

Innovation of Enterprise Economic Management Mode based on Big Data Era

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Abstract: With the popularization of information technology and big data, more information management methods have been applied to the management of enterprises, which has greatly improved the management methods of enterprises and promoted the sustainable development of enterprises. Under the background of the rapid development of big data, many traditional enterprise management models present various shortcomings. Therefore, in order to realize the benign development of enterprises, it is necessary to combine the innovative development needs of contemporary enterprises with the management scheme of big data.

1. Introduction

As the product of today's society with high-speed development, advanced science and technology and rapid information circulation, big data determines the future development direction and operation mode of enterprises, and it also influences people's perspectives and concepts as a new concept of management and analysis, so that it can analyze the value of data from the perspective of data statistics. Therefore, big data has promoted the contemporary enterprise management mode.

2. The Current Problems in Enterprise Management

Because of the problems of short time, poor foundation and low starting point in the development of enterprises in China, many enterprises in China have accumulated relatively poor management and many management modes, systems and information construction have not reached the current level. Because many enterprises follow the trend of the continuous popularization of big data to realize the innovation of modern management mode, there will also be various problems such as low professional quality of management, lack of standardization of management system and so on.

2.1 The Professional Quality of Enterprise Management is Low.

Because managers of many enterprises lack modern management knowledge, actively learn new knowledge and good system, the professional quality and information management ability of

managers of many enterprises in China are generally low. When these managers are working, they will inevitably make some judgments that lack global vision, which will affect the normal operation of enterprises. The top management of the enterprise did not put the promotion of the comprehensive quality of the management personnel first, and did not realize the importance of information technology to the future development of the enterprise, which ultimately affected the management efficiency of the enterprise and the innovation and development of the management mode of the enterprise.

2.2 The Management System of Enterprises Lacks Standardization.

Because the traditional enterprise management mode of our country continues the past management mode and idea, it leads to problems such as decision makers' unanimity. However, this management mode cannot reflect the staff's judgment of brainstorming on the market, which leads to more mistakes in decision-making. From the management point of view, because managers are engaged in the decision-making of management and the implementation of production and operation, poor management norms will lead to the lack of coordination and communication among various departments, which is the embarrassing situation of rigid work management and the inability to dynamically manage enterprise production with the dynamic changes of the market. Moreover, because these managers are more determined by the personal subjective will of the managers, there are various non-compliant phenomena such as human transactions, benefit transfer and jobbery. Therefore, it is very important to perfect every link of the enterprise and standardize it according to the core values of the enterprise and related systems.

3. Innovation in Management of Contemporary Enterprises under Big Data.

3.1 Advantages of Enterprises after Using Big Data.

Compared with the solidification of traditional mode, the application of big data in enterprise management can effectively improve the quality of enterprise management and fundamentally carry out enterprise management, so that enterprises can have better development. The application of big data can make the management of enterprises have more solid data as the foundation and extract more effective information from it, and gain the driving force for development based on big data analysis. Combined with macro analysis of enterprises, it can find out the problems and prevent them, so that enterprises can have a more solid foundation and quality in the future development. The application of big data can also analyze the opportunities encountered by enterprises in the future more scientifically and comprehensively, and make rational use and innovation to realize the efficient development of enterprises.

3.2 Innovation in Enterprise Management under the Application of Big Data.

As the management idea, core pillar and management mode of enterprise development, enterprise management is usually displayed in the form of enterprise development mode and competitiveness. In the aspect of enterprise management, the application of big data and its influence will be reflected in two aspects. First, in the process of integration of enterprise management and big data, enterprises need to be prepared for data collection and processing, so as to establish their own big data information platform for enterprises. Enterprises can conduct reasonable and effective collection, scientific statistics, detailed analysis and other processing and prediction on massive data through the big data analysis platform. In this big data analysis platform, the information value hidden behind the data can be analyzed, which can promote the development

of enterprises and enhance the driving force of enterprises. Second, after the use of big data, the formulation and implementation of innovative plans of enterprises can use the data analysis ability of big data to analyze and manage, and make the plans better implemented. Moreover, a feedback mechanism can be established by linking big data with the implementation effect of the corresponding scheme, so that the differences between the implementation of the management scheme and prefetching can be found in time and managed and adjusted, which can promote the effectiveness and innovation of enterprise management.

4. Under the Big Data, the Management Mode among Contemporary Enterprises Changes in Innovation.

4.1 The Decision-Making Subject.

In the past, the management of enterprises in our country made the decisions made by a few managers of enterprises not refer to the opinions of the majority. Although these traditional management of enterprises collected data on the things they made decisions, the ultimate decision-making power was decided by the top management of enterprises, so the management plan of enterprises would be influenced by individuals and could not be well implemented. With the integration of big data, the main body of enterprise management changes from the top to the whole, which promotes the development of enterprises and improves the management of enterprises. With the application and popularization of the Internet, enterprises can know the needs of the masses as much as possible through the Internet, so that enterprises can better adapt to the needs of the market in new decision-making and promote the development of enterprises. After using big data, the grass-roots staff of the enterprise can express their views. Because they work in the front line of the enterprise, they can get access to all kinds of information in the front line and execute new decisions first, so the grass-roots staff of the enterprise know more about some advantages and disadvantages of the enterprise's decision-making, and the use of big data can get better feedback from the grass-roots staff, making the management system more scientific and effective. The application of big data also has a positive impact on the development of enterprises. For example, the opinions of employees and users can be counted through the use of big data to analyze the quality of enterprise management and service, so that employees can better feel the sense of participation and their own value, which can enhance the connection between employees and enterprises and the cohesion of enterprises, and promote the enthusiasm of employees and the competitiveness of talents of enterprises. Through the analysis of users' opinions, we can improve enterprise products and enhance users' experience.

4.2 Decision-Making Methods.

Because of the application of big data, the management decision of enterprises can filter out relevant data information through big data, and then analyze these data and find out the common point, while enterprises only need to monitor and track this common point to obtain the desired information, and enterprise managers can make decisions through this information. In the environment of big data, enterprise managers need to rely on their own experience and data and analysis collected by big data as the basis for decision-making, so that the decisions made are more reasonable and stable.

4.3 Sources of Innovative Information Channels.

Generally, the way for enterprises to obtain information is to cooperate with traditional data

platforms, as well as social networks and the Internet, etc. By using the power of the relationship chain of big data to collect relevant public opinions and other information, the obtained information can be used to accurately obtain social trends and dig out information with more commercial value. Enterprises can cooperate with third-party data collection organizations to obtain the valuable data information they want to know in time, and achieve a win-win situation.

4.4 Operational Fame.

Because the application of big data is based on massive data, in order to have the application foundation of big data, enterprises need to conduct comprehensive information investigation and collection on all aspects of data during operation and development. As long as the amount of data is large enough, problems existing in the development of enterprises can be found more accurately and solutions can be found in time, so as to minimize losses caused by problems and reduce operational costs. Because of the rapid development of modern market economy, it also plays a role in promoting and urging the development of enterprises. In this process, it is necessary to avoid the adverse effects of enterprises in the development process, otherwise they will lag behind the development of the market and even be eliminated by the market. Therefore, it is very important to eliminate the problems in enterprise management in the bud to avoid the harm of enterprises in the development. How to use funds reasonably and effectively and maximize their value can determine the vitality of an enterprise. Using big data to use limited funds of enterprises can bring the greatest value into play.

5. Innovation of Enterprise Management Mode in the Era of Big Data.

5.1 Innovation of management mode

Because the supply chain is the core of enterprise management, it is very important to realize the innovation of management mode and rectify the supply chain again. It is necessary to take the supply chain as the core, extend around and gradually get rid of the situation that each department is acting independently, so as to realize the integrity of the business. Simplify the supply chain and improve the quality of suppliers, so as to promote the effective operation of enterprises. Think from the user's point of view and enhance the service of the enterprise according to the user's feedback. According to the goal of the enterprise's development plan and taking the business process as a whole, each department can deal with the goal purposefully and organizationally, reduce the redundant links and simplify the management process, dilute the direct boundaries of departments, and achieve direct communication and information integration between departments to improve the efficiency of management and work. According to the analysis of big data, the leaders of enterprises analyze the domestic market through the global vision provided by data extraction, processing and analysis, and build the development plan of enterprises on this basis. The leaders of enterprises should integrate their technology, talents, available funds and other resources to realize the distribution and management of resources, occupy the leading position of the industry and form the competitive advantage of enterprises, and also occupy the market share and seize the market opportunities by formulating new market rules.

5.2 Information Innovation of Management

Because in the traditional enterprise management, the market, scientific research, production and operation are irrelevant, which leads to the problem that the information is relatively blocked and difficult to integrate. Although the information is managed and integrated in the later innovation

combined with the application of information management, the effect still cannot meet people's needs. Therefore, the information innovation of management under the background of big data needs to integrate these information systems and combine with the key business processes, coordinate the old information systems to improve the new information systems, so that the new systems can be combined with the old systems, and show the single functions with the effect of composite functions, thus realizing the optimization of enterprise resources.

5.3 Innovation of Talent Management Model.

Management talents and innovative talents are the main manifestations of enterprise talent competition, and the most essential one is the competition between knowledge and ability talents. Therefore, enterprises need to innovate in knowledge management accordingly, so that knowledge management can be integrated into modern management ideas and information technology applications, and a talent management mode based on knowledge management ideas can be formed to improve the application level of talents and conduct knowledge-based management. Complex information of an enterprise can be effectively sorted and processed, and the contents of its information can be further understood through layered understanding. Through the management of enterprise knowledge talents, the application efficiency of information can be improved and reasonable and feasible decisions can be provided for decision makers. Adopting the mode of knowledge management in enterprises can stimulate the innovative power of innovative talents and cultivate their innovative consciousness and ability. Constantly constructing and enriching knowledge management mode can make enterprises more competitive and achieve better development.

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