

Application of Computer Informatization in Enterprise Management

XiaoChun Li, Ling ZHAO

Zijin Mining Group Co., Ltd, Xiamen, Fujian 361000, China

Lxch@Zijinmining.com

Keywords: Computer, Informatization, Enterprises, Management

Abstract: Driven by the all-round development of China's social economy, the enterprise management ability has been greatly improved. However, under the background of increasingly fierce competition in the international market and domestic market, if enterprises want to improve their competitiveness, they must strengthen the continuous optimization and innovation of traditional management means and management ideas, gradually move towards informatization and modernization. This paper analyzes the effective implementation ways of computer informatization related measures in enterprise management in detail, so as to greatly reduce the operation cost of the enterprise and lay a solid foundation for the further improvement of the economic income of the enterprise.

1. Introduction

With its diversified advantages, computer information technology has been widely used in various management links of enterprises. It has played an irreplaceable role in improving enterprise management quality and management efficiency and it is an effective measure to ensure that enterprises stand firm in the fierce market competition. Therefore, no matter what development stage the enterprise is in and what development ability it has, managers should take information construction as the goal orientation of their own development, correctly recognize and attach great importance to the application value of computer information technology in enterprise management at the ideological level, and continuously combine modernization ideas and diversified measures, so that the role of computer information technology measures can be brought into full play. It can not only enable enterprises to fully meet the development needs of the times, continuously improve their comprehensive competitiveness, create more economic and social benefits, and achieve the goal of sustainable development, but also provide positive help for the further improvement of China's social and economic development level.

2. Significance of Applying Computer Informatization in Enterprise Management

2.1 Meet the Needs of Enterprise Resource Management and Product Manufacturing

Through the detailed analysis of the production work of enterprises, we can know that in the process of the continuous change and development of society and the continuous improvement of people's personalized demand for products, whether the products manufactured by enterprises or the equipment used for product manufacturing, the types of relevant parts have complex characteristics, and under the background of the complex component structure of enterprise products, computer informatization has become one of the effective ways for enterprises to achieve the goal of reform and development. At the same time, when the structure of enterprise products and equipment parts becomes more and more complex, it will also lead to a significant increase in the amount of data information in the production process. Through the effective application of computer informatization related technical measures, the enterprise can save the manpower and material resources invested in the traditional sorting and analysis of massive data to the greatest extent, ensure that the obtained data information has high reliability and accuracy. It can not only enable enterprise managers to make reasonable market price and market positioning for products

with these data information, ensure that the needs of enterprise resource management and product management are fully met, but also comprehensively improve the competitiveness of enterprises to stand out in the fierce market environment of the same industry.

2.2 Meet the Needs of Enterprise System Management and Basic Management

If enterprises want to continuously strengthen their competitiveness in the development of modern society, they should not only have the ideological consciousness of keeping pace with the times, but also always follow the development principle of taking data as support in the process of carrying out various management work, so as to ensure that all refined management measures can be truly implemented in specific work. It can not only make the assessment work carried out by the enterprise more scientific and reasonable, but also greatly improve the allocation efficiency of various resources within the enterprise and the quality of financial work, improve the reaction speed of the enterprise to the market, enable the enterprise to flexibly insight into the market crisis and formulate a set of early warning mechanism with high feasibility and rationality, so as to effectively avoid risks. At the same time, in the process of formulating various management rules and management systems, the enterprise adopts computer information means to provide support and guarantee for the effective implementation of management rules and management systems, ensure that the problems existing in various management work of the enterprise are effectively resolved, fully meet the needs of basic management work and system management, and improve the comprehensive management ability of enterprises ^[1].

3. Effective Application of Computer Informatization in Enterprise Management

3.1 Effective Application of Computer Informatization in Enterprise Data Information Storage and Processing

The effective application of computer data storage capacity and collection capacity can not only ensure the timely completion of relevant data operation, but also make the obtained data results have high reliability and accuracy. At present, computer information technology has been widely popularized and applied in the daily work of enterprises with its many advantages, and has gradually become an important factor in the development of enterprises. Taking the particularity of computer as a platform can provide an effective way to fully meet the development needs of enterprises, which is the main direction for enterprises to realize efficient management and modern development ^[2].

In enterprise management, the effective application of computer informatization can ensure the smooth collection and sorting of massive data, save a lot of time and energy, and take highly effective integration and processing means as a way to provide data reference and information guarantee for enterprise managers to make various development decisions, so as to use effective data information to achieve the good development goal of the enterprise. At the same time, enterprises can take the advantages of computer informatization as a platform and the actual development needs of enterprises and various business activities with big differences as the goal orientation, so as to help enterprises to finely classify and save massive information data, meet the needs of enterprise intelligent management, effectively integrate the functions of various departments of the enterprise, ensure that all departments take their own responsibility needs, reasonably select and use information and data, and create a good environment for all departments to effectively realize their work tasks ^[3].

3.2 Effective Application of Computer Informatization in Enterprise Operation Statistics and Analysis

Business activity carried out by enterprises is one of the important types of activities that constitute the daily work of enterprises. There will be a large amount of data information generated in the process of activities. If enterprises want to effectively process the massive data information, they will inevitably spend a lot of time, energy and resources. The rational application of computer

informatization related technical measures in enterprise management can ensure that the enterprise can make effective statistics and analysis of various business conditions, so as to effectively realize the goal of rapid calculation and analysis of actual business conditions ^[4].

In the process of practical application of computer information technology, it is necessary to completely input the relevant data information with the computer in advance and save various data information, so that the enterprise can access the relevant data information according to the activity content anytime and anywhere in the process of carrying out various business activities, and reasonably adjust the activity content in combination with the relevant data information, so that data information can serve business activities and business activities can serve enterprises. At the same time, through the reference and analysis of data and information, enterprise managers clearly understand the problems existing in the process of realizing the objectives of modernization reform and development, accurately grasp the causes of relevant problems, ensure that the formulated management policies and strategic objectives conform to the actual development capacity of the enterprise and meet the actual development needs of the enterprise, so as to provide guarantee for further improvement of enterprise management quality and efficiency, and help the enterprise obtain more economic benefits ^[5].

3.3 Effective Application of Computer Informatization in Enterprise Basic Information Management

Under the background of the continuous improvement of the comprehensive development ability of enterprises, there are more and more data information focusing on enterprise financial work, production equipment and human resources. According to the different types of data, there are great differences in the functions. In the process of controlling and using all kinds of data, enterprises should strengthen the effective application of computer informatization related technical measures, take the effective management of basic accounting information as the goal orientation, and promote the all-round development of enterprise comprehensive strength. At the same time, in the process of carrying out various management activities, the enterprise should also attach great importance to the flexible use of various functions of the computer, and keep all the basic information generated in the process of enterprise management as completely as possible. Especially in the process of managing a series of important internal data of the enterprise, such as customer data and employee basic information, the enterprise should fully combine the concept and measures of fine management to ensure that relevant data and information are scientifically classified and effectively stored ^[6].

At present, with the deepening of social networking, the field of e-commerce has developed in an all-round way. E-commerce management has gradually become one of the important contents of enterprise daily management. In the process of e-commerce management, enterprises can improve the quality and efficiency of e-commerce management by using computer information technology measures. For example, using human resources software to manage the basic information of enterprise employees and inputting various information of employees in the computer can not only clearly grasp the working ability of employees, but also fully understand the changes of employees' positions, so it is an effective measure to ensure that the enterprise fully realizes the goal of modern management ^[7].

4. Conclusion

The rational application of computer information technology in the management of enterprises can not only greatly improve the management quality and management efficiency, but also provide technical support for enterprises to remain invincible in the market environment. By taking various effective measures to give full play to the role of computer information technology in enterprise management, whether it is processing information data or analyzing business conditions, it can ensure that relevant measures have a strong intelligent level, enable enterprises to have the ability to effectively control costs and further achieve the goal of improving economic benefits. Therefore, enterprises should not only correctly recognize and attach great importance to the importance of computer informatization in improving their own management efficiency, but also strengthen the

application depth and breadth of computer informatization, so as to create a good environment for enterprises to achieve the goal of healthy and stable development.

References

- [1] Zhou Zhong. Impact of computer informatization on enterprise financial management and its improvement countermeasures [J]. Modern Marketing (last ten days in a month), no.13, pp.83-85, 2019.
- [2] Jin Jinjing. Discussion on the practical application of computer informatization in enterprise management [J]. Science and Technology Information, vol.15, no.12, pp.28-30, 2017.
- [3] Su Jun. Application and maintenance of computer technology in enterprise information management [J]. Modern Economic Information, no.8, pp.16-18, 2017.
- [4] Ren Rong. Research on the application of computer technology in modern enterprise information management [J]. Management and Technology of Small and Medium-sized Enterprises, no.33, pp.24-26, 2016.
- [5] Zhang Xueying. Application analysis of computer network technology in enterprise information management [J]. Digital Technology and Application, no.8, pp.169-171, 2016.
- [6] Lei Xiaomei. Comprehensively promoting enterprise management informatization with computer network as the link [J]. Communication World, no.10, pp.18-20, 2016.
- [7] Qiao Xinwen, Lu Tingting. Application and maintenance of computer technology in enterprise information management [J]. Decision and Information, no.26, pp.51-53, 2016.