

Innovative Thinking of Enterprise Economic Management Based on Big Data Era

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Abstract: In the era of big data, the economic management of enterprises is also facing great challenges, the need to actively innovate working methods, the use of big data technology, to achieve enterprise economic management innovation, better adapt to the development of The Times. Based on this, this paper analyzes and discusses the innovation of enterprise economic management in the era of big data, and puts forward several effective countermeasures and suggestions in order to better promote the smooth development of enterprise economic management and promote the sustainable development of enterprise economy.

Keywords: Big data era; Enterprise economic management; Innovative countermeasures; Suggestion

1. Introduction

With the continuous development of social economy, the level of Internet information technology continues to improve, and the trend of informatization and intelligence is becoming more and more obvious. The arrival of the era of big data also brings new challenges and opportunities for enterprise economic management. Under the background of big data era, enterprises can make full use of various network information technology, database technology to optimize and improve the economic management of enterprises, improve the quality and efficiency of economic management, and meet the needs of enterprise economic management in the new era. In the context of big data era, enterprise economic managers can make use of big data technology to innovate economic management methods and provide reliable basis for enterprises to make more scientific and reasonable economic strategic decisions by building a sound data analysis and data management mechanism, and promote the smooth development of enterprise economic management. This paper mainly analyzes and discusses the innovation measures of enterprise economic management under the background of big data era.

2. Necessity of enterprise economic management innovation

With the advent of the era of big data, enterprise economic management is also facing huge challenges. The traditional ways and methods of enterprise economic management have been difficult to meet the development needs of modern enterprises, so reform and innovation are needed. Big data technology can provide strong support and guarantee for enterprise economic management, realize enterprise economic management innovation, and better cope with the challenges and pressure brought by the era of big data. Therefore, in order to better promote the development and progress of enterprises, we must actively innovate economic management methods and measures. At present, many enterprises still adopt traditional management concepts and methods when carrying out economic management, failing to constantly adjust the working mode of enterprise economic management according to market changes, and failing to conduct reasonable and effective processing and analysis of data, which is not conducive to the development of scientific and reasonable development strategies for enterprises and the improvement of core competitiveness of enterprises.

3. Enterprise economic management innovation thinking suggestions based on Big data era

3.1 Renew the idea of enterprise economic management and enhance the innovation consciousness of enterprise managers

In the era of big data, the development of enterprise economic management needs to actively introduce advanced management

ideas, update enterprise economic management ideas, enhance the innovation consciousness of enterprise managers, establish correct management ideas in practical work, use big data technology to improve the efficiency and quality of enterprise economic management, and better promote the sustainable development of enterprises. In the process of enterprise economic management, managers need to start from various aspects, actively understand the application value of big data technology in economic management, and actively use big data technology to carry out enterprise economic management. With the application of big data technology, enterprises can collect their financial data and customer data through the data analysis system, and then evaluate and analyze the production and operation status of enterprises through the data analysis system, thus providing more reliable decision-making basis for the future development of enterprises. At the same time, with the application of big data technology, enterprises can also optimize and improve their economic management work by establishing information management platforms, and classify and process various data information, thus improving the efficiency of data and information processing.

3.2 Make use of big data technology to create a good information resource platform

In the era of big data, the economic management of enterprises also needs to create a good information resource platform, effectively integrate and utilize data resources, strengthen the mining and analysis of data information, so as to better improve the efficiency and quality of economic management, and realize the innovation of enterprise economic management. In this process, it is necessary to actively build the internal database of the enterprise, effectively integrate and utilize the internal data resources of the enterprise, and make full use of the network information technology to effectively integrate and optimize the internal data resources of the enterprise. At the same time, it is also necessary to establish the enterprise economic management database under the big data environment, and create a good information resource platform on this basis. Through this platform, the data information involved in the enterprise economic management can be analyzed and processed effectively, so as to improve the quality and efficiency of the enterprise economic management. In addition, in the process of enterprise economic management, it is also necessary to actively establish a perfect information management system, effectively integrate and utilize the internal data resources of the enterprise, and realize the integration and analysis of the internal data of the enterprise. Through this system, the data information involved in enterprise economic management can be collected and analyzed effectively, so as to provide good data support for enterprise economic management.

3.3 Carry out information analysis actively, realize economic management mode innovation

In the era of big data, the economic management of enterprises needs to actively carry out information analysis, so as to better adapt to the development of big data technology, and provide an important basis for the innovation of enterprise economic management mode. Therefore, in the era of big data, enterprise economic management staff need to actively carry out information analysis work, constantly strengthen the collection and analysis of enterprise economic management information data, timely find the problems and deficiencies in enterprise economic management work, and formulate targeted, scientific and reasonable solutions and programs according to the actual situation. At the same time, it is necessary to establish and improve the working mechanism of information analysis, improve the quality and efficiency of enterprise economic management through effective information analysis and application. In addition, enterprises can also use big data technology for data analysis and processing, and summarize the problems existing in enterprise economic management.

3.4 Training economic management personnel, strengthen the construction of enterprise staff

In the era of big data, the economic management of enterprises cannot be carried out without the support of talents. Therefore, enterprises should attach importance to the training of economic management talents and strengthen the construction of staff. First of all, it is necessary to strengthen the professional skills training of employees and improve their professional skills, so as to better promote the smooth development of economic management. Secondly, we should attach importance to the construction of talent team and optimize the knowledge structure and professional structure of economic management personnel. Finally, we should pay attention to the cultivation of professional quality and comprehensive quality of employees, improve their professional quality and comprehensive quality level. In addition, the enterprise should establish a perfect talent training mechanism and system, and constantly optimize the talent management system and model, so as to better promote the smooth development of enterprise economic management. Thus promote the sustainable development of enterprise economy. Enterprises should apply big data technology to economic management, make full use of the advantages of big data technology, and promote the improvement of the efficiency of enterprise economic management. Under the background of big data era, enterprises should strengthen the collection and sorting of data and establish a perfect data collection mechanism. In data collection, enterprises should improve the comprehensiveness and accuracy of information collection. At the same time, enterprises should also pay attention to the analysis and utilization of data, and

establish a perfect information analysis mechanism and system. When collecting information, enterprises should comprehensively consider the market competition environment, find the correct market positioning, and formulate economic management plans that meet the market demand. In addition, enterprises also need to strengthen the training of economic management personnel, improve their professional skills and comprehensive quality level, to provide a solid talent base for the development of enterprise economic management.

3.5 Establish and perfect rules and regulations to improve the standardization of economic management

In the era of big data, if enterprises want to achieve better development, they must attach importance to the development of enterprise economic management, pay attention to the construction of a sound economic management system, and improve the standardization and scientific nature of economic management. Based on this, in the actual economic management work, the first need to build a sound financial system and approval process. In addition, it is necessary to improve the internal control system and introduce advanced information technology means to optimize the economic management process. For example, in the actual examination and approval of the fund budget, big data technology can be used to make reasonable design and arrangement of the fund budget plan, so as to improve the accuracy and scientific nature of the fund budget. Secondly, it is necessary to strengthen the construction of internal audit supervision system, through the establishment and improvement of internal audit supervision system to restrict employee behavior, standardize employee behavior standards, and ensure that employees can strictly implement the enterprise economic management system.

4. Conclusion

In the context of big data era, if enterprises want to achieve better development, they must strengthen the importance of economic management, actively learn from advanced experience and technology, improve the level of enterprise economic management in a scientific and effective way, and promote the improvement of the quality and efficiency of enterprise economic management.

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