

QIHOO 360 FIRM'S DIGITAL TRANSFORMATION AND TEAM LEADERSHIP DEVELOPMENT: A CASE STUDY

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ABSTRACT

China Internet Company's Organizational Behavior culture is related to organization Behavior, ethics and etiquette in the arena. A company's organization culture means its values, aims, missions, visions, feelings and substance abuses. From China's Qihoo 360 company's organizational Behavior perspective, leadership is an adaptable force that is constantly in motion. When the Behavior and culture of an organization change or shift, the leadership changes along with it. The Qihoo 360 firm is also the number one provider of internet and mobile security products in China with its large user base. Qihoo 360 also provides users with secure access points to the internet via its market-leading web browsers and application stores. With one of the largest open Internet platforms in China. Qihoo 360 initiated its business operations by selling third-party antivirus software online. Soon afterward they realized the potential of the freemium business model in the Chinese market and started providing their antivirus products free of charge. In a short time, Qihoo 360's security products gained popularity and market share in China. Their current revenues are generated by leveraging their massive user base through online advertising and services such as online games, remote technical support, and system integration. Through a series of data investigations and analyses, it is shown that Qihoo 360 firm often provides employee training and communication, diversity training, and environment. Company diversity is also very important for the Chinese internet company while managing diversity is going to be dependent on any of those factors. Therefore, businesses need to be able to handle things on a case-by-case basis.

Keywords: Diversity Culture, Leadership Development, Team Collaboration, Theory of Organizational Behavior

1. Introduction to Qihoo 360 Organization and Digital Transformation

For Qihoo 360 companies, organizational change and digital transformation are very important, so teamwork among leadership employees, diversity management of employees with different cultures, and remote office management are the main tasks in the future. Technological advancement impacts industries and companies in different ways. But companies are transforming, which means that as an organization you need to analyze the impact of Digital differently depending on your specific situation and market. But you also need to consider the level of digitization of your customers. This is why this rarely translates into one choice only.

Digital transformation is the cultural, organizational and operational change of an organization, industry or ecosystem through smart integration of digital technologies, processes and competencies across all levels and functions in a staged and strategic way. From china Qihoo 360 company's organizational behavior, team collaboration, leadership is an adaptable force that is constantly in motion. When the company behavior and culture of an organization change or shift, the leadership and diversity changes along with it. All the right to use and more centralized information, information interaction and the strong connection transmission network, individualized information demand of the era of "Internet" important characterization, provides for organization and management According to support, and made the "Internet" to form a powerful trend strength, the leadership of the work and the way of thinking produced huge influence.

No matter what kind of organization leaders, they must have a global view, have the overall concept and systematic thinking, follow the trend, effectively play the positive role of the big rules, keenly grasp the future development trend, grasp the timing, the potential, and far-sighted macro-control ability. This ability is not just a leading organization Now electronic management and office automation, need more leadership training consciousness of Internet resources, the information data, which is the core of the organization resources, requiring leadership must have guidance and targeted, can break through the traditional management limited at the same time, effectively absorb the huge information flow, and turn them into valuable strategies and decisions.”

2. Literature Review - Qihoo 360's innovation and business upgrading during the COVID-19 epidemic

Although the COVID-19 crisis has hit the Chinese economy hard, China's Internet companies have benefited from the quarantine. However, the long-term consequences of the 2020 crisis for the development of the innovative potential of Chinese Internet corporations, primarily the largest platforms such as qihoo360, Alibaba, Baidu, Tencent, and JD.com as integrators of the Chinese Internet economy, are still unclear. And then china Qihoo 360 firm start a serious enhancement to between uncertain environment, enterprise dynamic innovation capabilities and innovation strategies and established a theoretical framework based on uncertain environment, enterprise dynamic innovation capabilities and innovation strategies, digital transformation and so on.

This framework will be used to analyze the support of an enterprise's dynamic innovation capabilities for its innovation strategies behaviors under the transition period of an uncertain environment. Based on the theoretical framework, an in-depth study was conducted on the case of Qihoo 360's micro-innovation based on "free and secure" products. According to the analysis of specific Qihoo 360 "micro-innovation", we understood that dynamic innovation capabilities are the support maintaining an enterprise's competitiveness. Furthermore, it was found that Qihoo 360 became the leading figure in the internet security industry by providing an "iteration process" of all products on a "non-payment" and "security" basis. About famous internet company-Qihoo360 in china, large manufacturing companies often possess various business units, a diversified business model portfolio, and complex IT landscapes including traditional, embedded, and digital IT types.

Hence, they face specific organizational issues, which so far have only received limited attention among professionals. Qihoo360 firm hence considers the technologies that have evolved as a result of the pandemic, which may result in the development of new and practical solutions to current and future problems, i.e., innovations. In this paper, we identify and discuss ten technologies that are playing a major role in the COVID-19 crisis. These technologies have been selected because some of them have had a fundamental role in responding to the health emergencies of the COVID-19 pandemic. Other technologies have had an essential role in maintaining the business and social functioning of our societies during the lockdown of many economies in the first months of the crisis. Finally, we believe that these technologies are being adopted for the long term and will have a longstanding influence beyond the COVID-19

calamity. Most of the technologies have been in existence since before the COVID-19 outbreak. However, their usefulness and application have been vastly accelerated in light of this crisis.

3. Literature Review - Leadership Development for Qihoo 360 Corporate

The leadership and company's organizational structure management and employee management are very important to Qihoo 360 corporate. Since putting forward the concept of "Internet Leadership", the Internet thinking of Qihoo 360 as the foundation of the development of new forms of business, all walks of life will usher in a decade of leap change, especially Qihoo 360 corporate from China. The practice has proved that the level of redundancy and complex division of labor based on the traditional industrial era have resulted in closed and rigid organizations, and it is difficult to meet the challenges of Informa ionization, platform and big data economy. At the same time, a single leadership model is more difficult to meet the sustainable development requirements of the organization.

Organizational management generally appears as the integration feature of cross-field, cross-industry and cross-organization, and gradually becomes the mainstream trend in the new era. The traditional leadership model will be subverted, disintegrated and reconstructed by the "Internet" thinking. In order to change the self-closed situation of organizational management and shorten the painful period of reform, leadership must be considered in the big cycle of the combination of a general trend, rules and new normal, so as to create a broader space for leadership innovation. Therefore, for modern organizations, forward-looking leaders strive to find ways to make the organization more resilient. In order to flexibly cope with the new business format and create an open and new leadership structure suitable for the new era, leaders urgently need to master three abilities, which are embodied in the acquisition and screening ability, digestion and absorption ability and practical application ability of leaders.

The improvement of data acquisition ability will lead to the rapid and convenient work efficiency of leaders. In the era of information acquisition of almost zero cost, sprung up vast amounts of data, if a leadership system that can fully understand the basic knowledge of the Internet, understand the basic principles of network operation, grasp the basic application of the Internet is convenient to obtain the accurate target data, can effectively save the working time cost in the process of data collection, At the same time, with the help of new technology and new tools, the effectiveness of the dynamic external communication of leadership work can be ensured, and the quality and efficiency of work can be greatly improved.

In addition, after using the Internet to obtain information, but also pay attention to improve the data screening ability, to judge the legitimacy of the information, reliability, accuracy, screening and filtering, a preliminary analysis, screening of all information must be set up to a certain system based on the thinking, has the objectivity and combined with the status quo and development trend, In order to ensure the scientific nature of the screening information, the screening standard should be based on the actual situation and the attitude of seeking truth from facts. The enhancement of digestion and absorption capacity can enhance the in-depth effectiveness of leadership decision-making. Leadership decision-making should be based on the acquisition of information, and should also pay attention to the role of information digestion, and be good at investigation and research with the help of Internet technology, so as to enhance the scientific and effective degree of decision-making results.

On the one hand, the rapid digestion of information can help leaders grasp the key points in the decision-making process and time, and realize the scientific decision-making on the premise of full cognition of information. On the other hand, a strong ability to digest information enables leaders to quickly pool scientific results related to decision-making, thus creating a decision-making condition based on scientific fact thinking. Thoroughly digesting and absorbing information reduces the risk of error in decision analysis, thus contributing to a more scientific and reasonable decision scheme. The ability to grasp information also comes from the improvement of data application ability.

4. Literature Review - Diversity Culture and Team Collaboration for Qihoo 360 Corporate

In recent years, with the rapid development of Internet enterprises, multiple teams which are composed of sub-teams with different responsibilities and have a high degree of interdependence among the teams, are widely used. Trust in a multi-team system affects the sustainable creative activities of the enterprise. The multi-team theory is applied to Internet enterprises to understand their operation mode and effectively manage their internal trust and collaborative behavior, so as to promote enterprise innovation and enhance the competitiveness of Internet enterprises. The world will face a new round of upgrading of working mode. About the diversity culture aspect of the internet, Recently, news, according to the internal personnel confirmed that Qihoo 360 recently formally acquired the SaaS model-based online website log analysis platform "log treasure" team. On January 23, 2020, Zhou Hongyi, the founder of 360,

released a video saying that he found a bug in Tesla cars manufactured after 2017, which could be controlled remotely. But the Zhou Hongyi suggestion was not appreciated and infuriated. It can be seen that 360's network security system not only involves the computer and mobile phone systems but also covers car and computer networks. A reporter from China Times noted that 360 has already established a network of vehicles and aircraft. On the evening of April 26, Zhou Hongyi, chairman and general manager of 360, said at the performance presentation that 360 has the first domestic automotive safety research Team -- 360SKY-GO Team, which can provide the world's leading safety solutions. At present, we have carried out relevant project cooperation with many mainstream automobile brands such as Mercedes-Benz and BYD. The company is actively exploring the market opportunities in the field of intelligent vehicle safety, studying and judging the feasibility of increasing investment in relevant fields and further developing the commercialized business related to intelligent vehicle safety.

Qihoo 360 company has more than 300,0 groups of high-speed collaboration. On April 27, 2021, at the Digital Management Summit Forum held in Beijing, Yao tong, vice president of Tencent WeChat Business Group, revealed a figure: on the office software enterprise WeChat, which is used internally by Tencent, more than 300,000 groups are discussing and transmitting information at a high speed every day. That's how the multi-trillion-dollar company works, and it's how many Chinese companies work these days. About New ways to collaborate working.

In fact, this kind of working method is not only a Chinese characteristic. In the past year, US company Salesforce, an American CRM software giant, paid a whopping \$27.7 billion for Slack, a corporate chat/communication software popular with start-ups. Slack's biggest differentiations are its chat groups and extensive integration of third-party tools. While chatting, enterprise members can easily use various office tools to realize office digitalization and efficient collaboration.

It has also started a trend among Silicon Valley tech companies to iterate faster on projects through group chats rather than primarily via email. About The birth of OKR; OKR (Objectives and Key Results) is a set of management tools and communication methods for identifying and tracking Objectives and their achievement. In concrete form, the OKR approach is embodied in a series of collaborative, editable online documents, where everyone is constantly synchronizing their status, ultimately closing in on the company's key goals.

In addition to the cultural diversity of the company, Qihoo 360 company's teamwork is also very important. Local and remote teamwork between employees from different countries and

employees with different experiences ensures the smooth completion of projects and work. There are also many mature experiences and methods. The most measurable benefits are, of course, less time spent and more money saved. It is no surprise that effective teams finish important tasks faster and meet deadlines more efficiently than individual workers do. Modern technologies change the way teams collaborate. They allow people to have access to the same information from any place in the world, which is extremely important for companies with widely-distributed teams. Video conferencing typically decreases the time spent on meetings and eliminates pricey business trips.

Another benefit comes from using a team messenger. This is a powerful solution for both company communication and collaboration. The idea of using an instant messenger for communication is not new, but you will be surprised by how useful the collaboration component of a program is. The ability to share large files easily, unlimited conversation history, free audio and video calls, multiple integrations with other collaboration and productivity tools bring all the information you need in one place, making team messengers hugely popular today. Collaboration gives team members an equal opportunity to share ideas, helping your company to become a learning organization.

5. Methodology

The methodology used in this thesis is mainly literature description and literature discussion, combined with the interview records of some companies and then analyzed and written the paper

6. Results and Summary of Qihoo 360 Enhancement in China's Internet Industry

The year 2021 is a year for the acceleration of digitization. The depth of digitization covers the internal cooperation of enterprises and the connection between upstream and downstream at the system level. About Qihoo company, behind this large-scale collaboration, there are more cooperation models to explore and promote. The epidemic has not only made many enterprises realize that the trend of digitization is irreversible, but also digitized the entire commercial infrastructure, such as digitized currency, digitized orders, digitized transactions, and digitized logistics. All Qihoo 360 business elements are in the process of comprehensive digitalization. If the enterprise does not have the ability of online operation/collaboration and the ability to

support the in-depth combination of online and offline, the fate of the enterprise will also be in danger. When the upstream and downstream of the industry began to build digital collaboration capabilities in an all-around way, the traditional collaboration mode was also changing.

At a time of structural change in the world's business environment, companies are most concerned about what new capabilities they need. For example, what enterprises need most is big data processing ability or front-end fast communication ability. Based on this, to find their own productivity tools. As a representative of productivity tools, collaboration efficiency will also become an important variable of enterprise productivity in the digital age. The remainder of the article is organized as follows. First, we provide an overview of the technologies related to the treatment of coronavirus. Next, we examine the technologies used to adapt to life during the crisis. We conclude with suggestions for future research, focusing on how such technological innovations may be helpful in similar situations in the future. Finally, we can see that digital transformation and organizational team upgrades are the trends of future enterprises.

7. Discussion and Conclusion

To sum up, through a series of technological transformations and upgrades, Qihoo 360's management capabilities and organizational structure have been greatly improved, and the work enthusiasm and satisfaction of employees have also been improved. This paper analyzes the organization of Qihoo 360 The structure, the use of narrative methods to enhance the 360 company's employee diversity culture, and the improvement of leadership team management and leadership capabilities to illustrate how Internet companies can better organize, upgrade and develop.

Acknowledgments

I am very grateful and thankful for Professor Pang. This thesis is very helpful and instructed. Through the analysis of cases, we have learned all aspects of the enterprise organizational structure upgrade.

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