent business innovation (Chen, 2020)

ABC Bank focuses on "agriculture, rural areas, and farmers." He (2020) notes its accelerated digital finance deployment in county-level markets, securing a leading position in rural finance. Leveraging policy support, Guangxi Branch has launched targeted credit programs for poverty-stricken areas, offering preferential rates and capital incentives, achieving notable results in agri-supply chain financing, rural credit systems, and poverty-alleviation loans (Chen, 2024) However, evolving market dynamics and diversifying demands necessitate traditional model overhauls.

The China Digital Economy Development Index Report 2024 reveals over 500 central SOEs venturing into digital sectors, 5G integration across 76 economic sectors, and global fintech strategies adopted by 170+ nations, driving a digital revolution in banking (Li, 2023). Guangxi Branch must harness big data and blockchain to streamline services, enhancing efficiency and cutting costs.

Consumers' growing preference for digital, personalized financial services, as noted by Zhang (2025), urges banks to strengthen client engagement through efficient digital platforms and explore innovations like robo-advisory and scenario-based finance to capture emerging markets. Guangxi Branch should accelerate tech integration, refine user experiences, and foster new growth drivers.

Under the "Belt and Road" and Western Development strategies, Guangxi's industrial structure is shifting toward modern agriculture, green economy, and other emerging sectors, with tertiary industry GDP reaching RMB 1.3809 trillion (51% share) (Feng & Chen, 2024) This shift spawns diverse financial needs, rendering traditional models obsolete. Guangxi Branch must innovate services to align with high-quality local economic development.'

## Research Objectives

1. To analyze the business environment of ABC Bank's Guangxi Branch.
2. To investigate the SWOT factors of ABC Bank's Guangxi Branch.
3. To propose strategies to improve the business innovation of ABC Bank's Guangxi Branch.

## Reviews of Literature and Related Research

The researcher has studied concepts, theories, and related research used to determine the research guidelines as follows:

### 1. Business innovation

Business innovation is the process by which an enterprise enhances its competitiveness by introducing new ideas, methods, products and services. In the financial sector, business innovation is particularly important because it helps banks respond effectively to market changes and the diversification of customer needs. According to the research of Liang (2020) the innovative strategies of commercial banks in improving the credit service quality of small and micro enterprises can not only increase the market share of banks, but also enhance the trust and satisfaction of customers. Ding (2023) mentioned that the rise of Internet finance has forced traditional commercial banks to optimize their marketing strategies in order to enhance customer experience and satisfaction. This means that ABC Bank Guangxi Branch needs to strengthen its research on customer needs and ensure that its innovation strategy is in line with market trends.

### 2. Financial service theory

Financial services theory explores how financial institutions adapt to market changes and meet customer needs through innovative services. With the rapid development of financial technology, the service innovation of commercial banks is becoming more and more important. Zhou (2022) studied the service innovation strategy optimization of HD bank in the context of fintech, emphasizing the key role of technology application in improving service efficiency and customer satisfaction. This provides a useful reference for ABC Bank Guangxi Branch, suggesting that it should actively use financial technology to enhance its competitiveness. An (2022) suggests fintech partnerships. In corporate banking, proposes digital tools for village customers, advocates IT integration in supply chain finance for efficiency and satisfaction.

### 3. Financial technology

The rapid development of fintech is reshaping the service model and operational efficiency of commercial banks. With the continuous progress of technology, the banking industry is facing unprecedented opportunities and challenges. Zhang (2022) pointed out in his study that from the perspective of risk prevention and control, commercial banks should make full use of financial technology to reduce risks and improve efficiency when providing financing for private enterprises. This study provides enlightenment for ABC Bank Guangxi Branch, especially how to strengthen risk management through technical means when dealing with small and micro enterprise credit. Zuo (2022) discussed the development strategies

of large commercial banks in inclusive financial services, pointing out that the application of financial technology can significantly improve the coverage and efficiency of services. This point of view emphasizes that ABC Bank should actively adopt new technologies to meet the needs of different customers when serving rural and small and micro enterprise customers.

#### **4. Business environment analysis**

Business environment analysis is an important tool for companies to identify and assess the impact of external factors on their operations and strategy. In the financial industry, especially in commercial banks, accurate environmental analysis is crucial to developing effective market strategies. Chen (2021) studied the marketing strategy of small and micro enterprise credit business of commercial banks, and pointed out that understanding the market environment and customer needs is the key to success. Ling (2021) studied the key account marketing strategy of W Branch of ICBC and stressed that when facing big customers, the bank should comprehensively consider the market environment and customer characteristics, so as to formulate targeted marketing plans. Wang (2021) also discussed the service marketing strategy of X Rural Commercial Bank and believed that through market analysis and customer research, the bank could effectively improve service quality and customer satisfaction.

#### **5. PEST Analysis**

PEST analysis is an important tool for assessing the impact of Political, Economic, Social and Technological factors on business operations. In the financial industry, PEST analysis can help commercial banks identify opportunities and threats in the external environment, so as to formulate corresponding strategies. When studying the development strategy of inclusive finance business of large state-owned commercial banks, Chen (2023) emphasized the important influence of political environment on banking business. Yang (2020) analyzed the marketing strategy of retail credit business of S commercial bank and pointed out the impact of fluctuations in economic environment on credit demand and interest rate policy. Shang (2020) studied the marketing strategies of community banks of urban commercial banks and believed that social factors such as changes in customer demand had an important impact on the service model of banks. Li (2020) studied the audit strategy of commercial banks under the new financial instruments standard and believed that the progress of technical factors was crucial to the optimization of bank audit process.

## 6. SWOT analysis and TOWS matrix

SWOT and TOWS analyses help banks formulate strategies by identifying internal and external factors. Their main contents include strengths, weaknesses, opportunities and threats. In his research, Yuan (2021) discussed the financial product marketing strategy of Bank A in Tianchang City, Anhui Province, and emphasized the importance of SWOT analysis in identifying the strengths and weaknesses of banks in the market. By identifying its own competitive advantages, ABC Bank Guangxi Branch can develop more targeted market strategies. Through this approach, ABC Bank was able to identify specific measures to use technology to improve service quality and strengthen market competitiveness. As for the TOWS matrix, Jin (2024) said that compared with the well-known SWOT theory, TOWS theory gives priority to the analysis of challenges and opportunities in the environment, pays more attention to the influence of external factors on the research object, and the conclusions drawn have certain decision-making characteristics. An (2024) also emphasizes that SWOT focuses on analysis and planning, while TOWS focuses on action and landing. In the analysis of ABC bank, TOWS theory should be supplemented to get a more practical corresponding strategy.

## 7. Related research

Relevant research provides rich theoretical and practical guidance for commercial banks in innovation and operation management. Wang (2021) discussed the "fixed income +" strategy of financial subsidiaries of commercial banks and the factors affecting product returns, and believed that the design of financial products should fully consider the market environment and customer preferences. This point of view provides an important reference for ABC Bank in the innovation of financial products. Shi (2022) analyzed the impact of financial technology on the performance of commercial banks in China and the coping strategies, pointing out that the effective application of financial technology can significantly improve the operational efficiency and customer service quality of banks. ABC Bank should increase its investment in fintech to enhance its market competitiveness. Zhang (2020) explores strategies for improving the corporate governance of city commercial banks, taking J City Commercial Bank as an example, and emphasizes the importance of good corporate governance structure for the sustainable development of banks. ABC Bank to strengthen internal governance and ensure scientific and transparent decision-making when implementing innovation and operation management. Finally, Liu (2020) taking Bank of Jiangsu as an example, he stressed the importance of adapting to the trend of emerging markets and that banks should flexibly adjust their strategies to cope with external competition.

## Research Methodology

### Key informants

This research investigation will select Nanning as the sample city because it is the provincial capital of Guangxi and its response situation is representative. Regarding the selection of sample participants, the research will focus on the various stakeholders of ABC Bank's Guangxi Branch. The participants will be divided into 5 groups, namely the senior management, the middle management, the front-line management, the front-line staff, and the customers. 1) The senior management consists of 2 participants, namely the branch president and the vice president. 2) The middle management has 8 participants, coming from the four core departments: Corporate Business Department, Personal Finance Department, Operations Finance Department, and Risk Compliance Department. 3) The front-line management has 3 participants, from different branches. 4) The front-line staff has 10 participants, all of whom are experienced customer managers and tellers. 5) The customers have 9 participants, including three enterprise customers, three agricultural customers, and three individual customers. A total of 32 participants were involved in the interviews, all of whom were selected through screening. The bank's internal staff required them to have worked on their positions for at least two years, and the customers had to have at least one year of business dealings with ABC Bank, so that they could have in-depth understanding of their positions and the enterprises. After the interviews were concluded and the analysis results were obtained, three experts in related fields were invited to discuss the results of data analysis and offer their opinions and suggestions.

### Research instruments

1. Conducted in-depth interviews with executives, middle-management, frontline management, frontline employees, and customers to obtain firsthand operational insights.
2. Systematically analyzed the bank's macro-environment across political, economic, social, and technological dimensions using PEST framework.
3. Developed strategic recommendations through SWOT-TOWS matrix by identifying core strengths/weaknesses and external opportunities/threats, formulating four strategic combinations.

### Data collection

This study aims to enhance business innovation at ABC Bank's Guangxi Branch. To do this, the research team conducted interviews with bank personnel at various levels, including senior management, middle management, frontline employees, and clients. The interviews covered the branch's current status, challenges, successful experiences, and future strategies. Preparatory work ensured the readiness of interview guides and recording equipment, and interviewees were informed of the purpose and confidentiality of the

interviews. Their consent was obtained, and the data was anonymized and used only for academic research. This approach aimed to gather comprehensive, objective, and high-quality data to support the exploration of innovation strategies for the branch.

### **Data analysis**

This study uses qualitative data analysis to deeply investigate ABC Bank's operational status and business innovation strategies through interview data. Thematic analysis is employed to transcribe interviews verbatim, classify data via coding, and identify recurring concepts, patterns, and themes related to business innovation. This uncovers interviewees' perspectives on the bank's innovation strategies, key driving factors, and potential issues. After extracting key information, PEST, competency, and SWOT-TOWS analyses are conducted. The strategy combination is evaluated by three experts, and the most suitable strategy for ABC Bank Guangxi Branch is selected. This method provides insights into the bank's situation and offers theoretical support and practical guidance for business innovation.

### **Data Analysis Results**

#### **1. Analysis of the Business Environment of ABC Bank Guangxi Branch**

##### **1.1 External Factors Affecting the Bank:**

**Intense market competition:** The market competition environment is becoming increasingly fierce, fintech is developing rapidly, and customer needs are increasingly diversified. These changes put forward higher requirements for the service innovation, operational efficiency and competitiveness of banks.

**Rapid advancements in financial technology (FinTech):** The rapid development of financial technology has provided strong support for the innovation and development of banks, such as online banking, mobile payment, intelligent customer service, etc. At the same time, it also brings security risks and technical risks.

**Regulatory changes:** Changes in regulatory policies have an impact on banks' business, which requires banks to pay close attention to policy dynamics and adjust strategies in a timely manner.

**Diversified customer demands:** Customer demand is diversifying, and the demand for emerging business areas such as green finance and inclusive finance is increasing.

##### **1.2 Impact of External Factors:**

**Impact on the bank's business innovation:** External factors are pushing banks to invest more in fintech and drive digital transformation to improve service efficiency and customer experience. At the same time, it also encourages banks to expand emerging business areas, such as green finance and inclusive finance.

**Impact on the bank's operations and services:** External factors urge banks to optimize service processes and improve service quality and efficiency. At the same time, it also encourages banks to strengthen customer relationship management and provide more personalized and convenient services.

**Impact on the bank's competitiveness:** External factors encourage banks to continuously improve their competitiveness and win more market share and customer trust by innovating service models, optimizing product structure and improving service quality.

### 1.3 Internal Factors Affecting the Bank:

**Organizational structure:** ABC Bank Guangxi Branch has a clear organizational structure, and all departments play different roles in the overall innovation and jointly promote the innovation and development of the branch.

**Organizational culture:** The branch pays attention to the cultivation of innovation culture, encourages employees to actively participate in innovation activities, and forms a good atmosphere for all employees to participate in innovation.

**Resources:** The branch has a wide customer base, a sound business network and rich experience in financial services and other advantages, providing strong support for innovation and development.

**Work processes:** The branch continuously optimizes the work process, improves the work efficiency and service quality. At the same time, we also focus on cross-departmental collaboration and communication to ensure the smooth implementation of innovative projects.

### 1.4 Impact of Internal Factors:

**Impact on the bank's business innovation:** Internal factors encourage banks to constantly innovate service models, optimize product structure and improve service quality to meet market demand and customer expectations.

**Impact on the bank's operations and services:** Internal factors encourage banks to optimize service processes, improve service quality and efficiency. At the same time, it also encourages banks to strengthen customer relationship management and provide more personalized and convenient services.

**Impact on the bank's operational efficiency:** Internal factors drive the bank to continuously improve operational efficiency, improve business processing speed and service quality by optimizing workflow, strengthening cross-departmental collaboration and communication.



Several insights illustrate this dynamic:

*President: "At present, the market environment is becoming increasingly competitive, fintech is developing rapidly, and customer needs are increasingly diversified. "*

*Account Manager C: "The application of fintech has greatly improved the convenience and efficiency of customer service."*

*Vice President: "Changes in regulatory policy may also have an impact on our business. Therefore, we need to strengthen our risk management and internal controls to ensure the sound development of our business."*

*Individual customers C: "I hope banks can provide more personalized financial services solutions."*

*Employee A of the Risk Compliance Department: "Our department is responsible for assessing the risk profile and ensuring that innovative activities meet regulatory requirements."*

*Branch Director C: "I will organize some team activities, such as team building development and employee birthday parties, to enhance team cohesion."*

*Account Manager A: "In the future, we can further optimize the process, strengthen the integration of online and offline services, and improve service efficiency."*

## 2. SWOT and TOWS Analysis of ABC Bank Guangxi Branch

### 2.1 Strengths:

**Large customer base:** The branch has a broad customer base, which contributes to customer satisfaction and market share.

**Robust business network:** The branch has a complete business network in Guangxi region, and can provide customers with comprehensive and personalized financial services.

**Extensive financial services experience:** With rich experience in financial services, the branch is able to provide customers with professional and efficient services.

### 2.2 Weaknesses:

**Nascent innovation culture:** The application of the branch in some emerging business fields such as blockchain and artificial intelligence is not deep enough, and the cultivation of innovation culture and the establishment of innovation mechanism need to be strengthened.

**Limited technological integration:** The branch has limited technical integration in some aspects, which affects the service efficiency.

**Complex procedural approvals:** The internal approval process is cumbersome, affecting the efficiency of the service.

### 2.3 Opportunities:

**Opportunities for FinTech service development:** The rapid development of financial technology has provided strong support for the innovation and development of the branch, and the branch plans to increase investment in the field of financial technology and promote digital transformation.

**Opportunities for business expansion into new markets:** The branch will actively expand new business areas, such as green finance, inclusive finance, etc., to meet the diversified needs of society.

**Opportunities for internal management improvement:** The branch focuses on strengthening risk management and internal control, and plans to enhance the professionalism of management and staff through training and incentive mechanisms.

### 2.4 Threats:

**Competition from new players in the FinTech market:** The market environment is becoming increasingly competitive, fintech is developing rapidly, and new customers are constantly entering the market.

**Regulatory uncertainties:** Changes in regulatory policies can have an impact on business.

**Changing consumer behavior:** Customer needs are increasingly diversified, and the demand for emerging business areas such as green finance and inclusive finance is increasing. Several insights illustrate this dynamic:

*President: "Our branch has a broad customer base, well-established business network and rich experience in financial services."*

*President: "Compared with our competitors in the industry, our application in some emerging business areas such as blockchain and artificial intelligence is not deep enough."*

*Account Manager C: "Sometimes, the internal approval process is cumbersome, which affects the speed of business processing."*

*President: "We are very focused on risk management and internal controls to ensure the sound development of the business."*

*Branch Director C: "In the future development, I will strengthen training and education to improve the professional quality and management ability of the management."*

*Account Manager B: "The market is becoming increasingly competitive, and customers' expectations for financial services are rising."*

*Individual Customer C: "I think the current economic environment and social changes have put higher demands on banking services. "*

## 2.5 TOWS analysis

Although SWOT analysis allows us to have a comprehensive understanding of ABC Bank to a certain extent, it is still a simple argument to suggest strategies to improve business innovation. Therefore, the author will continue to use the TOWS model for analysis to ensure that the subsequent proposals are closer to the actual market. Here are the results of the analysis:

**Table 1** TOWS analysis

<b>Strengths-Opportunities</b> <ul style="list-style-type: none"> <li>- Leverage customer base to accelerate digital transformation</li> <li>- Combine business network to develop new business</li> <li>- Leverage financial services experience to optimize digital transformation</li> <li>- Tap into emerging market demand with customer base</li> <li>- Strengthen market competitiveness through business networks</li> <li>- Combine financial service experience with national policy orientation</li> </ul>	<b>Strengths-Threats</b> <ul style="list-style-type: none"> <li>- Leveraging customer base to enhance market competitiveness</li> <li>- Spread technical risks through business networks</li> <li>- Respond to market changes with financial services experience</li> <li>- Leverage customer base to mitigate new technology adoption risks</li> <li>- Improve service efficiency through business networks to cope with competition</li> <li>- Combine financial services experience with regulatory policy orientation</li> </ul>
<b>Weaknesses-Opportunities</b> <ul style="list-style-type: none"> <li>- Strengthen the culture of innovation to seize digital transformation opportunities</li> <li>- Special research and development for emerging business areas</li> <li>- Use external cooperation to make up for the innovation deficit</li> <li>- Strengthen staff training to adapt to changes in market demand</li> </ul>	<b>Weaknesses-Threats</b> <ul style="list-style-type: none"> <li>- Establish a risk management system to deal with the risks of new technology application</li> <li>- Strengthen innovation mechanisms to mitigate increased market competition</li> <li>- Use external cooperation to reduce technical risks</li> <li>- Strengthen staff training to enhance risk response capability</li> </ul>

## 2.6 Selection of strategic fit points under TOWS matrix

As the core of regional financial services, the Guangxi Branch of ABC Bank has built a multi-scenario fintech matrix to enhance digital services such as mobile payment and intelligent customer service. Customer satisfaction surveys show that enterprise customers recognize the existing services, but agricultural and individual customers need to enhance technological integration and upgrade cross-border services. Experts suggest focusing on green inclusive finance and talent cultivation. TOWS analysis supports the adoption of the SO strategy, promoting the transformation of the customer base through blockchain and AI technologies. This strategy has been recognized by the management. It aligns with the digital transformation of the head office and the financial opportunities in Guangxi, and has mapped out a sustainable growth path to address market challenges.

## 3. Strategies to Improve Business Innovation of ABC Bank Guangxi Branch

### 3.1 FinTech Strategies:

**Investment in FinTech technologies:** ABC Bank Guangxi Branch plans to increase investment in the field of financial technology, promote digital transformation, improve service efficiency and customer experience.

**Development of new FinTech services:** The branch is actively developing new financial technology services, such as online booking, remote video face-to-face signing and other digital services, which have been widely used and praised by customers.

**Collaboration with FinTech companies:** In order to accelerate the innovation and application of fintech, ABC Bank Guangxi Branch is actively cooperating with fintech companies to jointly explore new business models and technology applications.

### 3.2 Internal Management Strategies:

**Improvement of work processes:** In order to improve service efficiency and customer satisfaction, ABC Bank Guangxi Branch is constantly optimizing internal workflow, such as introducing advanced financial management system and intelligent business system.

**Promotion of an innovation culture:** The branch focuses on cultivating employees' innovation awareness and ability, and stimulates employees' innovation enthusiasm by organizing innovation seminars and providing training and learning opportunities.

**Development of technology-skilled personnel:** In order to meet the challenges of the rapid development of financial technology, ABC Bank Guangxi Branch is increasing the training and introduction of technical talents to improve the technical ability and professional quality of employees.

### 3.3 Business Expansion Strategies:

**Expansion into new markets:** The significant market positioning and advantages of the branch in Guangxi have laid a solid foundation for its future expansion into new markets.

**Development of new products and services:** In order to meet the increasingly diversified needs of customers, ABC Bank Guangxi Branch is actively developing new financial products and services, such as green finance and inclusive finance.

**Collaboration with business partners:** In order to accelerate the expansion of new business and product innovation, ABC Bank Guangxi Branch is actively cooperating with various business partners to jointly explore new business models and market opportunities.

### 3.4 Risk Management and Compliance Strategies:

**Strengthening risk management:** ABC Bank Guangxi Branch pays attention to strengthening risk management, and ensures the steady development of business by establishing a sound risk management system and mechanism.

**Compliance with relevant regulations:** The branch strictly abides by relevant laws, regulations and regulatory requirements, ensures that all business activities are carried out within the compliance framework, and actively carries out compliance training to enhance the compliance awareness of all staff.

**Building customer confidence:** By providing high-quality and efficient financial services, ABC Bank Guangxi Branch has won extensive trust and praise from customers.

Here are some key answers:

*President: "We plan to increase investment in the fintech sector to promote digital transformation, improve service efficiency and customer experience."*

*Vice President: "Our branch's investment and R&D in fintech is likely to involve collaboration with external fintech companies to introduce more advanced technologies and ideas."*

*President: "Our branch pays attention to personnel training and team building, and has a high-quality professional team."*

*Branch Director B: "I encourage my team members to come up with innovative ideas and suggestions to respond to market changes by brainstorming."*

*Employee A of Operation and Accounting Department: "The investment and application of our branch in the field of financial technology must be supported by a professional team with technical capabilities."*

*Vice President: "Our branch's successful experience and market advantages in Guangxi provide strong support for its future expansion into new markets."*

*President: "We will actively expand new business areas, such as green finance and inclusive finance, to meet the diversified needs of society."*

*Employee A of Business Department: "It is likely that our branch will need to work closely with various business partners as we expand into new business areas and develop new products."*

## **Conclusions, Discussion and Recommendations**

### **Conclusions**

#### **1. The business environment of ABC Bank's Guangxi Branch**

Externally, policy orientation, market competition, evolving customer needs, and technological advancements drive innovation for ABC Bank Guangxi Branch, while facing challenges such as regulatory constraints, technical risks, and social responsibility expectations. Internally, strengths lie in its customer base, network coverage, and risk control systems, yet gaps exist in emerging technology application and innovation mechanisms. Sustainable development requires integrating technology with cultural cultivation.

#### **2. The SWOT factors of ABC Bank's Guangxi Branch.**

Competitive advantages include deep regional market experience and customer reach, with weaknesses in technology implementation and innovation momentum. Opportunities align with digital transformation policies and green finance trends, while challenges stem from market rivalry and technological risks. The strategy should focus on extending traditional strengths, accelerating tech-driven innovation, and reinforcing compliance frameworks.

#### **3. Propose strategies to improve the business innovation of ABC Bank's Guangxi Branch.**

Four core strategies are adopted: 1) Deepen big data and AI integration for personalized services; 2) Promote blockchain in supply chain finance and cross-border transactions; 3) Foster cross-departmental agile innovation teams and cultural development; 4) Expand into green finance, financial inclusion, and ASEAN-focused cross-border services. Simultaneously, upgrade information security, compliance awareness, and regulatory adaptability to ensure robust growth.

### **Discussion**

ABC Bank Guangxi Branch faces market competition and fintech challenges. Hou (2012) notes Chinese banks' product innovation issues, echoing ABC Bank's struggles. Qian (2002) highlights economic changes driving banking innovation, urging ABC Bank to strengthen research and innovation. Tian (2024) details fintech applications like mobile payment and intelligent customer service, enhancing service efficiency. ABC Bank should adopt fintech for

competitiveness. Internally, ABC Bank lacks innovation culture and mechanisms. Fang (2014) discusses product innovation management, providing a reference for ABC Bank to improve systems. Zhou & Bi (2024) explores intermediary business innovation, guiding ABC Bank in emerging areas through technology research. All these provide very good references for ABC Bank.

## **Recommendations**

### **1. Recommendations Based on Research Findings**

The research suggests that ABC Bank focus on four major directions: developing fintech, drawing on the strategies of Shanghai Pudong Development Bank, and collaborating with fintech companies for innovation; Optimize internal management, introduce advanced systems, and cultivate an innovative culture; Expand green finance and inclusive finance, develop green products, and meet the demands of weak links; Strengthen risk management and compliance, establish a management system, and ensure business compliance.

### **2. Policy Recommendations**

Policies should guide and support: Introduce policies to encourage investment in fintech, offer tax incentives, and establish regulatory sandboxes; Strengthen cooperation and exchanges, promote the collaboration among industry, academia and research, enhance international competitiveness, and cultivate fintech talents.

### **3. Future Research Suggestions**

Future research needs to focus on: comparing the adoption of fintech by different banks; Track and evaluate the effectiveness of innovative strategies; Analyze the influence of culture on innovation and deepen the research by combining qualitative and quantitative methods.

## References

- An, J. (2022). *Research on cooperation path of financial technology innovation strategy of commercial banks*, Jilin University, 105-112.
- An, Y. (2024). Optimization of Digital inspection business training -- Using SWOT TOWS matrix as an analysis tool. *Chinese Prosecutors*, (09), 24-27.
- Chen, J. (2020). Conscientiously implement the central Government's deployment, actively fulfill its responsibilities and missions, and strive to make greater contributions to winning the battle against poverty. *Journal of Agricultural Banking*, (01), 4-8.
- Chen, J. (2024). Agricultural Bank of China focuses on the development of "agriculture, rural areas and farmers" to help rural revitalization. *Business Economics*, (10), 127-130.
- Chen, Q. (2023) *Research on Inclusive Financial Business Development Strategies of large State-owned commercial Banks --Taking K Branch of Bank I as an example*, Shanghai University of Finance and Economics, 23-32
- Chen, Q. Y. (2021). *Research on marketing strategy of commercial banks' small and micro enterprise credit business*, Southeast University, 37-38.
- Ding, X. (2023). *Research on marketing strategy Optimization of commercial banks under the background of Internet Finance*, Chongqing University of Technology, 37-47.
- Fang, F. (2014). *Research on product innovation management mechanism of commercial banks*, Zhejiang University of Technology.
- Feng, Y., & Chen, W. (2024). Research on the development of Industrial structure in Guangxi. *Industrial Innovation Research*, (17), 24-26.
- He, G. (2020). Current situation, problems and suggestions of rural financial development in Guangxi. *Rural Economics and Technology*, (17), 108-109.
- Hou, W. D. (2012) "The Power of Growth - Product Innovation Management of Chinese Commercial Banks", 8-10
- Jin, Z. Y. (2024). Research on the market of rural collective commercial construction land based on TOWS analysis. *Rural Economics and Technology*, (11), 17-20.
- Li, J. (2020). *Research on Audit Strategies of Commercial Banks under new Financial Instruments Standards*, Zhongnan University of Economics and Law, 40-42.
- Li, L. (2023). *A study on the impact of innovation ability on Business performance of China's Listed commercial Banks*, Chongqing Technology and Business University, 1.
- Liang, X. (2020). *Research on innovation strategies for improving the credit service quality of small and micro enterprises in A commercial Bank*, Guangxi University, 42-43.
- Ling, S. (2021). *Research on Key Account marketing Strategy of commercial banks*, Southwest University of Finance and Economics, 48-50.



- Liu, L. Y. (2020). *Research on strategies of Chinese commercial banks to cope with the impact of Internet finance*, Jiangsu University of Science and Technology, 51-52.
- Qian, X. (2002). Impetus and trend of financial innovation in banking industry. *China Finance*, (11), 39-40.
- Qin, X. (2021). *A study on regional differences of the impact of economic environment on the operational efficiency of urban commercial banks*, Lanzhou University, 1.
- Shang, H. (2020). *Research on Marketing Strategy of Community Banks of Urban Commercial Banks*, Shandong Jianzhu University, 50.
- Shi, Y. (2022). *The impact of financial technology on the performance of Chinese commercial banks and countermeasures*, Liaocheng University, 38-40.
- Tian, S. (2024). Scenario financial practice research of commercial banks under the background of digital transformation. *Modern Business Research*, (17), 62-64.
- Wang, J. (2021). *Research on the influence factors of "Fixed income +" strategy product income of financial subsidiaries of commercial banks*, Shanghai University of Finance and Economics, 34-37.
- Wang, Q. (2021). *Research on Service Marketing Strategy of Rural Commercial Banks*, China University of Mining and Technology, P45.
- Yang, S. (2020). *Research on marketing strategy of retail credit business of S commercial Bank*, Southeast University, 54-55.
- Yuan, M. (2021). *Research on financial product marketing strategies of commercial banks*, Nanjing University of Posts and Telecommunications, 38-44.
- Zhang, C. (2020). *Research on commercial banks' service strategies for small and micro enterprises in the context of inclusive finance*, Southeast University, 41-42.
- Zhang, H. (2022). *Research on financing strategies of private enterprises from the perspective of risk prevention and control of commercial banks*, Shanxi University, 37-43.
- Zhang, Y. (2025). Banks answer Technology finance needs to understand customers better, *Securities Times*, A04
- Zhou, Y., & Bi, L. (2024). The direction of digital transformation of commercial banks' intermediate business. *New Finance* (01), 45-50.
- Zhou, Z. (2022). *Research on Optimization of HD Banking service innovation Strategy in the context of Financial technology*, Hebei University of Economics and Business, 47.
- Zuo, J. (2022). *Research on inclusive financial business development strategies of large commercial banks*, Anhui University, 57-62.