

Innovative Measures of Enterprise Economic Management under the New Situation

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Abstract: This paper will analyze the existing problems of enterprise economic management, understand the value of enterprise economic management innovation, in order to solve the obstacles facing the enterprise in the economic management, including economic management is not standard, lack of mandatory, lack of financial risk supervision and economic management system, etc., think in the current social development under the new situation, should actively promote small and medium-sized enterprise cooperation, innovation management system, internal management, etc., to promote the stable and long-term development of the enterprise.

Keywords: New situation; Economic management; Innovation

1. Introduction

In the 21st century, where information technology and the Internet are highly covered, the progress and application of various high and new technologies have promoted the rapid development of all walks of life. With the acceleration of global economic integration, the development direction of enterprises has become more clear. The effective implementation of the operation and management system and the good cost control mechanism are important guarantees to adapt to the development needs of modern society, improve the economic benefits of enterprises and move towards the future^[1]. From the present point of view, the enterprise in the management of the exposed shortcomings are increasing, especially in the economic management there is a large room for progress. The development of the enterprise needs to rely on these advanced concepts, form a unique management mode, and promote the high-quality development of the enterprise. Especially in the economic management mode, the management began to focus on improving the production and management level of enterprises, to adapt to the market economy development environment of the whole society and the country. Therefore, from the perspective of enterprise development, it is necessary to fully grasp the characteristics of market economy development at the present stage, identify the development opportunity, take measures and methods in line with the law of market development and the characteristics of enterprises to avoid risks, and quickly achieve the goal of enterprise operation and management.

2. Existing problems in enterprise economic management

2.1 Unstandard economic management

Although China's economic development is fast in recent years, but there are still large and small loopholes in various enterprise management systems, economic management system is not perfect, lack of standardization, especially small and medium-sized enterprises and entrepreneurial micro enterprises, the economic management is relatively weak. The economic management process is too lax, the integrity of the original vouchers related to the economic operation of enterprises is insufficient, and in the process of audit and audit, it is easy to appear difficult reconciliation, serious imbalance of income and expenditure. Because the management of enterprise economy is more and complex, including investment, expenditure, cost, sales and so on are in the category of economic management, so the professional quality of the work of the staff responsible for economic management is put forward higher requirements. Many enterprises do not have the awareness of formulating the economic management system, nor do they arrange special personnel to take charge of the relevant management work. Most of the related economic management work is the oral

agreement of the enterprise managers, but it is difficult to connect the relevant personnel to implement the agreement. This economic management method does not adapt to the whole enterprise, resulting in more unstandardization of the economic activities of the enterprises. In this case, although the economic operation of the enterprise is no major omission, but a careful inspection of the audit regulations will find out that the management system loopholes, it is difficult to balance accounts.

2.2 Lack of financial risk supervision

When carrying out economic management, enterprises need to pay attention to the supervision of financial management, mainly because both the internal environment and the external environment of enterprises will have an impact on the economic management and hinder the development of enterprises. In order to avoid the occurrence of such problems, it is necessary to take some effective measures for the risks that may be encountered in the financial management. Designated risk prevention measures in accordance with the work content of financial management and work norms, to provide guarantee for the economic management of enterprises. In practical work, however, did not form an effective financial risk supervision system, will not strictly comply with the financial management norms and requirements for management, cause some paper financial data, economic data and actual production of the data, financial data become an invalid data, unable to guide enterprise decision-making, lead to the occurrence of some economic management risk.

2.3 The economic management system is imperfect

Most enterprise management systems and management modes still adopt the old way, and even some enterprises are spontaneous, focusing on the subjective ideas of enterprise leaders. For example, when carrying out a new business, it will not conduct a detailed investigation and analysis of the market development in the early stage, nor will it analyze the business contact with the enterprise itself, but act casually^[2]. This situation can not well adapt to the development of the market, and even let the enterprise into trouble, affecting the profit value created by the development of the enterprise. In addition, the economic management system is not perfect, another reason is that the professional level of economic management staff is not high, the economic management mode is not scientific, in the process of economic management, a variety of economic problems, causing some economic management risks, a great obstacle to the economic management of enterprises.

3. Innovation path of enterprise economic management under the new situation

3.1 Promote cooperation and exchanges between small and medium-sized enterprises

Although small and medium-sized enterprises have a weak attraction to professional talents, because of the relative lack of operating capital and other problems. However, small and medium-sized enterprises still have their own development advantages, which can give full play to their own advantages and actively cooperate with various technical institutions. For example, large enterprises, scientific research institutions or institutions with strong funds can carry out technical cooperation with these institutions to make up for the disadvantage of small and medium-sized enterprises. Moreover, the technical cooperation between small and medium-sized enterprises and professional institutions is conducive to the absorption of professional knowledge, the training of internal talents, stimulate the passion of internal technology research and development, and lay a solid foundation for the development of small and medium-sized enterprises. Therefore, while giving full play to the economic management of small and medium-sized enterprises, they should not only pay attention to external cooperation, but also pay attention to the actual needs of enterprises themselves to ensure the long-term and stable development of enterprises.

3.2 Innovate the management system

Enterprises should make good use of information technology, promote the informatization of enterprise internal economic management affairs, make good use of information technology, and innovate the economic management affairs. For example, enterprises can introduce information technology, develop relevant management systems for economic management departments, and put information on all affairs and data management affairs^[3]. This can ensure that the economic affairs management of enterprises is more scientific and accurate, and avoid the phenomenon of affecting the development of the enterprise within the enterprise, making the enterprise suffer economic losses. In addition, information management can also improve the management efficiency and quality of enterprise economic departments, and save the talent cost for enterprises. In addition, small and medium-sized enterprises should pay attention to the internal information, enterprises attach importance to internal information construction. Enterprises first to understand their own situation, and according to their own situation development goals, at the same time also don't ignore the influence of external factors on the enterprise, to real-time Internet investigation, and market information, data analysis than the current market positioning is accurate, whether there is a deviation, to facilitate timely adjustment and optimization. Secondly, good

partners are also the key to the development of enterprises. Enterprises cooperate with each other, make up for each other, and improve their own competitive advantages. The cooperation between the two enterprises will inevitably bring convenience to the enterprise, and to a certain extent, it can achieve the basic information sharing to a certain extent, and promote the enterprise to quickly respond to the market transformation.

3.3 Innovate internal management

The internal management of an enterprise is an important factor to ensure the development of the enterprise, and also the main goal of the future development of the enterprise. Only by constantly improving the enterprise management, optimizing the enterprise management measures, and managing and controlling the various links of the production, operation and development of the enterprise, can the comprehensive development ability of the enterprise be improved. As an important content and important link of enterprise management, enterprise economic management is the top priority of enterprise development. We must adopt innovative management mode and improve the internal control management of enterprises^[4]. With the continuous development of China's economy, the socialist market economic system has initially taken shape, and the market demand is also constantly changing, which has brought instability to the future development of enterprises.

Conclusion

In short, with the changes of the domestic and international situation, the market economy is also constantly changing, and the competitive pressure of various enterprises is increasing accordingly. In order to adapt to the changes of the new situation and to deal with the opportunities and challenges, all enterprises must strengthen the importance of economic management, innovate economic management methods, improve the overall quality of employees, and strengthen the economic management cost audit system. To ensure that the enterprise economic management system is innovated with the change of the new situation, the development direction of the enterprise conforms to the trend of the new situation, reduce the impact of the crisis of the new situation on the enterprise, and realize the long-term stable development of the enterprise.

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