

The necessity and strategy of enterprise economic management innovation under the new situation

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Abstract: With the deepening of economic globalization, the scale of enterprises continues to expand, the scope of business is also expanding, the economic management of enterprises is facing great challenges. In order to further enhance the core competitiveness and economic benefits of enterprises, enterprises should actively change the concept of economic management, establish “Internet +” development thinking, enhance the innovation ability and management efficiency of enterprises; Innovate the economic management system, realize the unification of strategic development and economic management, and clarify the management functions of various departments; We will improve the economic management institutions of enterprises, strengthen internal oversight, enhance their risk prevention and control capabilities, and comprehensively improve the quality of their economic management work.

Key words: The new situation; Enterprise economic management; Necessity; Innovative strategy

Introduction

Economic management is the core content of enterprise operation, and plays an important role in enterprise strategy development and human resource management. With the further prosperity of the “Internet +” economy, the domestic and foreign economic environment has changed, the traditional economic management mode can not meet the needs of enterprise development, if through economic management innovation to enhance the market competitiveness of enterprises, it is an urgent problem for Chinese enterprises to solve. Economic management innovation is conducive to improving the efficiency of enterprise operation and management, optimizing the allocation of enterprise resources, improving the innovation ability of enterprises, and then standing out in the fierce market competition. This paper analyzes the status quo of Chinese enterprises’ economic management and the significance of management innovation under the new situation, and puts forward the strategy of introducing innovative economic management talents from innovating enterprise’s economic management concept, management system and management structure, in order to provide some inspiration for Chinese enterprises’ economic management innovation.

1. The necessity of enterprise economic management innovation under the new situation

1. It is helpful to grasp the market dynamics in time

Enterprise economic management refers to the means of adjusting the enterprise’s economic strategic plan, business model and business measures to further enhance the competitiveness and economic efficiency of the enterprise in order to improve the economic efficiency. Strengthening the innovation of enterprise economic management is conducive to helping enterprises timely understand the economic situation in the new era, timely grasp the relevant information of the “Internet +” economy, and help enterprises grasp the market dynamic information by using new technologies such as the Internet, big data and cloud computing, so as to facilitate enterprises to understand and grasp the market dynamic in real time, so as to formulate more scientific strategic plans and economic management programs. At the same time, economic management innovation can help enterprises find the problems existing in the development process in time, adjust the economic management mode according to the market dynamic information, and accurately locate the target customer base, so as to improve the economic benefits of enterprises.

2. It is conducive to improving the efficiency of enterprise management

Under the new situation, the competition between enterprises is becoming increasingly fierce. Changing and optimizing the economic growth mode of enterprises is an important measure to enhance the market competitiveness of enterprises, and an important channel to improve the management efficiency of enterprises. With the comprehensive arrival of the “Internet plus” era, big data, cloud computing and blockchain provide new carriers for enterprises’ economic management innovation, help enterprises establish information and intelligent economic management systems, promote the unification of strategic management and economic management, realize real-time sharing of financial data and marketing data, and provide accurate and comprehensive data for decision makers. Further improve the correctness of enterprise decision making and management efficiency, and promote the sustainable development¹ of enterprises.

3. It is conducive to promoting the maximization of economic benefits of enterprises

Enterprise economic management innovation is conducive to optimize the allocation of enterprise resources, improve the utilization rate of resources, control costs, further maximize the utilization of enterprise funds, strengthen the internal supervision of enterprises, ensure the normal flow of enterprise funds, and further enhance the anti-risk ability of enterprises. In addition, the innovation of enterprise economic management is conducive to promoting the development of knowledge, information technology and marketization of enterprises, building the “Internet +” development model, helping enterprises to explore the market and expand the customer base, further improving the quality of marketing work, helping enterprises to stand out in the fierce market competition, and realizing the maximum economic benefits of enterprises.

2. The analysis of the current situation of enterprise economic management under the new situation

1. Conservative enterprise economic management concept

With the implementation of the innovation and entrepreneurship strategy, cross-border e-commerce, artificial intelligence, cultural and tourism integration have become new economic forms. Enterprises should respond to this market change in a timely manner and change their economic management concepts. However, many enterprises have conservative economic management concepts, follow the traditional human resource management methods, ignore the introduction of innovative economic management talents, lack of information and intelligent management platforms, affecting the communication and cooperation between various departments, affecting the development of management work, which has become the primary problem plaguing the economic management of enterprises in China.

2. The enterprise economic management system is not perfect

The imperfect enterprise economic management system is one of the factors that troubles the development of enterprise management in our country. For example, the division of economic management responsibilities of some enterprises is not clear, the work responsibilities are not implemented to various departments and employees, and the lack of communication and cooperation mechanism between various departments affects the effective development of management work. Some enterprise management division and their own development concept and direction is inconsistent, for example, although the development of networking, intelligent development strategy, but ignored the development of economic management information management system, there is no clear information management responsibilities of each department, affecting the unity of enterprise strategic management and economic management.

3. The organizational structure of enterprise economic management is not sound

Under the new situation, the economic management structure of enterprises has problems such as single mode of operation, unclear division of responsibilities and lack of internal supervision, which affects the development of business planning, human resource management and market data analysis of enterprises, and affects the efficiency of enterprise management. Some enterprises lack a unified online management platform, and the cooperation between departments is poor, unable to share marketing, finance and procurement data, which virtually increases the difficulty of management. Coupled with the unclear division of organizational structure, employees lack enthusiasm and responsibility for work, and are prone to job burnout. Some enterprises lack internal economic supervision institutions, which weakens the supervision of departments and management, and affects the construction of internal clean government.

3. The enterprise economic management innovation strategy under the new situation

1. Innovate the concept of economic management and improve the efficiency of management

First of all, enterprises should actively respond to the challenges of the "Internet plus" era, innovate economic management concepts, formulate standardized economic management models based on their own development needs and strategic goals, clarify corporate strategic development, marketing and human resource management goals, and promote innovation in economic management work as a whole. Enterprises should base themselves on the socialist market economy system with Chinese characteristics, take national laws and regulations as the fundamental principle, accelerate the transformation of their own industrial structure, introduce new technologies, new concepts and new materials related to the industry, such as actively establishing the "Internet +" economic management concept, further innovating enterprise production and marketing concepts, and using new technologies such as big data, cloud computing and blockchain to carry out management work. To enhance their own market competitiveness and innovation, so as to expand the market share of products and improve their own economic benefits. Secondly, the decision-making level of enterprises should attach importance to scientific research and innovation, encourage all departments and employees to actively participate in scientific research projects, actively carry out scientific research cooperation with universities, introduce the latest scientific research results related to the industry, accelerate the transformation of scientific research results, further improve the innovation ability of enterprises and employees, boost the innovation of economic management work, and further enhance their core competitiveness. In the fierce market competition to occupy a place². In addition, enterprises should establish the concept of democratic management, actively listen to the suggestions of grassroots employees and various departments on enterprise investment, new product research and development and product marketing, adopt reasonable suggestions from all parties, choose the best solution, and further improve the efficiency and quality of enterprise economic management.

2. Innovate the economic management system and standardize enterprise management work

Enterprises should formulate a sound economic management system, clarify the management responsibilities of each department and the work standards of each management link, further standardize enterprise management work, and effectively improve management efficiency. First, the enterprise should promote the integration of strategic objectives and economic management system, formulate research and development, production and marketing management objectives and systems according to the strategic objectives, clarify the management work of each department, implement the work to each department and each employee, and build a fine management model. For example, according to the annual strategic goals, the enterprise can formulate a new product research and development and marketing management system, clear research and development funds, research and development department, invention patent management and scientific research achievements transformation and other working systems, and formulate a sound scientific research supervision and reward system, the whole process of new product research supervision, timely find the problems in the research and development process, stimulate the enthusiasm of scientific researchers, Release new products as soon as possible, quickly seize the market opportunity, so as to enhance the economic benefits of enterprises. Second, enterprises should pay attention to the innovation of financial risk and marketing

management system. On the one hand, they should actively determine the financial management concept of integrating industry and finance, improve the financial risk management system, strengthen the management of corporate financial data, timely discover the problems in fund management, ensure the security of funds, and promote the growth of corporate profits. On the other hand, enterprises should innovate the human resource management system, introduce innovative talents such as economic management, big data and new media marketing, apply the new ideas and new methods of economic management to the internal management work, promote the innovation of the internal management work of enterprises, and further promote the sound development of enterprises.

3. Improve the economic management organization and clarify the functions of department management

Enterprises should base on their own strategic development goals, core business and operation and management needs, reduce personnel redundancy, clarify the division of management responsibilities of various departments, efficiently and accurately promote the implementation of various management policies, so as to improve the level of economic management, as shown in Figure 1. For example, according to the production scale, business scope and business planning and other needs of the relevant management departments, the enterprise can adopt the management concept of divestment and coexistence, retain the core departments and excellent employees, merge and reorganize individual departments, and improve the work efficiency of all departments. At the same time, in the construction of the economic management structure, enterprises should clarify the responsibilities of each department, quantify the management tasks of each department, and clarify the division of responsibilities. Once the management work finds problems, the relevant departments and persons in charge can be found at the first time for rectification, and further improve the quality³ of management work. In addition, the enterprise can also set up a special economic management supervision group to supervise the implementation of the economic management system of each department, financial data, human resource management and scientific research management, and solve the problems existing in the management work in a timely manner. For example, the supervision group can check the accounts of the financial department, fixed assets management and working capital management from time to time, prevent problems such as embezzlement of public funds and confusion of accounts, and reduce the risk of financial management. It can also supervise the evaluation of professional titles, evaluate the working ability, scientific research ability and professional ethics of the campaign personnel, so as to achieve fair and impartial selection and further win the trust of employees. To help enterprises retain excellent employees, so as to improve the quality of human resource management, financial management and marketing management.

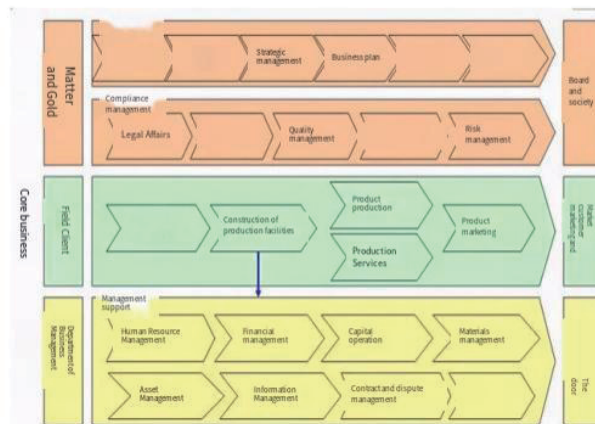


Figure 1: Enterprise economic management process

4. Conclusion

Under the new situation, the economic management of enterprises should keep pace with The Times, actively adapt to the domestic and foreign economic environment, learn from the excellent enterprise management concepts at home and abroad, carry out economic management innovation according to local conditions, start from the management concept innovation, system innovation and management structure innovation, face the problems existing in the management work, formulate feasible new measures for economic management, and improve management efficiency. Enterprises should attach importance to scientific research and innovation, marketing innovation, big data, cloud computing and other new technologies into the management work, accelerate scientific research and innovation, enhance their own scientific research capabilities, and then enhance their core competitiveness, promote sustainable development of enterprises.

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