

# *Research on the Application and Development Trend of Information Technology in Enterprise Economic Management*

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**Abstract:** Informatization has become an important development trend of modern society, information technology as a kind of emerging technology is gradually applied in various fields. Its application in enterprise economic management can not only avoid economic risks, but also improve management efficiency and quality. Based on this, this paper first describes information technology and its application value, then analyzes the application strategy and development trend of information technology in enterprise economic management, and finally discusses the application guarantee measures of information technology, in order to provide some useful reference.

## **1. Introduction**

Information technology is formed by a variety of technologies, including communication technology, electronic technology, network technology and so on. At present, the society has been in the information age, the development of information technology has brought great convenience to people's life and work. The application of information technology in enterprise economic management can not only promote the innovation of enterprise management mode, but also improve the level of enterprise economic management technology to a great extent. Information technology has three main characteristics. The first is technical, enterprises using computer equipment for economic management can give full play to the advantages of automation and intelligence of information technology, which can make the work more efficient and convenient. For example, enterprise management will produce a lot of data, which cannot be processed quickly by traditional processing methods, and may even lead to data deviation. The use of information technology can process data on the computer, improve the efficiency of employees. The second is interactivity, the application of information technology can effectively improve the efficiency of enterprise information processing and utilization. For example, it is necessary to establish a good communication mode between enterprises, enterprises and employees, and between employees. Information technology can enable both parties to realize "contactless communication", thus improving work efficiency<sup>[1]</sup>. The third is sharing, information has the characteristics of sharing, when people share information, their own information will increase. Therefore, the application of information technology can break the limitation of space and time, so that enterprises can get more information in the communication, so as to promote the sustainable and sound development of

enterprises.

## **2. The Application Value of Information Technology in Enterprise Economic Management**

### **2.1 Promote the Establishment of Information Management Platform and Resource Sharing**

In today's global economic integration environment, the economic management environment is more complicated. In today's global economic integration environment, the economic management environment is more complicated. If an enterprise wants to promote its sustainable and sound development, it needs to improve its social benefits on the basis of ensuring its profits when dealing with economic management<sup>[2]</sup>. Therefore, enterprise managers should timely update their own management ideas, use information technology to create an enterprise information management platform, optimize the economic management mode, so that each department in the enterprise can be closely linked together. In the process of constant communication, enterprises can hold a lot of valuable data. By analyzing these data, managers can find out the problems of enterprise economic management in time. Based on the present situation of economy and market, scientific solutions are formulated to ensure the efficient operation and good development of enterprises.

### **2.2 Improve the Efficiency of Enterprise Economic Management**

Information technology plays an important role in the whole process of enterprise economic management and production. The application of information technology in enterprises is the trend of The Times, and also the necessary way for advanced and stable development of enterprises. Through the application of information technology, the economic management of enterprises can be more standardized, standardized, and the division of job responsibilities of employees can be more clear. For example, the traditional economic management of enterprises through manual accounting to check the fund project, which not only increases the workload of employees, but also prone to accounting errors. Through the application of information technology, enterprises can use computers to calculate funds, reduce labor costs, greatly improve the accuracy of accounting, so that the efficiency of enterprise economic management has been significantly improved.

## **3. Application Strategy of Information Technology in Enterprise Economic Management**

### **3.1 Establish Risk Assessment Mechanism**

Enterprise risk assessment refers to the accurate identification of the contents exposed in the process of implementing the long-term development planning strategy. Enterprises hope to find the risks in their business process in time, and grasp the uncertain factors that cause the risks before they occur, so as to reduce economic losses. Enterprises should accurately assess the risks in the process of economic management, which is an important link in the process of economic management to improve the efficiency of internal management. Information technology can help enterprises evaluate the external environment and external risks, predict the main causes of risk occurrence, formulate detailed risk assessment mechanism and risk control measures, and thus effectively reduce the probability of risk occurrence<sup>[3]</sup>. Enterprises should make full use of their own computer information technology, simulate the risk prone problems, judge the factors that lead to the occurrence of risk, avoid risk. Computer simulation technology can be used to input the business data of the enterprise itself into the computer to simulate the daily operation of the enterprise under various business models. In addition, the in-depth analysis of these modes enables enterprises to find out the root cause of risks in time during the analysis process, and then take

targeted management measures to avoid risks. Information-based risk assessment mechanism has important guiding significance, which can continuously improve the management mode of enterprises, and is highly valued in the economic management of enterprises.

### **3.2 Establish Complete Information Technology System and Information Database**

The enterprise has a set of perfect information technology system, which can guarantee the integrity and standardization of information economy management to the greatest extent. Firstly, if an enterprise wants to obtain accurate and valuable data, it needs to ensure the unity of information and data during the screening of massive information resources, and only select the data that is valuable to the economic management of the enterprise to provide services for the development of various work. Secondly, the enterprise should use the information technology to analyze the collected data. In this way, it can help the economic management work of enterprises to formulate scientific and feasible plans, conducive to the timely discovery of the problems in the plan, and provide reference for the formulation of improvement measures, so as to promote the healthy long-term development of enterprises. Finally, enterprises should make use of the information technology they have mastered to do budget management. Making a reasonable budget for enterprise costs and profits and controlling operating costs within the predetermined range can avoid operating risks and improve enterprise economic benefits<sup>[4]</sup>. In the construction of information economy management, enterprises should form a good cooperation mechanism among all departments, strengthen the cooperation among all departments, and jointly create a perfect information database, so that information resources can be shared among all employees of enterprises. Therefore, enterprises should formulate relevant rules and regulations to ensure the real-time and accurate data in the information resource database, and make full use of new media technology to broaden the access channels of information data and guarantee the data quality in the economic management work of enterprises.

### **3.3 Establish Artificial Neural Network System**

The different characteristics of credit rating agencies lead to the different economic characteristics of enterprises. Therefore, the process of judging the credit status of an enterprise is extremely complicated, which will lead to the increase of the probability of errors in the judgment of enterprises when making economic activity decisions, resulting in huge economic losses. And the artificial neural network system can count the enterprise's commodity payment application form and other key information. By analyzing and comparing a large number of relevant historical data of enterprises, the actual credit rating of enterprises can be determined to avoid the loss caused by subjective judgment errors in manual credit analysis and improve the accuracy of data. In addition, the artificial neural network system can also make use of professional calculation methods for in-depth analysis of market supply and demand factors faced by enterprises. Find out the internal law of these factors change, and effectively avoid the enterprise managers do not understand the market in the case of blind investment. Artificial neural network systems are used frequently for two functions. The first is the correlation function of information. By using the storage function of distributed computing for the entry and statistics of enterprise economic management data, the system can timely process relevant data, which is very suitable for manual processing of difficult and cumbersome data<sup>[5]</sup>.

The second is mapping nonlinear functions. Although there are many information processing software in the current market, most of them cannot establish a good mapping relationship for the information and cannot conduct a complete model data analysis. Artificial neural network system can help managers more intuitive understanding of the real economic situation of the enterprise, so

as to make the right management decisions.

## **4. The Development Trend of Information Technology in Enterprise Economic Management**

### **4.1 Information Technology Gradually Tends to Scale in Enterprise Economic Management**

In recent years, the popularity of the Internet has brought huge economic benefits to all walks of life. Enterprises that seize the opportunities of the Internet can gain a place in the fierce market competition. At present, rapid economic development in our country causes the scale of development of information technology to expand continuously and become large-scale and sustainable. In the future, enterprises can apply information technology in economic management from two aspects. First, make use of big data and cloud computing to achieve innovative development of enterprise economic management. With the rapid development of the Internet, the technology of big data and cloud computing is becoming more and more perfect, and has achieved remarkable application effect in enterprise economic management. Enterprises should make use of existing resources, rationally use big data and cloud computing technology to promote their own development, expand the depth and breadth of the application of information technology, make enterprise economic management more large-scale, and promote management innovation. The second is to use information technology to promote the standardization and standardized development of enterprise economic management. Enterprise economic management in the future development process, should pay attention to its information technology level. In the process of development, guided by the relevant national development plan and relying on the Internet and big data technology, the economic management of enterprises will be more standardized and standardized.

### **4.2 Information Technology Gradually Tends to Artificial Intelligence in Enterprise Economic Management**

At present, artificial intelligence is an important field that many scientists are working hard on. It refreshes people's understanding of advanced technology and is an important turning point in the history of Internet development. With the development of science and technology, information technology will gradually change to the direction of artificial intelligence in the future development process. The integration of the two can bring new vitality to enterprises. In the field of enterprise economic management, the emergence of robots such as data statistics and calculation will also replace some simple and tedious manual work, improving work efficiency and accuracy of calculation results.

### **4.3 Information Technology Tends to Be Digital in Enterprise Economic Management**

Information technology has many advantages. According to relevant research, the most significant development trend of information technology is big data. As an emerging product of the 21st century, big data technology is in a rapid development stage driven by the Internet. Keeping up with the development of big data technology can help enterprises create more economic benefits. Enterprises should recruit professionals that master information technology, formulate more scientific economic management plans in combination with their own development, and improve market share with the help of information technology. At the same time, the future cooperation between information technology and cloud computing is also a hot spot. Enterprises should fully seize the opportunity to expand their influence.

## **5. Application Guarantee Measures of Information Technology in Enterprise Economic Management**

### **5.1 Publicize Information Technology-Related Knowledge and Advantages of Application**

Nowadays, the level of social and economic development has been improved, and the application effect of information technology in various fields is remarkable. It has become an important technical guarantee for the development of enterprises. However, due to cost problems or managers' lack of correct understanding of information technology, some enterprises have a low degree of application of information technology, and the economic management work adopts manual operation. In addition, some enterprises have realized the importance of information technology for their future development. However, due to the lack of scientific and perfect economic management system, the application of information technology in economic management activities is too formal, unable to play the advantages of information technology, resulting in low efficiency of enterprise economic management. In order to solve the above problems, enterprises need to encourage managers to actively change the old management concept, make full use of information technology, strengthen the correct understanding of information technology, and invest in the construction of relevant measures to provide guarantee for the construction of enterprise information economy management system<sup>[6]</sup>. Enterprises can release information technology related texts, pictures and videos on new media platforms, such as official website and wechat official account, to publicize its application advantages to employees and improve their attention. For example, in the enterprise wechat group, the application of information technology can bring value to the enterprise. Regularly publish the implementation results of information technology in the economic management of the enterprise, so that more and more employees understand information technology, attach importance to information technology, consciously make contributions to the construction of enterprise informatization, so that the relevant work can be carried out smoothly in the enterprise.

### **5.2 Cultivate Information Technology Professionals and Conduct Relevant Training Regularly**

The primary factor in the process of production activities of enterprises is human resources. If enterprises want to implement economic management work, they must use highly qualified personnel with information technology. Only in this way can they achieve the expected application effect of enterprises. Most enterprises in our country in economic management of the application of information technology is still at the initial exploration stage. Enterprise recruitment lack of relevant professional recruitment, the enterprise also failed to carry out regular information technology knowledge and skills training for employees, resulting in the lack of technical personnel with strong information technology professional ability, the lack of high-quality professional technical team, information economy management work cannot get effective talent support. At present, if enterprises want to win in the fierce market competition, it is necessary to strengthen the management and training of employees, improve the comprehensive quality and comprehensive ability of employees. For employees of the enterprise's economic management department, annual evaluation related to information technology can be added. According to the evaluation results, the corresponding salary and benefits will be given to motivate employees to keep learning information technology knowledge and skills, so as to improve their management level of information economy and remove obstacles for enterprises to carry out information technology-related work. In addition, enterprises should regularly carry out information technology-related training, requiring employees to actively participate. For example, enterprises can organize employees to communicate with outstanding employees of cooperative companies to learn management experience and professional information technology from each other and improve their own ability. Enterprises can regularly

invite excellent IT personnel to share knowledge and skills, so as to provide a good learning platform for employees. In this way, employees can improve their professional abilities while completing enterprise economic management with higher quality, forming a virtuous cycle.

## 6. Conclusion

To sum up, the application of information technology in enterprise economic management has become an inevitable trend in line with the current economic development. It is also an important guarantee for enterprises to achieve long-term development. Information technology can make enterprise economic management more standardized and scientific, and greatly improve management efficiency. Therefore, enterprises should combine their own actual situation, make full use of information technology, promote the sustainable development of enterprises.

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