

Research on Enterprise Management Innovation Strategy in Internet Era

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Abstract: In recent years, with the maturity and development of Internet technology, the Internet has replaced the pattern of traditional enterprise management gradually and injected new vitality into enterprise management. Moreover, under the background of the Internet era, with the increasingly fierce market competition, enterprises also need to rely on Internet technology to innovate their own management mode in order to occupy a portion of the market competition. Based on this, the paper will explore the dilemma of enterprise management innovation, and then puts forward corresponding and operational enterprise management innovation strategies for reference.

Keywords: Internet; Business Management; Innovation

Introduction

In the process of enterprise development, enterprise management innovation needs to be constantly adjusted and innovated according to the development of the times and technology, to ensure that the enterprise always keeps pace with the times and becomes the forward position of the times and the industry. However, in the Internet age, many enterprises in China still follow the traditional enterprise management mode, lacking the ambition of forging ahead. In the long run, it will lead to the decline of the enterprise. In order to change this situation, enterprises need to change actively, and pay close attention to the innovation of enterprise management. Only in this way can enterprises not be eliminated by the times and society while achieving sustainable development.

1. The dilemma of enterprise management innovation in the Internet Era

1.1 Enterprise managers lack attention to enterprise management innovation

At the current stage, the managers of many enterprises are limited by their own vision and pattern, and are used to taking traditional management ways to run the company, which case enterprise managers ignore to transform the application of Internet and innovative enterprise management models. In addition, although some enterprise managers believe that the Internet is the future development trend and should be applied to enterprise management innovation, there is no systematic guidance on the specific implementation and operation level, and no specific innovation requirements are provided in the process of enterprise management innovation. Finally, enterprise management innovation becomes a mere formality and fails to achieve real innovation change in management mode^[1]. In the current situation, many enterprises are in the predicament of bankruptcy, and most of the reasons for the plight are that the enterprise management mode has not been innovated. It can be seen that if an enterprise cannot seize the development opportunities in the Internet era, it will not only affect the operation and management efficiency of the enterprise, but also weaken the comprehensive strength of the enterprise in the market economic competition.

1.2 Less use of innovative technologies

Under these circumstances, enterprises innovate the management mode, they often pay much more attention to the innovation of enterprise software and hardware, management mode and management methods, but neglect the innovation of user's experience. When designing customer service centers, many enterprises apply less innovative technologies and do not consider the diversified needs of customers. The fundamental purpose of enterprise development is to serve customers. If the customer's feelings are neglected in management innovation, which shows that management innovation is meaningless. Except that, many enterprises do not have any significant impact on the production, sales and transportation by using Internet.

For example, in the production sector, many enterprises are still using cheap labor for production in order to save new technology expenses. This not only does not conform to the development trend of the Internet era, but also their own production has never been able to complete the technological transition, and will be eliminated by the times day by day.

1.3 Backward talent management

The traditional enterprise human resource management, employees are just appendages and screws of enterprise development. Enterprises regulate the behavior of employees by formulating various rules and regulations, so that employees can work in accordance with the established direction of the enterprise. Although this management mode can improve the work efficiency of employees to a certain extent, it is difficult to solve the employees' enthusiasm and sense of achievement. Naturally, there is no sense of belonging to the enterprise. At the same time, employees have always been in a fixed and depressed working atmosphere for long time, so their personal comprehensive quality is difficult to be improved^[2]. In addition, nowadays relying on the Internet to carry out human resource management has become an inevitable trend. However, some enterprises in China are still deeply affected by the traditional economic model. In the process of human resource management, they are mostly pursuing the cost-effectiveness of employees, mainly hiring cheap labor, and ignoring the impact of a high paid but excellent employee on the enterprise. This is a big loss to enterprises.

2. Enterprise management innovation strategy in the Internet Era

2.1 Pay attention to Internet innovation training for enterprise managers

At present, enterprise managers should attach importance to enterprise management innovation, strengthen the training of their comprehensive ability, and gradually improve their management innovation ideas. Only in this way we can improve the operating efficiency of enterprises. On the one hand, enterprises can provide relevant management innovation training for enterprise managers by inviting experts and scholars or purchasing courses according to their own business conditions and future development strategies, so as to change the views of enterprise managers on management innovation and ensure that they have a certain understanding of management innovation models and methods. In this way, when enterprises formally carry out enterprise management innovation, they can also smoothly participate in the process of innovation. On the other hand, when formulating the enterprise management innovation system or mode, enterprise managers need to put forward corresponding innovation objectives, steps, supervision, acceptance and etc. according to the actual situation of the enterprise. According to this way, the enterprise management innovation can be implemented and the employees can have a basis in the innovation work. At the same time, during the process of innovation, once the new innovation ideas appear, enterprises need to adjust management innovation work in time to ensure that management innovation always keeps pace with the times.

2.2 Effective application of C2B business model

In the highly competitive market environment, enterprises need to continuously strengthen communication and cooperation with customers if they want to achieve management innovation. Enterprises can adopt C2B business model in marketing mode innovation to improve customer satisfaction to enterprises. Under the C2B business model, enterprises need to put the demands of customers at first, so that they can produce products satisfying customers according their demands^[3]. This business model requiring the enterprise to sink into the market to find the needs of customers, so it is easier to get the favor of customers. In the Internet era, the development and survival of enterprises mainly depend on customers. Moreover, because the needs of customers are diversified and personalized, enterprises should be more proactive to carry out management innovation to meet the diversified needs of customers.

2.3 Strengthening the reform and innovation of Internet management technology

With the maturity and development of Internet technology, many information technologies developed by relying on the Internet begin to be used in enterprises. The extent of information technology application is also an important basis for measuring the enterprise's own information level and modern management. By strengthening and developing Internet management technology, it can effectively meet the changing market and customer needs, thus providing a guarantee for enterprises to adjust resources. When an enterprise carries out innovation in management, it can build an information management system and management platform within the enterprise with the help of big data, cloud computing and other information technologies, so as to facilitate information sharing among enterprise managers, departments and employees, and

greatly improve the management efficiency. Moreover, with the application of Internet management technology, when enterprises face management risks and financial risks, it can also provide information to support the risk prevention and help enterprises better to cope with the negative impact of risks^[4]. In addition, it is also necessary to maintain and update it regularly to provide guarantee for the normal use of Internet management technology.

2.4 Adopt humanistic management concept

At this stage, if enterprises want to seek development and improve their internal work efficiency, they need to rely on excellent talents as support. However, under the traditional enterprise management mode, the relationship between superiors and subordinates is clearly defined, and the enterprise also restricts the employees' work behaviors according to the rules and regulations, working is just a task for employees, which undoubtedly stifles the employees' enthusiasm and initiative. In the Internet era, enterprises should innovate the talent management mode, adopt the humanistic management concept, attach importance to the people-oriented management principle, fully delegate power to give employees sufficient subjectivity, and provide employees with broader development space. In addition, the enterprise can also adopt a flat organizational structure and design the work content based on the workflow to ensure that all departments of the enterprise have a unified work goal. At the same time, when employees find problems, they can communicate directly with the manager without reporting, which not only improves the work efficiency of employees, but also enables enterprise management to get a higher level.

Conclusion

In the Internet era, if enterprises want to maximize the efficiency of operation and management, they need to carry out innovation in enterprise management. Innovation not only can let the enterprise take on a new look from top to bottom, but also can make the enterprise adapt to the development law of the times and easily stand out in the changing market competition. To achieve this goal, we can focus on the Internet innovation training of enterprise managers, effectively apply the C2B business model, strengthen the reform and innovation of Internet management technology, and adopt the humanistic management concept.

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