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RESEARCH ON THE DEVELOPMENT PATH OF AEROSPACE INDUSTRY BASED ON BUSINESS
MODEL INNOVATION**Abstract**

In recent years, the major space-faring countries in the world are actively developing and utilizing outer space. All kinds of space activities are in the ascendant. The total space economy has maintained an upward trend as a whole, especially in the field of commercial space. This is due to the participation of emerging forces and social capital, bringing a new way of thinking and development concepts. The vigorous development of commercial space depends on technological innovation, business model innovation and management innovation, especially business model innovation, which plays a huge role. The first part of this paper will elaborate the connotation of business model and business model innovation. The second part introduces the exploration and transformation of the mode innovation of the Chinese traditional aerospace enterprises, which mainly serve the national security and government space demand. It includes the value realization mode based on government orders, gradually transforming to the mode of giving consideration to both government and commercial orders; the single industry service mode based on space infrastructure construction, turning to the direction of extending service to the whole industry chain. Change; a self-contained closed industrial development model, gradually to open co-creation and platform + industrial development model transformation. In the last part, from the perspective of informatization, socialization, marketization and internationalization, the path and measures of business model innovation of aerospace industry will be put forward.