

# The Influence of Enterprise Strategic Positioning on the Organizational Success of Mining Investment Companies in China

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## ABSTRACT

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Pressure on safety and environmental protection continues to rise as a result of legislation such as China's energy reform, resulting in a fall in mineral resource reserves and a decline in grade. China's mining industry's output has fluctuated and dropped. State-owned mining investment and development companies (SOME) bear political, economic, and social responsibilities, but there are issues such as a lack of strategic positioning (SP), slow transformation speed, and poor business flexibility that make ensuring organisational success (OS) difficult. This study aimed to determine the influence of corporate strategic positioning on the organization of state-owned mining investment companies in China with the intent of putting forward practical suggestions on how to effectively formulate and implement strategic positioning, and provide guidance for the organization's strategic decision-making and implementation to achieve organizational success.

**Keywords:** Enterprise Strategic Positioning, Mining Investment, Organizational Success, Social Responsibility, Institutional Advantage, Descriptive Correlational