

On the Influence of Network Economy on Modern Enterprise Management

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Abstract: Since the 21st century, the Internet has achieved rapid development, which has laid a strong foundation for the development of network economy and e-commerce. To a certain extent, it has impacted modern enterprises. Therefore, every modern enterprise must timely update its own strategic thinking, change its management concept and operation mode, and increase the optimization of the organizational structure. From the current trend of world economic integration, the network economy gradually has an impact on modern enterprises, imperceptibly affecting the development mode of modern enterprises.

Key words: Network Economy; Modern Enterprise Strategy

1. Introduction

In recent years, due to the strong advocacy of the country, the network economy has achieved new development, and the Internet economy has gradually penetrated into many industries. The network economy should be carried out with the help of a certain real economy. On this basis, the productivity of the network economy can be improved and the productivity reform of today's society can be realized. Based on Xiaomi company, this paper studies the influence of network economy on modern enterprises, which can better promote the development of network economy, and encourage many modern enterprises to play the role of network economy, so that they can timely update the production and sales mode of enterprises, and improve the international competitiveness of modern Chinese enterprises.

2. Brief introduction of network economy

2.1 The connotation of network economy

The e-commerce research center of the University of Texas in the United States proposed the definition of network economy as "the integration of network-based economic activities". In the information age, network economy is a new economic sign. For network economy, its foundation is information industry, and its focus is knowledge. The development of network economy is based on network information. Service providers and service objectives can be achieved by direct and rapid methods. At the same time, traditional economic forms are impacted by network.

2.2 The basic characteristics of network economy

For the Internet, its main feature for enterprises is to shorten the space-time gap. First, the Internet has achieved geographical restrictions, which is difficult for traditional economy to achieve. With the help of the Internet, the world is linked together to become a "global village". Under the influence of the Internet, the network economy has broken the prejudice against people's race, gender, position and other aspects. Anyone can carry out free and equal exchanges, and exchange information equally, breaking the regional restrictions on the economy to a certain extent. Second, the network has achieved a breakthrough in the traditional sense of time. Under the influence of the Internet, with the help of the Internet, information can be transmitted at any time, which is conducive to economic exchanges and

shortens the time of information exchange to a certain extent. Under the influence of the network, information can be transmitted at any time within 24 hours to achieve the speed of light transmission of information. Generally speaking, network economy is a kind of global economy, which breaks through the traditional time and regional restrictions to a certain extent and reduces its restriction on economic behavior.

3. The current situation of network economy in China

3.1 Internal advantages and disadvantages of China's network economy

According to the statistics of CNNIC, as of December 2020, the number of Internet users in China has reached 989 million, an increase of 85.4 million over March 2020. The Internet penetration rate reached 70.4%, 5.9 percentage points higher than that in March 2020. With the development of economy and society, people's living standards are constantly improving. Through mobile phones, computers and other tools, people are easier to access and use the Internet. At the same time, traditional enterprises continue to pay attention to network marketing means, which provides a strong and solid foundation for the development of network economy.

Since the beginning of the 21st century, the growth rate of China's Internet economy has continued to grow rapidly every year, especially the doubling growth of online shopping. With the rapid growth of online shopping, there are also many problems. For example, the era of "thousand group war", "Shanzhai" serious "3Q war" and "free download" has become history. The lack of standardization of China's network economy is the biggest resistance and internal disadvantage of the development of network economy^[1].

3.2 External threats and opportunities of China's network economy

The restriction of western network giants on China's Internet is the main external threat to China's network economy. Although China's network economy has developed rapidly in recent years, there are many defects in software and hardware technology. At the same time, the intellectual property rights of network companies have also been strongly impacted by foreign network companies, such as Lazada and Gmarket.

4. The problems of modern enterprise management under the background of network economy

4.1 Modern enterprises need to have a correct understanding of the actual status of network economy

In today's society, the way of people's communication and interaction is becoming more and more complex. Such a complex mode will lead to the formation of new interaction. Therefore, network economy has an effect on almost all enterprises in China. In this process, it will control costs and improve efficiency to the greatest extent. In this way, it will form a demonstration effect. In the case of more and more extensive application of information technology, if an enterprise uses advanced technology, then the enterprise that has business relations with it will also use advanced information technology. Therefore, the network economy will expand geometrically, and its growth rate will continue to accelerate.

4.2 The information construction of modern enterprises lags behind

Under the influence of network economy, only by integrating into the network can enterprises have a better development. The first is the improvement of their hardware foundation. From now on, many modern enterprises in China still rely on the development system of market share. Under this traditional development path, enterprises have no perfect network infrastructure, so they can only produce expenditures. The economic benefit has not been improved. Although the informatization level of some large enterprises is relatively high, it is only limited in large enterprises, especially in private enterprises. It is undeniable that the overall level of informatization is not high. Due to the lack of informatization infrastructure, the informatization means do not play a role, and it is difficult to deal with the customer relationship and the upstream and downstream industrial chain of enterprises. Therefore, it is difficult to play the role of enterprise internal management system.

4.3 The combination of modern enterprises and network economy is not enough

The combination of modern enterprise and network economy is mainly the combination of business philosophy. If an enterprise does not organically combine its own management mode with network economy, the main reason is that there is a deviation in the understanding of network economy. Many enterprises simply believe that as long as the main body of enterprise management is put on the network, it is the so-called network economy. However, in fact, if we do not excavate the network resources, it will lead to the lack of brand building, ignoring the ability of network to reduce the cost of enterprises, and also ignoring the high efficiency of network in the process of finding element resources^[3].

5. Development countermeasures of modern enterprise management under network economy

5.1 Constantly innovate management concept to adapt to network economy ideologically

First of all, we should establish a sense of big team management, not only to standardize the behavior of employees, but also to improve the scientific behavior of employees, through the lowest cost to maximize economic benefits. In addition, we should constantly improve the sublimation of employees' behavior, and improve the accuracy of employees' behavior through individual experience. In the specific enterprise management, we should improve the level of democratic management, strengthen the overall management, and promote the development of the enterprise through the common sublimation of all employees. Secondly, we should set up the cost management thought in both human and financial level, control the cost and strive to improve the production efficiency of the company, so as to maximize the economic benefits of the enterprise.

5.2 Innovation management technology, the specific means of network economy factors management

In the long-term development of market economy, enterprises should make new breakthroughs through their own efforts. On the one hand, they can realize the complexity of internal management; on the other hand, they should realize the organic combination with the market. With the help of network technology, they can further improve the efficiency of management, improve the timeliness of management, and increase the innovation of enterprise management technology. To a certain extent, it can improve the timeliness of management and further improve the quality of management.

5.3 Innovate the management organization and improve the company's organizational structure according to the requirements of network economy

Under the influence of network economy, global economic integration has become the mainstream. The changes of network information have impacted the original rigid enterprise organization mode to a certain extent. Therefore, enterprises must enrich the flexibility of the organization in time. Through learning organization, members can achieve a breakthrough in their own ability and make it an ideal organizational form for modern enterprises.

6. Conclusion

From now on, information technology has gradually affected people's work and life, and many modern enterprises have gradually increased their attention to the network economy. They should pay more attention to the network economy on the basis of their ideas, and further adapt to the development of the times and the trend of internationalization. In the increasingly fierce international environment, enterprises should strengthen reform and innovation, constantly adjust the development ideas of the enterprise, update the operation system and organization mode of the enterprise, improve the international competitiveness of the company in the world, and realize the leap forward development.

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