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THE LOGICAL RELATIONSHIP BETWEEN STRATEGIC RESOURCES AND THE
COMPETITIVENESS OF AEROSPACE ENTERPRISES IN THE MARKET COMPETITION
ENVIRONMENT**Abstract**

In the fierce market competition, the condition for aerospace enterprises to ensure survival and sustainable development is to maintain their own competitive advantage. Of Which the source is to have the ability of continuous innovation, which depends on their strategic resources. This paper will deeply study the logical relationship between strategic resources and the competitiveness of aerospace enterprises. The first part will elaborate the elements of strategic resources of aerospace enterprises, mainly including entrepreneurs (leaders), talent team, intellectual property, etc. The second part will study the impact of strategic resources on the competitiveness of aerospace enterprises and the logical relationship between them, including the relationship between market orientation, entrepreneurship, talent team and the competitiveness of aerospace enterprises. In the last part, combining with the current space market competition environment, the paper will put forward some measures for space enterprises to continuously improve their innovation ability and competitiveness.