

Discussion on optimization strategy of enterprise management in network information age

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Abstract: At present, with the rapid development of society and economy, the company should pay attention to the use of high and new technology to improve the management level of the company. With the help of information technology, the company should optimize the business model of the company, so as to improve the efficiency of the company's management work and optimize the allocation of the company's resources, so as to promote the sustainable development of the company and successfully realize the transformation of the company. However, with the development of information technology, the operation of the company has become more and more convenient and efficient, but there are also some problems, which requires the managers of the company to have a creative and introspective spirit, so that they can better understand the problems in their work, so as to solve them in a targeted way. Based on the Internet and information technology, the paper discusses and analyzes the business model of the company.

Key words: network informatization; Enterprise management; Optimization strategy

Introduction: With the progress of information technology, information technology has penetrated into all aspects of our daily life. Its most prominent feature is that it involves a large field and involves a large number of people. However, with the popularity of the Internet, the popularity of the Internet has also brought more negative effects to the company. Informatization not only brings challenges to enterprises, but also provides development space for enterprises. Enterprises must seize opportunities if they want to develop in the rapidly developing information age.

I. The advantage analysis of enterprise management in the network information age

1. Increase the transparency of enterprise management

At present, the management of the enterprise is still facing many problems to be solved. If the management system is not transparent, the enterprise has formed a lack of fair working environment, resulting in negative working attitude of employees and can not raise enthusiasm for work. After applying the information management mode to the management system, it can not only make the management system open and improve the transparency of management, but also enable enterprise employees and managers to deepen their understanding of the current business situation of the enterprise through the information management system, which plays an important role in promoting the enterprise to build a fair and just cultural environment. For example, in the management of employees' salaries, the management system can be used to understand the salary level and rise and fall standards of employees, and let employees clear their work goals, which has a great role in stabilizing the staff and improving work enthusiasm.

2. Improving information acquisition methods

There are also great differences in the value of various data information. Traditional evaluation of the value of data information is carried out by manual workers. Such a human-led evaluation will not only increase the work pressure of managers, but also be interfered by subjective factors, resulting in inaccurate evaluation results. However, after the use of information technology, the work of data information can be realized by intelligent technology and big data technology, such as automatic classification, automatic sorting and automatic analysis of data, so as to link the results of data analysis with the results of data analysis, so as to make intelligent decisions and improve the methods of obtaining data. This can go a long way in preventing data loss problems.

3. Improving management efficiency

Because the company has more business units, the communication between the various business units is more difficult, so it is likely to form an information "island" between the companies. The use of information technology platform can use a more robust data sharing platform to build, the staff of various competent departments should transmit relevant data information on this platform, and other managers can use identity or password verification method to download the data they need, in order to be able to better real-time exchange of data. Finally achieve the purpose of improving the overall management efficiency.

II. The optimization way of enterprise management in the network information age

1. Strengthening digital operations

Using digital tools and technologies, companies can optimize business processes, improve operational efficiency and quality, and

achieve comprehensive digital operations. First, through digital technology and means, business processes can be more automated and standardized; In this context, enterprises can use ERP (Enterprise Resource Programming), supply chain management system and other software to streamline and optimize. For example, automating the order process and inventory management can reduce human error, improve delivery efficiency and customer satisfaction. It realizes the real-time monitoring and analysis of all kinds of information generated in the business process, so as to realize the effective management and control of the business process. Second, through digital operation, the supply chain management level of enterprises can be improved and the collaboration ability between enterprises can be enhanced. Digital technologies enable information sharing and collaboration across all parts of the supply chain and optimize supplier selection, procurement, logistics and inventory. The digitalization of the supply chain can effectively improve the logistics operation efficiency of the enterprise, reduce the consumption of inventory, and greatly reduce the delivery time. The digital collaboration tools and platforms can facilitate the communication and cooperation between internal and external enterprises and improve the work efficiency of enterprises. Thirdly, through the digital operation of the enterprise, it can provide effective information and decision-making basis for the development of the enterprise. The collected data are digitized and studied deeply. These data can be used to monitor business activities in real time, find possible problems and opportunities, and provide a scientific reference for business activities. At the same time, in digital operations, techniques such as forecasting and simulation models can be used to help companies optimize operational strategies and estimate business results.

2. Attach importance to the training of information management personnel

To promote the collaboration between “Internet + enterprise management” and improve the execution efficiency of the company’s management work, in addition to introducing new technologies and concepts, more attention should be paid to the training of its own innovative management talents.

Therefore, first, in the selection of personnel, we should pay attention to their information quality assessment; On the other hand, internal information training should be carried out to let employees have more understanding and familiarity with office software and intelligent devices, so that they can better adapt to the new management mode and office methods. To achieve this, you can start with establishing a company culture, creating a good working atmosphere, and establishing relevant management systems and department manuals so that new employees can better understand their job responsibilities and work processes. At the same time, it is also necessary to ensure the security of information in the intelligent management system of the company. In order to avoid the leakage of corporate and personal data and avoid adverse effects on the development of the company, a network security management organization should be established. Therefore, in its management, it is also necessary to adhere to the basic security bottom line of the company’s data, pay attention to its encryption and protection, so as to establish a complete security system.

3. Build a strategic enterprise management model

After the combination of network technology, in order to better enhance the management effectiveness of the company, the development of the company can be promoted from the strategy, so that the company’s business mode can be improved. First of all, this paper starts from improving the company’s self-management ability. When carrying out enterprise management, it should be combined with the company’s business decision, and have a sufficient understanding of the important impact of business decision in the company’s management. By strengthening the cooperation among employees, we can stimulate their sense of unity and cooperation, so as to enhance the enthusiasm of internal staff and make the company’s management mode more independent. Secondly, in the daily operation of the company, the work content and work should be set according to different external situations, such as different departments and employees, and the reasonable allocation of organizational resources should be carried out in a more proactive manner according to the market plan and the decision of the company. Finally, based on the crowd-guaranteed cloud platform built above, the company’s development needs are comprehensively analyzed with it as the center of the system, and the company’s strategy management is carried out in combination with the company’s specific development status. Under the network management system, big data technology and network technology can be used to recruit professional talents, so as to further expand the coverage of enterprise recruitment and obtain more high-quality human resources from a wider range of channels. At the same time, when the existing personnel in the enterprise are managed, the basic information data of the new personnel can be recorded and analyzed at the beginning of their entry, so as to provide information resources with more decision-making significance for the subsequent personnel management. In this process, based on the feedback of the staff, it is necessary to timely find the problems in the operation of the work, and start from the actual situation, for each employee to carry out targeted training and guidance, so as to improve their own work ability, and optimize the company’s business mode, and finally achieve the purpose of common development of the company and the company.

III. Conclusion

In order to ensure the competitive advantage of the company and realize the sustainable development of the company, it is necessary to carry out effective management of the company. Strategies such as data-driven decision-making, enhanced digital operations, innovative management models, and enhanced cybersecurity management can enable enterprises to adapt to market changes, improve efficiency, create value, and effectively address risks and challenges. In this environment of opportunities and challenges, only continuous improvement, continuous innovation, in order to remain invincible in the fierce market competition, in order to obtain lasting development.

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