

Innovative Development of Enterprise Value Network under Internet Economy

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Abstract: China's social economy is under the general trend of continuous progress and development, which makes the competition between enterprises increasingly fierce. Under the influence of the network era, the forms and means of competition among enterprises in China have changed greatly. Therefore, when improving their competitiveness, it is necessary to gradually shift the focus to the direction of network innovation, so as to show their comprehensive strength through the confrontation of network strategies. This paper analyzes the importance of enterprise value network, and then expounds its advantages. Then it explores the innovation architecture of enterprise value network under the Internet economy, and finally puts forward several practical innovation strategies.

1. Introduction

At this stage, the development of Internet technology has reached a new height, and its role and advantages are becoming more and more powerful. The traditional business model has been difficult to effectively meet the needs of modern society. Therefore, enterprises need to innovate the value network to meet the requirements and challenges of the development of the times. Under the background of the rapid development of China's market economy, the competition among enterprises is becoming increasingly fierce. Therefore, more attention should be paid to the work of network innovation so as to occupy a place in the market and promote the sustainable development of enterprises while promoting their core competitiveness.

2. Correlation analysis of the importance of enterprise value network

2.1. Internal level

Value network refers to the relevant network system established based on value management to pursue the maximum enterprise value. On the one hand, value network can enable enterprises to effectively improve their resource allocation efficiency, on the other hand, it can also use the advantages of the Internet to establish business cooperation with individuals or enterprises. Enterprise Value Network (EVN), a relatively new business management model, emerged under the background of Internet economy. In the process of continuous development of Internet resources, the traditional supply chain of enterprises has been gradually broken, so that new value networks can be gradually formed.[1] Finally, the overall operation and management mode of enterprises has also undergone

great changes. Based on the overall framework of the value network, enterprises can gradually build the internal resource management Internet system, and timely discover the deficiencies and problems that appear and hide in the process of resource management according to this system, and then combine the actual situation to make appropriate optimization and adjustment, and finally realize the further optimization of resource management, so as to further enhance the overall competitiveness of enterprises. In addition, through the construction of the value network, the enterprise can make the internal communication of the enterprise more efficient and effective, promote better coordination among various departments, and thus promote the overall improvement of enterprise cohesion. In addition, enterprises can use the Internet to conduct real-time analysis of valuable business information and carry out timely communication. In addition, they should pay attention to the updating of management mode, so as to further improve and perfect the internal structure of enterprises, thus effectively enhancing the competitiveness of enterprises.

2.2. External level

The business scope of enterprises has been expanded as a whole under the Internet economy model, and consumer consumption concepts and market models have also changed. Under this background, enterprises should find out their own development characteristics, so as to realize the definition of market positioning and target customers, and effectively analyze the target market based on relevant network data, explore the market development needs, the general preferences of target groups, etc., and then challenge their own business strategies to achieve the innovation and optimization of products and technologies to promote the continuous expansion of enterprise advantages. At the same time, the construction of value network also has a great impact on the development of the future transformation of enterprises.[2] Through the construction of value network, enterprises can accurately analyze the market demand, so as to truly explore their own development momentum and direction. In addition, enterprises should build their own part-time networks and effectively integrate Internet technologies to further enhance their market competition and adaptability. In addition, the exchange and cooperation between enterprises should also be valued and constantly promoted, and the pressure and risk should be effectively shared with the way of business cooperation alliance, so as to promote the formation of industrial development chain and value network, and further expand the economic advantages of enterprises.

3. Analysis on the advantages of enterprise value network

3.1. Internal analysis

The value network architecture and Internet economy have taken shape, but they still need to be further improved. Through the application of Internet technology, enterprises can optimize their own value network architecture with internal management structure. The current era is the era of knowledge and information. Therefore, enterprises can apply value networks to learn and absorb new knowledge, effectively allocate their own resources based on these knowledge, build more effective response mechanisms, and further enhance their ability to pre control and respond to the market.[3]

3.2. External analysis

One of the advantages of value network construction is that enterprises can find more opportunities for cooperation in the process of value network construction, and achieve win-win on the basis of complementary advantages of enterprises. In addition, in the process of cooperation with other enterprises, enterprises should pay more attention to the integration of resources, and focus on the

development of enterprise core and superior technologies. In addition, enterprises should pay attention to innovation in development. In the context of the Internet economy, enterprises will attract different enterprises and industries in the process of developing value networks. Based on this, enterprises should make corresponding adjustments to adapt to this series of changes, promote the continuous enhancement of their own advantages in this process, and then give full play to the advantages of the value network.

4. Analysis on the Innovation Framework of Enterprise Value Network under the Internet Economy

4.1. Core enterprises

There is a positive feedback mechanism between innovation and the industrial status of enterprises. Therefore, the strategic decisions of the core enterprises in the value network are crucial. In the Internet economy, the possible blow to enterprises often comes from the possibility of business model innovation. Core enterprises should pay close attention to business model innovation, and then lead network members to continuously promote disruptive technology innovation. When carrying out business model innovation, enterprises should carefully insight into the needs of customers, think about and judge the advantages and disadvantages of traditional business models, and constantly explore competitive value creation methods. In addition, the core enterprises of the value network should pay attention to the changes in the industry's competition mode, and make detailed analysis of the characteristics of the business model. On the basis of full estimation of their own technical strength, they should carry out further research on the market demand, and do what they can when investing in disruptive technological innovation.

4.2. Node enterprise

One of the main basic characteristics of value network is modularity, which can effectively enhance the core competitiveness of the network, and then occupy a place in the market in the fierce competition. Small and medium-sized enterprises are the main force of Chinese enterprises. Their common feature is that they do not cover a wide range of fields, so it is difficult to obtain economic benefits in different fields. Based on this situation, SMEs can conduct major research in a certain field and promote continuous development and innovation in this field, so as to reduce the high cost and guarantee their competitiveness and core technology in this field. The network production mode can enable multiple module suppliers to form a mode, and carry out innovation and optimization for a single module. At the same time, the supplier proposes measures to promote the full play of the module functions, and plans the development direction, so as to promote the scientific rationality of the value network module and enhance the competitiveness of the value network in the process of integration of related industries.

5. Analysis of innovation strategy of enterprise value network under internet economy

5.1. Conceptual aspects

In the development of Internet economy, it is very important and essential for enterprises to change their own development concept. Under the background of market development at this stage, the traditional enterprise management concept is relatively backward, so the old manager concept in the past is difficult to meet the needs of current economic development under the Internet economy. Under such a background, if enterprises do not effectively change their own ideas, their own

advantages will become less prominent. The conflict between the development concept and the traditional concept under the Internet economy will cause the loss of the previous development advantage, thus being in a position of competitive disadvantage, which will directly affect the normal development of the enterprise. In addition, the traditional development concept will affect the correct formulation of the enterprise's development strategy, which is not conducive to the long-term development of the enterprise. In addition, the traditional backward concept of enterprises will hinder the cooperation between enterprises, which is not conducive to the direct good cooperation between enterprises.[4] Based on this, in order to achieve their own better development, under the situation of the Internet economy, enterprises must optimize and change their ideas, pursue continuous innovation in development, and put their ideas into practical action, so that the effective development of enterprises can be further realized. At the same time, core enterprises should give full play to their leading role in the process of enterprise development, strengthen their own changes so as to have a positive impact on surrounding enterprises, and further optimize and change the concepts related to the development of other enterprises. On the basis of the innovation of concepts, they should better carry out other work within the enterprise, thus promoting the effective construction of the enterprise value network. When constructing and innovating the value network, the enterprise should absorb the essence of the traditional economic development model, rather than completely abandon it. Based on the specific situation of its own economic development, the enterprise can further effectively integrate the traditional model and the innovative model, promote the further development of the enterprise, and strengthen innovation in the later development process to realize the continuous superposition of economic benefits.

5.2. Management

5.2.1. Big data management

Under the background of rapid development and wide application of information technology and network technology, enterprises can make scientific and reasonable use of network technology and information technology in the process of collecting and managing various types of data, and then provide users with more accurate information in a faster way, so that the efficiency and level of enterprise management can be further improved. Based on this, in the innovation process of enterprise value network, enterprises should strengthen the innovation of big data, optimize business processes, value innovation and other aspects, and pay more attention to the leading role of core enterprises, so that the development of enterprises can gradually meet the market development needs of the Internet economy.

5.2.2. Internet of Things Management

The Internet of Things can play an important positive role in the transformation of the development situation of enterprises under the Internet economy. In today's society with rapid development of Internet technology, information transmission is no longer limited by time and space and other factors, while cloud storage, cloud computing and other operations can promote the improvement of information utilization, thus further improving the efficiency and quality of the work of network personnel, At the same time, the exchange of information and data can be carried out smoothly, thus promoting the competitiveness of enterprises. When carrying out the innovation work of Internet of Things management, enterprises can effectively improve the efficiency of value network operation from the aspects of operation, function control, identification, etc., so as to ensure the good economic and social benefits of enterprises.

5.2.3. Establishment of Network Culture Concept

In order to achieve effective innovation of enterprise value network, enterprises should establish a positive and reasonable network culture, which is indispensable and very important, and then enhance the innovation and scientificity of enterprise value network. When setting up the concept of network culture, enterprises should give reasonable guidance to promote their own economic interests, respect the interests of other enterprises, strengthen the scientific rationality of the network concept, and promote the formation of coordinated development between enterprises.

5.3. Institutional aspects

The guarantee of the innovation foundation of enterprise value network is to establish and further improve relevant systems. At this stage, Chinese enterprises must first change the traditional and backward system, and build and improve the more new-type system that conforms to the economic development model, so as to further expand the space for enterprise development, and further improve the implementation and implementation effectiveness of value network innovation. The construction of the system can also standardize the behavior of enterprises, so that the relevant understanding of enterprise managers can be deepened, and the level and ability of enterprises to prevent and control market risks can be further enhanced, so as to effectively guarantee the stability and reliability of the enterprise value network. In addition, when carrying out the innovation of enterprise value network, enterprises should further establish mechanisms in terms of benefit distribution, cooperative investment and risk sharing, so as to effectively avoid internal and external contradictions in the process of innovation, strengthen the vitality and enthusiasm of enterprise value network innovation, and promote the formation of a win-win situation. Based on this, enterprises should not only regulate their own business behavior, but also explore and pursue benign cooperation with the help of the model advantages under the Internet economy background. In addition, government departments should further implement their own guidance and supervision, give more support to the development of diversified cooperation of enterprises, and strengthen the improvement of relevant laws and regulations, And then make the innovation of enterprise value network have a more harmonious and good environment.

6. Conclusion

To sum up, under the background of Internet economy, the operation of enterprises' value networks has changed greatly due to its impact. With the continuous development of networking and informatization, enterprises often have problems in strategy, governance and other aspects in their actual development process, which restricts the innovation architecture of enterprise value network to a certain extent, and hinders the sustainable development of enterprises. In view of this situation, enterprises should strive to promote the innovation of enterprise value network in the context of the Internet economy, so as to lay a good foundation for the long-term development of enterprises.

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