

Analysis of Enterprise Economic Management Mode under the Environment of Knowledge Economy

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Abstract: With the constant development of the global economy, China's economy has entered a new form of development. The traditional economic management mode once led the rapid progress of China's economy, but now it can no longer adapt to the current economic development environment in China. In the face of increasingly fierce market competition, only by correctly recognizing that the traditional economic management mode is no longer suitable for the new environment of economic development, and constantly improving the management mode and improving their own competitive advantage, can enterprises continue to develop in the longer term. Under the knowledge economy environment, innovating the economic management mode of enterprises is one of the effective ways for enterprises to improve their competitiveness and win a good development prospect. This paper analyzes the necessity of innovative enterprise economic management mode and the problems arising from innovation in the knowledge economy environment, and puts forward relevant innovation approaches and strategies to promote the better development of Chinese enterprises.

1. Introduction

Knowledge economy is a new economic form based on knowledge and dominated by mental labor. It is a concept corresponding to industrial economy and agricultural economy^[1]. Under the background of continuous development and progress of science and technology and social economy in China, knowledge economy has become the established trend of economic development. Under the background of knowledge economy, strengthening enterprise economic management and using economic knowledge and information technology for scientific and standardized management are conducive to improving enterprise market competitiveness and promoting sustainable and healthy development of enterprises. However, as far as the current economic management of major enterprises is concerned, there are still many deficiencies, which seriously hinder the progress and development of enterprises, and even affect the overall economic development level of China. Therefore, in order to achieve sustainable development, enterprises must pay full attention to the significance and value of knowledge economy for enterprise development, and actively take various measures to improve and innovate the economic management model.

2. Current Situation of Enterprise Economic Management

The economic management concept of enterprises is conservative. At present, due to the influence of traditional economic management mode, many enterprises in China have been stagnant in their economic management level, and their economic management methods can't be well innovated and improved, resulting in the lack of advanced economic management awareness and professional management concepts among enterprise managers^[2]. Some enterprises still pay attention to interests and ignore economic management, which will easily lead to lax attitude and careless work of economic managers, leading to chaos in economic management.

The enterprise economic management system is not perfect. Many enterprises have the problem that the economic management system does not match the development of the company. Due to their rapid development, some enterprises have not continuously improved their economic

management system with the development, resulting in the mismatch between economic management system and enterprise development. The economic management system of some enterprises is too formal, which can't promote the development of enterprises well, but also causes a certain degree of waste of resources.

The economic management department of the enterprise is loose. The economic management of enterprises is mainly composed of managers and management departments. At present, the economic management work in many enterprises in China is not perfect enough, and the training of economic managers' professional skills and professionalism is not paid enough attention, resulting in uneven abilities of managers and low overall quality level. These factors, to a certain extent, have caused the looseness of the economic management departments of the enterprise, and affected the communication and cooperation among various management departments within the enterprise^[3].

3. Necessity of Innovating Enterprise Economic Management Mode under the Background of Knowledge Economy

As far as the current economic and social development in China is concerned, the main feature of China's social economy for a long time to come is sustainable and changing development. Therefore, if major enterprises want to win a better development prospect in the new economic environment, they need to innovate their own economic management modes according to the changes in economic forms. For a long time, Chinese enterprises have been using traditional economic management methods. However, with the continuous development of information technology, the traditional economic management mode has not been able to adapt to the current economic environment, which has caused a serious impact on enterprise products and services. If enterprises want to develop sustainably, they must take the knowledge economy as the guide to innovate the economic mode^[4]. In the knowledge economy environment, enterprises can pay more attention to the importance of scientific management and information technology, and closely follow the development of the times and market changes to improve and innovate the economic management deficiencies existing in enterprises, thus forming a sound economic management system. At the same time, China's enterprises are in the transition stage, many backward enterprises are being eliminated, and many new types of enterprises are also emerging. If enterprises want to better adapt to the long-term development of the times, they must carry out enterprise transformation in the knowledge economy environment and create new economic management modes.

4. Strategies of Innovating Enterprise Economic Management Mode under the Background of Knowledge Economy

4.1 Change the Concept of Economic Management

If enterprises want to innovate economic management mode under the background of knowledge economy to achieve sustainable and healthy development, the first thing to do is to change the concept of economic development, promote the standardization of economic management, and create a good environment for economic management innovation^[5]. At present, many enterprises in China are affected by traditional economic management methods, resulting in unclear division of economic management work and complicated work contents. Therefore, enterprises need to get rid of the traditional economic management mode and thinking, change the economic management concept, and actively introduce new economic management mode, especially pay attention to the application of information technology. For example, enterprises can use information technology to build financial management systems, improve the efficiency and accuracy of data collection and sorting, and simplify financial work.

4.2 Improve the Economic Management System of Enterprises

In order to innovate the economic management mode of enterprises in the knowledge economy environment, enterprises need to improve and perfect the economic management system. This can

effectively solve a series of problems such as resource allocation, work division and economic management within the company, and help the enterprise achieve long-term development. Enterprises should require the management staff to disclose the specific details of economic management and supervise the economic management process of enterprises. At the same time, enterprises also need to improve its own economic management system to improve its own management efficiency. When improving the management system, enterprises should formulate targeted economic management systems and reasonable strategic development goals based on their own actual development and management problems in the company, so as to give full play to its important role and provide institutional support for the good development of enterprises.

4.3 Establish a Professional Talent Team

In the knowledge economy environment, the innovation of enterprise economic management mode needs to rely on high-quality professionals. Therefore, enterprises should strengthen the construction of professional talent team and strengthen the internal talent reserve. Enterprises should not only strengthen the introduction of professional talents, but also carry out the latest information technology and economic management knowledge learning and training for professional talents in the current enterprises^[6]. Enterprises should establish talent incentive system and internal training mechanism to improve the professional level and professional skills of professionals. At the same time, enterprises should also connect corporate culture with human resource management, and cultivate the sense of responsibility and innovation of employees through the publicity of corporate culture. In the process of talent training, enterprises can increase efforts to create an innovative atmosphere and exert a subtle influence on professional talents, so as to stimulate employees' work innovation and enthusiasm. The publicity and promotion of corporate culture can also bring a sense of belonging to employees, promote their wholehearted integration into the enterprise family, and provide advice and suggestions for the innovation and improvement of enterprise economic management mode. In addition, enterprises can also cooperate with schools to jointly establish training institutions for professionals and cultivate more professionals who meet the needs of the post.

4.4 Do a Good Job in Enterprise Economic Management Planning

The larger the enterprise is, the greater the risk it faces. Facing the increasingly fierce market competition, enterprises must make specific plans for the economic management of the company in the knowledge economy environment if they want to achieve long-term development. First of all, enterprises should strengthen the control of financial expenditure. In the knowledge economy environment, enterprises need to consider the problem as a whole, analyze and control all economic activities, and formulate corresponding management rules according to each financial expenditure to ensure that each financial expenditure is carried out under the constraints of the management system. Secondly, enterprises should improve economic budget management, and establish a professional team to carry out specific analysis and planning for enterprise project budget. Finally, the economic management departments of enterprises should also strengthen communication and cooperation with other departments.

4.5 Improve Information Technology System

Improving the information technology system is also one of the important ways to innovate the enterprise economic management mode and promote the long-term development of enterprises in the knowledge economy environment. The creation of information technology system in the enterprise economic management mode can effectively improve the efficiency and quality of enterprise economic management, and can also minimize the possibility of economic risks^[7]. Therefore, enterprises need to improve their own information technology system and improve it to ensure the smooth development and efficient operation of economic management in the knowledge economy environment. A sound information technology system can ensure the efficiency of information collection and sorting, and improve the accuracy of enterprise management. In addition, enterprises also need to conduct practical training and assessment for information technology

application personnel to ensure that technical personnel can successfully carry out economic management work and put forward some constructive suggestions and strategies. With the increasingly fierce market competition, improving the information technology system can not only help enterprises to obtain more market trends and industry information, but also analyze the market demand data and make scientific predictions, thus promoting the better development of enterprises. With the continuous development of the information society, enterprises need to constantly learn new information technologies and apply them to the current information technology system, so as to ensure that the information technology system can keep up with the trend of the times, better adapt to market demand, and thus help enterprises to occupy a competitive advantage in the market competition.

5. Conclusion

To sum up, in the knowledge economy environment, innovative enterprise economic management mode conforms to the development law of the current market economy, and has a certain role in promoting the sustainable and healthy development of enterprises. Therefore, enterprise managers need to clearly recognize the development opportunities brought about by the knowledge economy environment, and innovate the enterprise economic management mode through changing economic management concepts, improving economic management systems, establishing professional talent teams, doing a good job in economic management planning, improving information technology systems and other measures, so as to promote the sustainable and healthy development of enterprises.

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