Problems and functions of big data in business economic management

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Abstract: the development of information technology has changed China's social development model, especially with the continuous maturity of big data technology, which has promoted the innovation of China's business and economic management to a certain extent. But in the process of innovation, it also exposed the problems existing in China's commercial and economic management. With the process of innovation, these problems will be gradually solved, so as to truly realize the transformation and steady development of China's social economy. Therefore, finding the problems and roles of big data in business economic management is the key to promote the innovation of China's business economic management.

Key words: big data technology; Business economic management; Social economy

Preface

With the continuous development of big data technology, enterprise management has also obtained higher convenience, which has played a good role in promoting China's social and economic development. But at the same time of this convenience, it also promotes the increasingly fierce market competition in China. The traditional economic management mode can no longer meet the current social development needs. Therefore, Chinese enterprise operators can only use big data technology to realize the innovation of business economic management mode, and effectively show the role of big data in the business economic management mode, so as to help enterprises survive and develop in the complex and competitive market. Therefore, China's business operators need to start from understanding the application characteristics of big data, and combine the application characteristics of big data to find the problems and roles of big data in business economic management, so as to formulate effective strategies to realize the development of China's social economy and the innovation of business economic management mode.

1. Big data application features

1.1 Huge amount of data

Big data technology involves a large amount of data information, which is also one of the fundamental characteristics of big data technology. The first aspect is that with the improvement of China's Internet platform and the continuous development of information technology, the scope of network services is constantly expanding, including a large number of individual users and enterprise users with a large amount of data and information. In the process of these users' continuous data sharing, publishing and collection, a large amount of data has accumulated, which is also one of the specific manifestations of the huge amount of big data technology data. The second aspect is that China's current information transmission technology is developing faster, which also enables people to quickly obtain information through the network, and the type of information has also changed from text and pictures to video, audio and so on. The expansion of such data types is also one of the specific manifestations of the huge amount of big data technology data. Therefore, the huge amount of data is one of the application characteristics of big data.

1.2 More data types

The variety of data information is also one of the fundamental characteristics of big data technology. Because in the past information processing process, the amount of data involved in most cases is not large, which leads to the need for secondary screening of data, and the overall structure of data is relatively simple and easy to process. However, with the continuous development of big data technology, this situation has changed, and the emergence of more and more non structural data has broken this situation. Because these data do not have structural characteristics, they cannot be processed in the previous standardized way. At present, there are many kinds of non structural data, among which the typical ones are pictures, videos and other data types. Because it involves a lot of information and data, it also improves the data types involved in big data technology.

1.3 Low value density

In the previous data and information collection process, because it was limited to the impression of transmission and technology, the processing of information was carried out through preliminary compression, which also led to a significant decline in the completeness of data. But with the continuous development of big data technology, this situation has changed. In the process of data transmission, all details of information can be retained. People can directly apply the original data, but get the preliminary compressed data packet. But in the process of using the original data, people will add some information that is not meaningful and useful, which also leads to the value density of the data beginning to decrease.

2. Integration of big data into business economic management

2.1 Data authenticity is difficult to guarantee

With the continuous development of information technology, the scope of its services has gradually expanded, so people's dependence on the network is increasing. Under such circumstances, more and more information began to appear, many of which were false information,

without any availability, and even had a certain negative impact on individuals and enterprises. When some enterprises use big data for market research or other uses, once they use false data information, it will cause the enterprise operators to make reasonable judgments or formulate reasonable strategic development goals according to the data results, and ultimately affect the normal operation and development of enterprises. At the same time, if the enterprise can not correct the crop decisions and behaviors made due to the influence of false information and data in time, it will also have a corresponding negative impact on the collaborators and users of the information, which will become a powerful data chain and even cause the instability of social order. Therefore, the authenticity of big data in business economic management is difficult to guarantee, which is one of the important issues affecting business economic management.

2.3 The update speed cannot meet the demand

The inability of update speed to meet social needs is also one of the main problems of big data integration into business economic management. In the process of integrating big data into society and changing our lives, more and more enterprises begin to realize the importance of big data, and through the use of big data to obtain corresponding profits, promote the development of enterprises. However, with the continuous development of social economy, the update speed of big data is slow, which has a certain impact on many enterprises using big data for business and economic management, making enterprise managers unable to obtain the accurate data they need at the first time, so that they can not make correct judgments within a limited time, Finally, it will affect the business management of enterprises. Therefore, the update speed of big data can not meet the needs of social and economic development, which is also one of the biggest problems in its integration into business economic management.

3. The role of big data in business economic management

3.1 Improve the correctness of enterprise decision

With the continuous development of China's market economy and the continuous improvement of the market structure, the competition between Chinese enterprises has become increasingly fierce. If Chinese enterprises want to adapt to such a market environment and survive effectively, they need to do a good job in collecting market information, and judge the market trend through effectively collecting data and information, so as to help enterprises prepare for future development. However, in the process of collecting data and information, enterprise data analysts need to effectively process and screen market data and information, and screen and use the information with high value and accuracy, so as to ensure that enterprise managers can make correct enterprise decision-making and implementation through data and information. Therefore, in the process of business management, business operators need to have a long-term vision and developmental thinking, and can effectively use the advantages of big data technology to scientifically analyze the business economy, so as to promote the normal operation and development of enterprises.

On the whole, enterprises can promote their economic development through the application of big data technology, and can effectively process some comprehensive information and provide scientific countermeasures and suggestions for enterprise operators. Moreover, the effective application of big data technology by enterprise managers can help them obtain the dynamic development of data they need to know, so that they can make correct judgments for the future development of enterprises, so as to improve the correctness and effectiveness of enterprise business decisions.

3.2 Strengthen the economic value chain of enterprises

Another function of integrating big data into business economic management is to enhance the economic value chain of enterprises, better help enterprises collect customer feedback, and then provide reasonable products and services around customer needs. This way can help enterprises obtain more stable customers in the fierce market competition, so as to ensure that the economic benefits of enterprises are stable to a certain extent and continue to grow, which plays a very good role in improving the quality of business economic management of enterprises.

In the past business economic management mode, most enterprises were limited to the development of information chain, unable to timely obtain first-line market information, let alone timely understand the information feedback of customers, and then adjust the production services of enterprises, which eventually led to the loss of customers and the decline of brand value of some enterprises. This situation is particularly obvious in some large-scale enterprises, and to solve this problem, we need a stable enterprise information transmission chain. The emergence of big data has solved this problem, enabling enterprise managers to obtain information in time, so as to enhance the economic value chain of enterprises. However, to achieve this effect, enterprise managers need to build relevant data processing departments and information collection departments, so as to help enterprises obtain more accurate information. Therefore, enterprise managers should first clarify the relevant responsibilities of these departments, and then carry out the mining and training of corresponding professionals, so as to form a complete data transmission chain, achieve the purpose of enhancing the economic value chain of enterprises, and lay a solid foundation for the future operation and development of enterprises.

3.3 Accurate access to user information

User information has always been an important reference data for the strategic development direction of enterprises, and the development of each enterprise needs to be carried out around the needs of users. Therefore, how to effectively and accurately obtain user information has become the key to the development of enterprises. With the integration of big data technology into enterprise business and economic management, enterprises can more accurately obtain the relevant information of users, and then provide corresponding products and services according to the needs of users. At the same time, they can also send relevant enterprise product and service information to users, so that users can better select enterprises and achieve the improvement of enterprise economy.

In today's competitive market environment, more and more enterprises begin to use big data technology to accurately obtain user information, carry out the transformation and improvement of product services, and effectively determine the strategic objectives of enterprises, which also urges many enterprises to seize the opportunity and achieve better development in today's big data environment. In this context, other enterprises will lag behind other enterprises and eventually be eliminated by the market if they do not use big data technology to accurately obtain user information. The role of big data technology is more than that. Because many enterprises can use other ways to simply obtain user information, but big data technology can more accurately mine some deep-seated hidden information, which is hidden in common data information and is often ignored by enterprises, but such information often determines a user's preferences and orientation. Big data technology can effectively collect these data and information for analysis and sorting, so that enterprise managers can find the correct needs of users, and ultimately help enterprises effectively respond to market changes and ensure the normal operation and development of enterprises.

Epilogue

In a word, under the background of big data, the business economic management mode of enterprises should also be changed accordingly to cope with the changed market environment and make enterprises survive better. However, if enterprises want to make the right transformation, they also need to rely on the power of big data technology. Business operators need to really understand the characteristics of big data technology and the problems existing in the integration of big data technology into the business management economic model, so as to guide business operators to better choose the integration path of big data technology into the business economic management model, so as to better play the role of big data technology and promote the economic development of enterprises and the future strategic layout.

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