

Problems and Perfect Countermeasures of Enterprise Management under Big Data Environment

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Abstract: With the continuous development of big data technology, if Chinese enterprises want to improve their competitiveness, they must innovate the existing management concepts, changing the problems existing in traditional management, taking effective solutions, and creating a sound big data platform which enables enterprises to innovate their business management. For this reason, this article takes the importance of enterprise operation and management as the starting point, analyzing some problems existing in enterprise operation and management in the environment of big data, and focusing on the relevant countermeasures for reference only.

Keywords: Big Data; Enterprise; Management

Introduction

In recent years, the global economic integration pattern has gradually formed, and the challenges faced by Chinese enterprises have come one after another. If enterprises want to occupy a place in the market, they must improve and innovate traditional management methods. Big data brings many advantages to enterprise management. Enterprises can use advanced big data technology to collect and integrate massive information, formulating practical management plans, and promoting the innovation of enterprise management mode.

1. The importance of strengthening business management

1.1 Grasp the actual operation situation of the enterprise

Through the effective analysis of enterprise operation and management, various situations in the operation process can be grasped comprehensively and accurately, which can help enterprise managers comprehensively sort out the advantages and disadvantages of their own development, so as to adjust and optimize business strategies in a targeted manner. The enterprise also avoids the arbitrary decision-making of enterprise managers without considering their own situation, and realizes the scientific and standardization of the enterprise management mode.

1.2 Provide support for the decision-making of enterprise managers

There are many uncertain factors in the development process of enterprises, and the resources and funds that enterprises can use are limited. The business model will also change, and scientific and effective adjustments need to be made according to changes in the market environment. Through scientific management, it can play an important role in enterprise management, which provides important support for enterprise development and provide support for enterprise managers to make decisions. At the same time, it can be combined with successful cases in the industry, through the comparison of business information, to find out the gap between enterprises and enterprises in the same industry, so as to ensure the effectiveness of business strategy adjustment.

1.3 Supervise business operations and control business risks

Many businesses are in the early stages of entrepreneurship, growth and development. The rapid development of scale requires

a large amount of funds, resources and other support, and there are many risks in the operation of enterprises. Strengthening scientific management can sort out the key information in the operation process, finding out the loopholes in the operation in time, especially the information such as cargo warehousing, accounts receivable, cash flow, etc., and setting reasonable early warning indicators to urge operators to adjust their strategies in a timely manner, so as to achieve Effective management and control of business risks.

2. Problems existing in enterprise management under the background of big data

2.1 Lack of awareness of big data management

At present, when Chinese enterprises use big data for operation and management, although they will pay attention to the collection and statistics of data, they rarely conduct further analysis on the operation of enterprises. Managers can understand the daily operation of the enterprise through data, but cannot obtain important information related to the future development of the enterprise. Moreover, enterprises are rarely able to truly realize the commercial value brought by big data management, nor can they further play the role of existing data, which is not conducive to enterprise management decision-making.

2.2 Lack of complete architecture and data processing solutions

When enterprises carry out management, they need to take into account the work of different departments and different types of information and play the role of multiple platforms to ensure the effective processing of data. At present, when enterprises use big data for management, they lack a sound and reasonable mass. The data and information of various business modules of the enterprise cannot be effectively shared, and most enterprises attach great importance to the improvement of their own benefits, but do not pay enough attention to the processing of unimportant business data.

2.3 Financial management mode with backward concept

In the era of big data, in order to meet the requirements and needs of enterprise development, many enterprises have carried out timely reforms to the content, systems, methods and goals of enterprise financial management to different degrees to meet the needs of the era of big data. However, in the actual financial management, the financial management concepts of some enterprises are still lagging behind and cannot keep up with the trend of the times. For example, the lack of understanding of big data, some financial management personnel are not active, lack initiative. Do not actively analyze the financial situation of the enterprise, but passively accept the work arrangement. This situation is not conducive to the implementation and implementation of the new financial management model in the era of big data, and hinders the development of enterprises.

2.4 Lack of effective security

A large amount of information is contained in an enterprise, and each type of information directly affects the security and efficiency of the enterprise. For example, financial information and personnel information have a certain degree of privacy. Enterprises need to take effective security measures to strengthen the protection of information. However, at present, enterprises still lack effective security measures when carrying out information management. First of all, in the process of data transmission, there is a lack of effective management and supervision, which can easily lead to data loss or interception by hackers. Secondly, there are large loopholes in enterprise management, which will give criminals an opportunity to attack the information system of the enterprise, which may cause data loss and bring great losses to the enterprise.

3. Countermeasures for the innovation of business management model in the big data environment

3.1 Change the traditional management model

The concept of big data has attracted more and more social attention. With the advent of the era of big data, business management must keep pace with the times, make appropriate adjustments, and learn to use big data methods to quickly extract, process and analyze valuable data for business management. Enterprise managers should actively apply advanced big data technology to reform the traditional operation and management model to make the enterprise more adaptable to the current environment. First of all, enterprises should pay attention to the construction of infrastructure and increase investment. It is necessary to purchase advanced hardware and software to meet daily office that data is effectively stored. For example, the

enterprise should equip each worker with a computer with complete performance to ensure that background operations are more convenient. It is necessary to configure genuine software to ensure that the computer's ability to encrypt, store, and manage data is improved. Secondly, the enterprise should back up the data in time to improve the safety factor of the data.

3.2 Build a data management business intelligence platform

To ensure the effective management of various data and information, enterprises must play the role of a business intelligence information platform to fully mine and properly handle data and information. Business intelligence is inseparable from the support of advanced technologies such as online analysis and processing, data warehouse, and data mining. Through this system, the business value of data information can be analyzed to help enterprises make reasonable decisions. First of all, by building this platform, enterprises can properly handle data, ensuring that information is comprehensively collected and accurately identified, and improving the quality of information. Secondly, enterprises can further mine relevant information of enterprises in combination with the latest market situation, integrate data from various departments, and ensure that data can be processed across platforms.

3.3 Combine big data to update the concept of financial management

Under the background of big data technology, enterprises should change the concept of financial management, fully integrating financial work with big data, establishing new concepts and master new methods, and correctly understanding the important value of financial work to enterprise operation in this environment. Enterprises can use big data information technology to conduct unified management of procurement, production, orders, warehouse management, sales and other information, conduct data analysis and processing, extract data and share it with relevant departments, which can effectively reduce the workload of employees at all levels. At the same time, through the accurate analysis and judgment of big data, the efficiency of financial management have been greatly improved.

3.4 Ensure data security

In the era of big data, enterprises must take effective security measures to protect users' information at all times and prevent their information from being leaked. First of all, enterprises should formulate a sound customer information management system. When collecting customer information, a written explanation is required to inform the customer about the use of the information. After obtaining the customer's permission, the information can be collected. After the collection is completed, it is necessary to assume the responsibility of protecting the security of the customer's information. Secondly, it is necessary to hire professional legal advisors to carefully analyze the problems existing in customer information management and make improvements in a timely manner. When using customer information, it is necessary to exert the function of the information system, converting customer information into an anonymous method, and ensuring the privacy of customers.

In addition, enterprises should also pay attention to the management of data, and improve the safety awareness and sense of responsibility of the staff. First, formulate a sound responsibility system to clarify the responsibilities and use rights of each staff member. Secondly, train staff to understand the importance of data security, have good information literacy, and develop good work habits. In the development of daily financial management activities, enterprises should stand in the perspective of big data, carrying out the training of financial management personnel scientifically, and placing them in a position as important as the realization of their own strategic development goals at all stages. Enterprises should formulate new training plans, goals, etc. around big data, using big data technology to continue education for financial managers at different levels, and guiding them to learn important financial management ideas, knowledge, relevant laws, regulations and mastery under big data. Necessary basic computer knowledge, optimizing its knowledge structure system, and having solid theoretical knowledge of financial management. Third, set up special computer security management tools, such as firewalls and antivirus software, and update the software at any time to ensure data security.

Conclusion

In the era of big data, enterprises should be good at using advanced big data technology to build a special platform, fully collect, organize and analyze various data, ensuring the quality of data, and provide reference for enterprise decision-making. In addition, enterprises should carefully analyze the problems existing in operation and management, formulating targeted solutions, promoting innovation in operation and management, and steadily improving the competitiveness of enterprises.

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