

Research on the innovation strategy of enterprise economic management under the new situation

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Abstract: in the era of social transformation and development, enterprises are facing new development opportunities and challenges. Although they have broader international development prospects, they also need to overcome the economic pressure under the new normal of economy. By innovating the economic management concept and adjusting the economic management mode, the enterprise can reasonably allocate and integrate various internal resources and energy, further clarify the development direction of the enterprise, improve the management level and production capacity, and maintain the core competitiveness in the fierce market competition. At the same time, a variety of modern technologies have begun to integrate into the market. Enterprises should not only pay attention to knowledge competition, but also play the role of advanced technology to enhance their comprehensive competitiveness. Based on this, this paper expounds the concept of economic management, analyzes the significance of enterprise economic management innovation, and combined with the existing problems, explores effective innovation strategies to ensure that the development of enterprises keeps pace with the times.

Key words: new situation; Enterprise; Economic management; Innovation strategy

introduction

Under the situation of steady and healthy development of market economy, the technological development level and production scale of China's enterprises show an upward trend, and the business scope is expanding day by day. In this context, if economic managers still follow the traditional economic analysis and management strategies, and can not fully combine with the times, it will hinder the pace of economic development of enterprises. Therefore, according to the characteristics of their own operation and economic development, enterprises should actively pay attention to market changes, innovate economic management concepts, and adopt economic analysis and management strategies that meet the needs of the times. From the overall point of view, China's real economy presents a phenomenon of fierce competition and rapid economic change. In this regard, in order to embark on the road of sustainable development, enterprises should constantly improve the management mode, optimize the management system, adapt to the new environment of the development of the real economy under the new situation, and effectively improve the level of enterprise economic management.

1. The significance of enterprise economic management innovation

1.1 support enterprises to carry out economic activities in an orderly manner

In the era of rapid changes in scientific and technological means, many enterprises have increased their efforts in industrial innovation and technology research and development, and accelerated the speed of product renewal. Accordingly, new changes have taken place in the consumption structure of mass products, and the market demand has shown a diversified trend. Coupled with the attraction of various publicity media by enterprises, the public's initiative to understand and obtain product information has been continuously improved, which has virtually brought certain competitive pressure to enterprises. In the normal operation and management, by increasing the intensity of economic management, enterprises can combine the flow of funds, formulate an estimation plan, carry out enterprise investment management, orderly carry out various economic activities, and effectively improve the economic benefits of enterprises. Especially under the market economy system, the role of enterprise economic management has become increasingly prominent. Enterprises can adjust their strategic objectives and carry out economic activities scientifically and effectively according to the actual situation of economic management.

2.2 enhance the vitality of healthy development of enterprises

Since the reform and opening up, China has entered the era of knowledge economy. Only when we recognize the importance of knowledge economy, study and analyze the characteristics of the era of knowledge economy, can we take advantage of the situation, constantly improve and innovate economic management strategies, optimize the internal structure, standardize the development mode of enterprises, and adapt to the development needs of the market environment. Based on the background of the era of knowledge economy, through the rational use of various economic management methods and means, enterprises can clearly position the strengths and weaknesses of development, give full play to their advantages to the greatest extent, make up for the weaknesses in the development process, and then improve the competitiveness of enterprises. At the same time, by innovating the concept of economic management, enterprises can timely introduce market means, give full play to the advantages of big data and modern technology, and enhance the vitality of enterprise development.

3. Problems in enterprise economic management under the new situation

3.1 awareness of management personnel

Under the new situation, only by establishing the awareness of innovation and development, combining with rich experience and making scientific decisions, can managers promote the development of enterprises in a good direction. Usually, enterprises will issue a series of notices, requiring managers to make relevant plans, make scientific decisions, and publish the corresponding data information. Although the experience of these staff is rich enough, in the specific management link, some managers failed to update the economic management concept and learn advanced knowledge in time, so they could not apply advanced management knowledge and means to the economic management of enterprises, making the economic decision-making of enterprises less compatible with the market environment. At the same time, some business operators lack a strong sense of innovation and development, fear the economic risks that innovation may bring, and affect the current production and operation benefits. Therefore, it is necessary for enterprises to emphasize the role of economic management, let managers establish correct and advanced economic management consciousness, and actively innovate and carry out economic management work.

3.2 economic management mode

The effectiveness of economic management directly affects the long-term development trend of enterprises, which requires managers to pay close attention to the internal operation status and market development trend of enterprises, and adopt a reasonable economic management mode to speed up the development of enterprises. If the selected economic management mode is not implementable and advanced, it will limit the development process of the enterprise, and even affect the initiative of employees to complete the work, which is not conducive to improving the work quality and the normal operation efficiency of the enterprise. At the same time, if the enterprise encounters resistance in the development process and cannot analyze the problem from the overall perspective and formulate solutions, the integrity of the management plan will be insufficient. Therefore, enterprises need to base themselves on the market, pay close attention to the market development trend, and reasonably improve the economic management mode.

3.3 Personnel management ability

Soft power is the basis for the survival and growth of enterprises, mainly manifested in human resources. If economic managers have a high level of management, it will directly improve the level of economic development of enterprises. Therefore, when building the management system, enterprises should recognize the importance of economic managers to management. However, due to the labor cost, some enterprises pay insufficient attention to economic management, fail to carry out a series of economic management training and establish a professional economic management team in combination with the market development trend in the new era, which affects the internal economic management level. At the same time, some managers' economic management ability is not strong, and they fail to constantly learn the latest management knowledge, so it is difficult to formulate a scientific management system. Under such circumstances, when carrying out economic management, the managers' consideration of the problem is not comprehensive, and they do not pay enough attention to the implementation and practical effect of the work, which makes economic management often stay on the surface, and it is difficult to give full play to the value of economic management. Therefore, enterprises need to pay attention to human resource construction, adopt diversified methods, introduce and cultivate professional economic management team, and improve personnel management literacy.

4. Innovation strategy of enterprise economic management under the new situation

4.1 actively meet the challenges of the times and innovate the concept of economic management

Under the new situation, the development of enterprises is facing new development opportunities, but they also need to take the initiative to meet the challenges of the times and seize the opportunity of innovation and development. Through the innovation of economic management concept, enterprises can analyze each innovation link layer by layer, ensure the advancement of enterprise economic management concept, and better improve economic benefits. First of all, while carrying out production and operation activities, enterprises should pay attention to the innovation of economic management concepts according to the challenges faced by economic activities, make overall plans, formulate and analyze innovation schemes from the perspective of feasibility, and publicize the latest economic management concepts to all employees, so that all employees of enterprises can truly establish correct and advanced management concepts. Secondly, in the innovation link, enterprises should encourage the management to reform the management system, stimulate the work enthusiasm of internal employees and comprehensively improve the work efficiency of employees by improving and perfecting the management mechanism. In addition, both economic managers and ordinary employees should take the initiative to understand the concept of economic management, pay attention to the factors affecting economic management, and find the right solutions, so as to establish a strong sense of economic management crisis. By comprehensively innovating the economic management concept, the enterprise can ensure the advancement of the internal economic management idea, scientifically implement the management mechanism, and lay a solid foundation

for the long-term development of the enterprise.

4.2 focus on market development trends and optimize the economic management system

Under the trend of social transformation and development, enterprises need to pay close attention to the market development trend, and overcome the difficulties in management and development by building a modern economic management system and establishing a rapid response mechanism to adapt to the market environment of macro-control. The specific needs are as follows: first, change the economic management mode and replace the production management type with the strategic decision-making type. In the case of insufficient market demand, production-oriented enterprises can give full play to their advantages, but in the complex economic market environment, if enterprises blindly focus on production efficiency, it will not only affect the offline business performance, but also lose the first chance in the market competition. In this regard, enterprises should focus on the current market economy and choose a strategic decision-making management mode suitable for the long-term development of enterprises according to the characteristics of operation and management. Secondly, change the business mode of enterprises, from production-oriented to market-oriented. In the market economy environment with rapidly changing information and knowledge, in order to improve economic benefits, enterprises should vigorously carry out market research and analysis, and timely change the management mode. For the new changes in the market, enterprises can adopt the way of rational allocation of resources, respond in time, and better adapt to the macroeconomic environment. In addition, according to the new normal of the economy, change the management policy and transition from trading policy to policy research. The fundamental for enterprises to achieve sustainable development is whether they can analyze the development trend of market economy from the perspective of development. In order to understand the laws of market economy and implement national policies, enterprises should improve their ability of independent judgment, study business strategies and current development characteristics, adhere to the principle of science and rationality, adjust economic policies, and formulate targeted business measures. Finally, in order to respond to the market in time, enterprises should strengthen the internal information construction. According to their own development, enterprises should introduce advanced big data analysis system, organize and analyze the latest market information and relevant data through Internet survey and big data information analysis, and consider whether the current market positioning conforms to the trend of the times by comparative analysis, so as to respond, optimize and adjust quickly. When applying information technology to carry out economic management activities, enterprises should adhere to the idea of science and technology as a supplement and people-oriented, so that all staff can participate in economic management and form a good economic management system.

4.3 Clarify the economic management objectives and optimize the internal management environment

Scientific economic management objectives play a guiding role in the steady and healthy development of enterprises. By correctly positioning the economic management objectives of the enterprise, the enterprise can embark on the path of scientific development, let employees adjust the work process and change the work direction according to the objectives, help them find the direction of efforts and determine the sustainable development strategy. Based on the nature of economic management, enterprises should establish profit-making economic management objectives to better speed up the process of enterprise economic operation. When defining the economic management objectives, enterprises should establish an overall idea, formulate detailed small objectives around the big objectives according to the overall operation, operation and resources of the enterprise, and link these objectives with various organizational work, so that employees can understand the economic strategy and development needs of the enterprise, actively cooperate with the economic management work, and improve the management level. At the same time, the enterprise should optimize the internal economic management environment, provide good development conditions for leaders, organizations and employees, so that each department can clearly understand the needs of economic development, carry out various work in an orderly manner, and achieve the work objectives according to the specified requirements. In terms of economic strategic decision-making, enterprises should strictly follow the hearing and debate mechanism, participation mechanism and market research mechanism, coordinate the development planning of various departments, improve the economic management awareness of managers and staff, and maintain a good enterprise environment.

4.4 improve economic management literacy and establish an advanced management team

In order to promote the innovation of enterprise economic management, enterprises should focus on improving the professional quality and management quality of economic management personnel, improve their overall quality, and enable them to strictly implement relevant standards and norms according to market demand. First of all, enterprises should strengthen the training of economic management, invite experts to enter the enterprise through re education and special training activities, arrange economic management personnel to learn the latest knowledge, formulate training and assessment standards, and investigate the professional quality of economic management personnel, so that they can continuously improve their working ability according to the needs of economic management innovation. Secondly, in the process of training and training talents, enterprises should establish and improve the training and assessment mechanism of economic management talents, clarify the training objectives of compound talents, so that economic management personnel can pay attention to

training and improve the training effect. It is also necessary to optimize the responsibility implementation system, so that individuals can clarify their job responsibilities, improve the position awareness and responsibility awareness of economic management personnel, so that they can carry out management work within their responsibilities in strict accordance with the law, and contribute to the sustainable development of enterprises.

5. Concluding remarks

To sum up, in the increasingly fierce market competition environment, enterprises should not only pay attention to the competition of domestic enterprises, but also meet the challenges brought by the international market based on the trend of globalization. Therefore, based on the new situation of the times, enterprises should put economic management in an important position, and establish innovative ideas in an all-round way by increasing the intensity of idea innovation, optimizing the economic management system, optimizing the internal management environment, and improving the professional quality of personnel. In the specific implementation and innovation links, enterprises should pay close attention to the market development trends, contact their own operation and development status, focus on the principles of scientification, rationalization and integration, embark on the path of innovation and development, better achieve the expected goals, and comprehensively improve the economic benefits and core competitiveness of enterprises.

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