Discussion on the Management Mode of E-Commerce Enterprises under the Background of Big Data

Wei Li1.[2], Wenwen Zhu[1], Linlin Zhang[1], Haipeng Xu[1]
1. Eastern University, Manila 404, Philippines.
2 Agricultural Bank of China Life Insurance Co., Ltd. Shangqiu Central Branch, Shangqiu 476000, China.

Abstract: With the vigorous development of information technology, the relationship between the internet and various industries is close, which also promotes the development of e-commerce enterprises. In the era of big data, in order to fully adapt to the fierce market environment and improve the competitiveness of enterprises, e-commerce enterprises need to optimize the existing management model. This article takes big data as the starting point to discuss the management mode of e-commerce enterprises in the new era, which is for reference only.
Keywords: Big Data; E-Commerce Enterprise; Management Mode

Introduction

At present, our country's e-commerce industry is developing steadily. Among them, cross-border e-commerce has huge market potential. Coupled with the rapid promotion of the Internet, it has promoted the development of global economy and trade. To improve market competitiveness, e-commerce companies should make full use of the role of big data and other related technologies, optimizing management models, providing consumers with humanized services, and improving consumer satisfaction.

1. Development characteristics of e-commerce enterprises under the background of big data

1.1 Intelligent service

In the era of big data, e-commerce enterprises will face more data processing. In order to improve the competitiveness of enterprises, enterprises will use data services as the entry point of competition. Based on this, e-commerce enterprises actively apply information technology and intelligent technology to carry out management, which can provide consumers with more convenient services.

1.2 Customer experience

In the era of big data, if e-commerce companies want to gain more market share, they must be fully customer-oriented, stand in the perspective of customers and bring good experience to customers, so as to have more customers and enable enterprises to create greater benefit.

1.3 Diversified development

With the advantages of the Internet, e-commerce enterprises are booming. For example, traditional enterprises can ensure that product sales get rid of geographical and seasonal constraints by opening e-commerce platforms. Combining online sales with offline sales can ensure that enterprises have stable sales status. With the help of the network platform, enterprises can quickly display product information and enterprises can also use big data technology to understand consumers' interests and preferences, and then adjust the product structure to better meet consumer needs.

2. The difficulties faced by the development of e-commerce enterprise management models in the context of the era of big data

2.1 Insufficient data security and confidentiality

Data security is an important part of e-commerce enterprise management. With the development and application of big data technology, when people log in to social networks, the network platform will automatically obtain the real information of users, including browsing information, login information and website history information. Data mining relevant personnel study data information and provide the data to e-commerce companies, so that e-commerce companies can organize and optimize, and build a specific database. And e-commerce companies will provide accurate marketing services based on the relevant information of customers, which is conducive to improving the marketing effect. However, while meeting the needs of enterprise development, these data will also give some criminals an opportunity to easily steal users' personal information by criminals, which will have a greater impact on users and affect the reputation of enterprises.

2.2 The industry data is not fully grasped

The information and data of industry development is very important for e-commerce companies. For example, Alibaba, JD.com and other large-scale development companies have a large amount of consumer information, which can reflect consumers' consumption habits and consumption capabilities, etc. Through these data information, a special database can be built, and enterprises can mine information resources from it, so as to formulate more targeted marketing strategies. However, in the process of acquiring information and data, some enterprises have unscientific methods, incomplete data, and low attention to market information acquisition, which has led to the inability of enterprises to accurately grasp market changes, lacking of market research efforts, and being unable to formulate policies based on enterprise development. Scientific business strategy.

3. Optimization countermeasures for the management mode of e-commerce enterprises under the background of big data

3.1 Using modern technology

The integrated development of modern internet and multiple industries has created more possibilities for the development of enterprises. At the same time, integrating it with enterprise management can help enterprises to effectively avoid market risks and improve the scientificity and accuracy of decision-making. Under the background of big data, the competitive pressure faced by enterprises is increasing. Therefore, the application of modern technical means that enterprises can better adapt market changes and help enterprises make reasonable decisions. At the same time, enterprise management will also move towards the direction of modernization, and work efficiency will be steadily improved.

3.2 Build a financial big data platform management system

To realize the realization of financial benefits, there must be a normative system as the basis, making it an important indicator and basis for enterprise development. First of all, enterprises should formulate reasonable specifications based on the requirements of management work and the actual situation. Enterprises require management personnel to carry out work in strict accordance with the requirements to ensure the smooth progress of management work. It is necessary to strengthen the backup and data storage of financial data in each link to ensure data security and provide a reference for the traceability of problems. Second, build a reasonable risk prediction and early warning mechanism. E-commerce enterprises should use big data technology to make scientific and reasonable predictions of possible risks and effectively avoid risks. Again, develop a sound reward and punishment system. Through this system, enterprises should give effective rewards or punishments to managers, so that they can treat their work with a sense of responsibility and implement the work in strict accordance with the system requirements.

3.3 Strengthen the creation and maintenance of the big data platform

For the enterprise management of e-commerce enterprises, the application of big data technology can bring certain opportunities for the development of enterprises, and enterprises need to better grasp these opportunities. From the perspective of enterprise management, e-commerce enterprises use big data technology to build a special platform, which can ensure that various tasks are processed efficiently and uniformly in the platform. On the one hand, under the premise of a correct understanding of big data technology, enterprises should hire professional personnel to be responsible for training employees and provide corresponding

operation manuals to help enterprise managers apply big data technology and enable them to understand the use of big data technology. On the other hand, build a special database to ensure that data is shared, so that enterprises can effectively integrate data and improve data processing efficiency.

3.4 Provide customers with differentiated services

E-commerce companies should take into account the needs of different consumers, providing them with personalized products and services, highlighting the differences in services, and creating a sound after-sales service system to enable consumers to enjoy high-quality services. (1) Distribute coupons from time to time to provide consumers with more discounts and stimulate consumers' desire to buy. Professionals are responsible for communicating with consumers to improve consumer stickiness and loyalty. Enterprises can invite high-quality customers to participate in the company's annual meeting or other activities, collecting valuable suggestions from customers, optimizing the marketing mode. (2) Through the analysis of big data, the interests of different customer groups can be accurately grasped and classified accurately, and the individual needs of consumers can be fully met by providing highly targeted information. (3) Strengthen the overall service awareness, supervise and manage the overall service, train the staff on a regular basis, so that they can master solid marketing knowledge and skills, providing them with personalized services, and increasing consumption. (4) Build an advanced information management system. E-commerce companies should use this system to further optimize the product design process and production process, rationally schedule products, and avoid problems such as insufficient supply or product accumulation.

3.5 Provide value-added services to improve the added value of products

In the marketing activities of e-commerce companies, marketers are required to have rich marketing knowledge and be able to provide consumers with accurate purchasing suggestions, thereby improving customer satisfaction. After-sales service personnel of e-commerce enterprises should pay attention to daily services, and can also conduct after-sales tracking to enhance customers' stickiness to products. E-commerce enterprises need to pay attention to the training effect of marketing personnel, fully grasping the training effect, improving the quality of training, strictly supervising and managing the service awareness and quality of enterprise employees, and providing sufficient marketing personnel and after-sales service personnel. At the same time, building a management information system that can respond quickly. In order to achieve full service, e-commerce enterprises can establish a management information system suitable for enterprise development. Using such a system, enterprises can better grasp the design process, production process and online and offline sales of products. This management information system can help e-commerce companies make reasonable product scheduling, avoiding a series of problems such as out-of-stock or product backlog, and ensuring the smooth progress of corporate marketing activities.

3.6 Formulate scientific and effective financial risk management systems and systems

In recent years, e-commerce enterprises have begun to optimize their development models in the process of development, and have taken certain measures to formulate new business development models to improve their market competitiveness. Judging from the current development model, e-commerce companies are faced with relatively large business risks. Although they can obtain certain economic benefits, e-commerce companies still need to actively take corresponding measures to help themselves avoid business risks. In this regard, it is very important to develop an effective risk management system. In daily management work, it is necessary to comprehensively analyze the causes and nature of financial risks, and combine the results to form a scientific and reasonable financial risk control system, which can help enterprises avoid financial risk problems in the development process and more effectively make up for it. In addition, in the process of development, enterprises can also reasonably apply risk prediction technology, which can improve the prediction ability of risk management, and take some measures to deal with risks in advance, which can reduce the risk loss of e-commerce enterprises, and can better avoid risks and help business management work smoothly.

Conclusion

To sum up, in the era of big data, e-commerce enterprises should give full play to the advantages of various resources, introducing advanced technical means, innovate management models, providing users with high-quality services, improving user satisfaction, and making products and services are recognized by users, which enables enterprises to obtain greater benefits and improve the market competitiveness of e-commerce enterprises.

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