Research on enterprise management strategy in the "Internet +" era

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Abstract: with the development of Internet technology, the competitive environment between enterprises has undergone tremendous changes, but also ushered in unprecedented development opportunities. Under the "Internet +" mode, enterprises need to actively innovate management concepts and ideas, and strengthen the innovation of their own operation mode. However, in contrast to the current enterprise management mode, there are still deficiencies in many aspects, which affect the development and progress of enterprises. Based on this, this paper explores the enterprise management strategy in the "Internet +" era, hoping to promote the development of enterprise informatization and improve the efficiency of enterprise management.

Key words: Internet; Enterprise management; Innovation strategy

The emergence of Internet technology provides enterprises with advanced hardware facilities, which makes the development of enterprises have better external conditions. At the same time, enterprises are also facing new challenges. It is necessary to explore the integration of management and Internet technology under Internet technology, face up to the problems existing in enterprise management at this stage, and actively do a good job in innovation. Therefore, it is of great practical significance to explore the enterprise management strategy in the "Internet +" era, which can provide valuable references for enterprise managers and make enterprises keep pace with the times.

1 The significance of innovative enterprise management strategies in the "Internet +" era

1. Adapt to the progress of science and technology

The arrival of the "Internet +" era has exposed many problems in the traditional management mode, and also made the management concept difficult to adapt to the new environment under the comprehensive application of the Internet, big data and so on. The iterative renewal of technology shortens the timeliness of enterprise management mode, also changes the enterprise management standard, and brings uncertainty to the development of enterprises. In this era, enterprises need to constantly innovate their own management mode, improve the timeliness of management, and ensure the synchronous improvement of management speed and management quality to adapt to new changes. Therefore, the innovation of enterprise management strategy based on "Internet +" is an important guarantee for enterprises to adapt to the progress of science and technology, and has important practical significance for promoting the progress of enterprise management.

2. Optimizing the organizational structure of enterprises

The application of the new enterprise management mode can inject strong impetus into the survival and development of enterprises. With the application of Internet technology, enterprises need to break away from the traditional organizational structure, re integrate enterprise resources, and take this part of work as the core task of enterprise management. According to the development needs and changes of market economy, enterprises should actively adjust their operation mechanism to adapt to the development trend of informatization. In this regard, enterprises need to actively explore the convergence point between Internet technology and enterprise management mode, give full play to the advantages of Internet technology, optimize the organizational structure of enterprises, and promote enterprises to quickly adapt to the arrival of the information age.

3. Strengthen the market competitive advantage of enterprises

With the help of Internet technology, enterprises can enhance their competitive advantages and empower their development. According to the current market environment, all enterprises need to constantly optimize their own development pattern, innovate management system, optimize internal resources, etc., so as to promote the benign development of enterprises. Based on the "Internet" technology to reform the enterprise management mode, enterprises need to deeply integrate management and Internet technology, and take optimizing resource allocation and innovating operation mode as the key links of the reform. In this way, in the fierce market competition environment, enterprises can clarify their own development goals, firmly grasp the development opportunities in the new era, and innovate the management mode to adapt to the current new environment and achieve leapfrog development with stronger competitive advantages.

2 Analysis of the current situation of enterprise management under the background of "Internet +"

1. Lack of efficient management mode

In China, many enterprises have realized the positive role of Internet technology, and introduced a large number of "Internet +" elements into enterprise management, adding new vitality to the development of enterprises. However, on the whole, the application of "Internet +" in enterprise operation is still in the development stage, and the informatization management mode of many enterprises is not

yet mature, which is still a mere formality in many aspects, and has not played a role in improving management efficiency. Therefore, at this stage, "Internet +" technology still does not play its real strength in improving the efficiency of enterprise management, and it is difficult to change the traditional miscellaneous management mechanism, which requires enterprises to pay enough attention.

2. The organizational form needs to be improved

At present, the organization and management of most enterprises is based on the hierarchical organization mode, which requires managers to report level by level. Such a management mode, in the context of the highly efficient and rapidly changing "Internet +" era, has become a major obstacle to the development of enterprises, affecting the pace of development of enterprises. In the actual management, if the enterprise has always adopted such a management organization form, it is likely to miss the development opportunity and bring economic losses to the enterprise. In addition, the inefficient management mode is also difficult to stimulate employees' sense of autonomy, which is not conducive to them to give innovative suggestions and opinions according to the needs of the enterprise, and has also become a major loss in the development of the enterprise. To sum up, in terms of organizational form, if the status quo remains unchanged, the enterprise will lose the opportunity to seize market share in the fierce competitive environment, and it will be difficult to tap and play the role of employees. Therefore, under the background of "Internet +", the organizational form of enterprises needs to be further improved to enhance the operational efficiency of enterprise management.

3. Lack of effective incentive mechanism

The internal driving force of enterprise development is talent, and every on-the-job employee is the talent resource of the enterprise. In the traditional management mode, the human resource management of enterprises is from top to bottom. When managing employees, there are strict systems to form a strong supervision and management. Under such a mode, employees can only accept work tasks passively and lack the consciousness and nuclear power of innovation, which to some extent reflects the problem that the enterprise has not fully tapped human resources. In the context of "Internet +", if enterprises want to achieve all-round innovation, they need to drive the subjective initiative of employees, integrate them into the development and innovation of enterprises, and set up effective incentive mechanisms to stimulate employees' work enthusiasm and innovation enthusiasm. Therefore, in view of the imperfect incentive mechanism at this stage, enterprises need to take effective measures to improve the efficiency of human resource management, and fully tap and play the talent resources of enterprises.

3 Enterprise management strategies in the era of "Internet +"

1. Establish scientific enterprise management concept

Internet technology has brought new opportunities for the development of enterprises, which needs to adapt to the development needs of the new era and innovate the management mode. However, enterprise management innovation is not a short-term project that can be achieved overnight. Enterprises need to take advanced management concepts as the support, make long-term development planning, carry out management reform step by step and step by step, integrate advanced management concepts into the whole process of enterprise development, and always run through all stages of enterprise development. First of all, enterprise management should pay attention to learning and learning from advanced management concepts, and selectively absorb various management modes at this stage based on the actual situation of enterprise development; Secondly, enterprises need to infiltrate advanced management concepts into their employees, which requires enterprises to integrate new management concepts into the construction of corporate culture, so that employees can deeply feel the new working atmosphere in their daily work, and take advanced management concepts as the basis for carrying out various work. Finally, enterprises also need to do a good job of active intervention and increase the publicity and intensity of advanced management concepts. On the one hand, enterprises should let employees pay attention to the importance of new management concepts, on the other hand, enterprises should let employees learn relevant knowledge of enterprise management, so as to better promote the penetration of "Internet +" technology in enterprise management. In short, to realize the integration of "Internet +" and enterprise management, major enterprises need to take the scientific management concept as the basis, strengthen the employees' attention to the advanced management concept in the enterprise content, and jointly promote the modernization of enterprise management.

2. Increase investment in information construction

The advent of the Internet era accelerates the pace of development of all walks of life, and promotes the need to use Internet thinking in the process of enterprise development to build a management platform based on Internet technology. This requires enterprises to increase investment in construction, fully tap the advantages of information technology, and improve the operation efficiency and management level of enterprises. For example, in the marketing management of enterprises, we can use the network platform to publicize and promote the products of enterprises, collect all kinds of information fed back by consumers at the first time, improve the market competitiveness of our own products, and meet the market demand. In addition, enterprises can also strengthen brand building with the help of "Internet +" technology, and improve the value and popularity of their brands with the help of new media and we media. For another example, in order to improve the strength of enterprise consolidation, enterprises can invest human and financial resources in talent construction. On the one hand, they can invite experienced enterprise management experts to integrate the new management concept of "people-oriented" into

talent management, and adopt flexible management mode to provide space for enterprise employees to show themselves. At the same time, enterprises need to do a good job in talent training, provide professional training for employees, help employees grow together with the enterprise, tap the internal potential of each employee, and realize the comprehensive improvement of professional level and comprehensive quality. These require enterprises to invest certain human and financial resources to ensure the effective integration of "Internet +" technology and enterprise management mode.

3. Build a systematic and complete organizational form

Building a systematic and perfect organizational form can improve the efficiency of enterprise management and ensure the smooth communication of information, which is an important premise for the integration of "Internet +" technology and enterprise management. In this regard, in the process of implementing the innovation of enterprise management mode, major enterprises need to build an automatic management system based on their own actual needs, realize the full coverage of LAN, effectively improve the communication efficiency between various departments of enterprises, and accelerate the management efficiency with the mode of information resource sharing. Adopt the flat management mode, refine the traditional management mode, and adapt to the rapid dissemination and circulation of information in the "Internet +" era. Under the flat management mode, the internal and external environment of enterprises will adapt to the Internet environment, speed up the determination and implementation of enterprises' preferential decision-making, and give play to the positive role of grass-roots personnel in promoting the innovation and development of enterprises. In addition, enterprises need to pay attention to the informatization construction of the financial department, innovate the details of financial management with the help of advanced "Internet +" technology, and pay attention to the construction and application of financial informatization system. Streamline the financial management from multiple details to provide a strong guarantee for the innovation and development of various departments.

4. Integrate humanistic care elements

In view of the limitations of the traditional human resource management mode on the subjective initiative of employees, enterprises need to actively change the management concept, strengthen the humanistic care for employees, create a harmonious working atmosphere, and let employees feel the warmth of the enterprise. In terms of specific measures, enterprises can formulate a special incentive mechanism according to their own information development needs, and encourage employees to participate in the reform of enterprise management mode according to their own understanding of "Internet +" technology. For example, if a person is familiar with computer maintenance, the enterprise can set him up as an Internet popularization member of the Department to help the enterprise do a good job in training and improve the information literacy of the employees as a whole; Set up a suggestion box to encourage employees to speak out about the shortcomings of the enterprise management mode as a breakthrough for innovating the enterprise management mode, etc. At the same time, enterprises can reward these excellent employees in terms of material, position and spirit, enhance their sense of honor, and mobilize other employees to participate in the reform of the enterprise. In addition, enterprises can also issue corresponding incentive policies to make employees' innovative behavior more targeted, improve their probability of obtaining rewards, and let employees feel the sincerity of the enterprise. In short, let the innovative thinking of employees get rid of the shackles, let the subjective initiative of employees become the internal driving force of enterprise development, and let the enterprise management work under the "Internet +" mode have more humanistic care.

5. Constructing enterprise culture under Internet thinking

Corporate culture is the foundation of enterprise development. It not only plays an important role in the development of enterprises, but also determines the operation efficiency of enterprises to a certain extent. Therefore, in the "Internet" era, enterprises need to reconstruct their corporate culture with internet thinking as the core according to their own innovation needs. The main characteristics of the Internet era are efficiency, openness and information sharing. Based on this, enterprises need to build an inclusive corporate culture, such as focusing on mining and giving full play to the advantages of employees, reserving more talent resources for enterprises, and seizing the opportunities in future development. For another example, regularly organize employees to communicate and share, discuss various problems encountered in the work at this stage, and jointly find the best management plan. Innovating enterprise culture is an inevitable choice to adapt to the "Internet +" era, and it is also an effective means of enterprise innovation management mode. By building an inclusive enterprise culture, enterprises can stimulate the vitality and innovation power of employees, and realize the innovation and reform of enterprise management mode.

Epilogue

In a word, it has become an inevitable trend to reform the enterprise management mode combined with "Internet +" technology, which is an important premise for enterprises to realize the development of informatization. In this regard, enterprises need to be deeply aware of the role of innovative management mode in promoting the development of enterprises, and summarize the current situation of enterprise management at this stage, starting from five aspects: reforming management concepts, strengthening information construction, improving enterprise organization forms, integrating humanistic care elements, and building enterprise culture under the Internet thinking, Apply Internet management thinking to enterprise management, so that enterprises can achieve transformational development in the Internet era.

Exploring The Reform of University's English Teaching in The Perspective of Cross-culture

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Abstract: China has made many achievements on the National Consultative agenda after the convening of the 29th APEC general assembly. The country is making great strides to integrate into the integration of the world's political and economic ecology. China will work together to resonate and lead the region towards a better future. With the international development of China, it is increasingly urgent for China to cultivate international talents who have a certain level of English application ability, understand foreign cultural connotation, and diplomatic etiquette norms, which also puts forward higher requirements for University English teaching. However, as far as the current situation of University English Teaching in China is concerned, the lack of intercultural communication teaching and education is still significant. Students' ability to effectively and accurately use English for external communication, how to effectively spread Chinese excellent traditional culture, and how to tell "Chinese stories" in English is very weak. Although the importance of learning English has become a common consensus, however, With the deepening of international communication, the public has gradually realized that under different cultural backgrounds, It is not enough to successfully communicate only by knowing a foreign language. Recognizing the rich cultural connotation of language plays a key role in the success or failure of communication. Therefore, cultivating students' intercultural communicative competence has become the primary task and important goal of Contemporary University English teaching. In this paper, from the perspective of cross culture, the problems existing in the teaching of cross-cultural communication in University English Teaching in China will be discussed, in order to find and make up for the deficiencies in teaching, and optimize the way of University English teaching reform.

Key words: intercultural communicative competence University English Teaching Reform

Language is an important bridge for interpersonal communication. The primary purpose of people's language learning is to achieve communication. Therefore, to some extent, the strength of language communicative ability has become a standard to judge the level of cross-cultural English. However, it is far from enough for people to successfully communicate with each other only by knowing the language, Cultural factors also play an important role in the success or failure of communication. In daily English teaching, we should pay attention to the cross-cultural factors in language teaching, pay attention to the cultivation of students' cross-cultural communicative competence and sensitivity, and appropriately supplement the relevant cultural background in the teaching theme, so that students can have an understanding

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