

Exploration on Enterprise Management Mode Innovation Strategy under Big Data Time Background

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Abstract: The flying speed development of the internet industry and quick change of technology reform accelerated establishment of new economical form. Currently the high degree automatization of information resources promoted development of global economy, but also brought new tasks and challenges for enterprise management of our country. Under the current background of big data time, traditional enterprise management mode no longer applies to the need of economical operation, and has no benefit for the self growing and development of the enterprise. If the enterprises want to improve their core competitiveness, they must adjust traditional rigid management mode, and establish new management mode that adapts to their own development according to the tasks and requirements of the enterprise. So it is very urgent as to how to establish new enterprise management mode and make it adapt to economic development, innovate driving development strategy and conduct reformation and upgrading of various aspects of the enterprise. This paper mainly takes big data time as background, takes enterprise management as main line, firstly analyzes existing problems of traditional enterprise management mode, and then specifically analyzes how the enterprise management receive innovation and development from action under severe challenge.

1. Introduction

The coming of big data time brought no small strike to many medium and small enterprises, but generation of new things not just has negative influence, if the enterprise could closely catch up with the development trend of the time, and comply with resource change of big data time, make use of the technical advantage of big data, thus create economical and social benefits for the development of the enterprise, then the enterprise could stand firmly in the tide of the time. The enterprises need to conduct transformation upgrade under strike of big data, strengthen talent management and training, which will not only strengthen the core competitiveness of the enterprise, but also very important to the long term stable development of the enterprise. But currently there are still many enterprises stand still and refuse to make progress, deadly persist traditional management mode and do not try upgrade and change, the following introduces existing problems and disadvantages of traditional enterprise management mode.

2. Existing problems of traditional management mode of the enterprise

The most important characteristics of traditional management mode of the enterprise are lockstep and ignorant of flexibility, under strike of big data, the enterprise manager as leader of an enterprise still persists the set of traditional outdated management mode and do not want to invest money and manpower to explore new management mode, and also do not want to provide proper technical training to employees of the company, added with weak awareness on big data time, its strike to the enterprise was not realized, which led to stop of development of the enterprise, and even damaged the economic benefit of the enterprise.

2.1 Insufficient awareness of the enterprise manager

As core person that leads the enterprise develop forward, the attitude of the enterprise manager directly influences the latter stage decision making and development of the enterprise. Under strike of big data, although many enterprise managers have already sensed crisis, but their recognitions to big data are still on the surface, they did not try to analyze the characteristics of big data time and possible economic benefits that may generate if make good use of it^[1]. Big data focuses on resources integration, if the enterprise could resort to big data in the development process, and proceed location for the interests and concerning points of customers, and produce products that are popularly favored by the mass, then the enterprise could get huge economical benefits, which is beneficial and without harm in the long run.

2.2 Staffs in the enterprise are not professional

Along with forward development of scientific technology, the enterprise proposed more and more requirements to talents. Under the time background of big data, the enterprise especially need staffs that excel in information process and information integration, but such talents are apparently scarce. Information processing talents extract useful information through computer terminal and process and integrate the information, then provide data support for correct decision making of the enterprise leader by relying on the information. Although all campus started to put information technology courses among courses completed by students under strike of the internet, such courses still rest on theoretical layer, the students just learned boring theoretical knowledge, they are not trained systematically and precisely and could not apply these theories to practice. Therefore, campus students generally do not have strong ability of information processing, which caused lack of such talents in the market.

2.3 The enterprises are not keen on advanced technology of big data

In traditional enterprise management, new technology is generally unable to be captured at first time. As for some new type equipment and technical means, the enterprise could also not use for themselves. The enterprise has always been keeping conservative in the operation process and adopts passive repellent attitude to new things, and do not want to absorb experience from development of other enterprises, which causes an ever low economic benefit of the enterprise, and stays in the state of stagnation for long time. The development of an enterprise will always be restricted if it could not keep alert and foresighted to new technology, and could not acquire real sense of innovation and change.

3. Enterprise management mode innovation strategy under big data background

In the big data time, the enterprise must take every aspect into consideration to conduct innovative driving strategy, and realize innovative all around development and implementation from top to bottom. Firstly, from the upper layer, the innovation awareness of the manager should be improved, make the manager willing to invest more time and money to conduct innovative management. Secondly, the important status of enterprise staffs should also be considered, improve the initiative for innovation among staffs, establish effective innovation reward mechanism, encourage staffs in the enterprise speak out freely on the development of the enterprise. Besides, the enterprise should also be aware of the limitation of traditional decision-making main body and learn to endow the decision-making power to the public, in order to guarantee the scientificity and publicity of the decision-making result. The enterprise could keep stable under strike of big data only by reaching every aspect in innovation management, and rely on big data resources to improve their ability to cope with crisis and help the enterprise to realize benign economic progress and development.

3.1 Improve ideology of the manager

The manager is core of the enterprise, only when his ideology is improved and could make use of the advantage of big data for the enterprise, then the innovation and upgrading of the enterprise

could be promoted from the origin ^[2]. The enterprise manager should firstly establish global thinking, form a clear recognition on current international situation as well as social development trend in mind, realize the big data time is inevitable, and could conduct update and perfection to the management mode and operation method of the enterprise according to the characteristics of big data time, learn to digest, fully exert the advantage of the big data time, so as to promote deep and far development of the enterprise. Secondly, the enterprise manager should get rid of restriction of conventional thinking, blindly stick to old ways will only cause the enterprise fall behind the tide of development of the time, and finally be sifted out of the time, the correct deed should be mobilizing all available resources, use the big data to conduct enterprise innovation and upgrade, help the enterprise get rejuvenation, able to get innate advantage in competition with the peer, so as to extend vitality of the enterprise. Finally, the enterprise manager should also realize the importance of idea change of enterprise staffs, the enterprise manager should establish innovation motivation system, make the staff really see the economic benefit that idea innovation brings to themselves, so the enterprise staffs could improve working enthusiasm and constantly contribute advices and strategies for innovative development of the enterprise.

3.2 Cultivate professional talent

The big data time has higher requirement to talents, the talents are required to have specialty and directivity. In order to obtain long-term development, the enterprise should firstly seize all time to cultivate and train targeted professional talents. The enterprise could conduct regular training, and invite internationally famous authorities to come to the enterprise and give lecture in the duration, help internal staffs of the enterprise receive new knowledge and technology more quickly, make them able to flexibly apply the learned knowledge and skill from the training center to the work, so as to improve working efficiency ^[3]. Communication bridge between enterprises could also be established, although different enterprises exist competitive relationship, cooperation between enterprises could generally make the both parties realize mutual benefit and winning. Talent exchange between different enterprises is beneficial to promote brainstorming, mutual discussion and exchange aiming at existing problem in actual work could thus promote joint progress of the both parties. Besides, the enterprise could also regularly organize the staffs to go abroad for exchange, learn advanced operational management mode and advanced technology in other countries, so that the thinking of the enterprise staffs will be more broad and able to provide powerful assistance in development of the enterprise.

3.3 Analyze according to market environment

Under big data background, it is necessary for the enterprise to always concern about the tendency of the market, concern about the interests and demands of main body consumers in the market. The enterprise collects and collates data more fast and convenient under big data background, the enterprise could conduct precise positioning and partition of customers within short time, then what the enterprise needs to do is to stimulate targeted and individualized service plan according to characteristics of different users ^[4]. As for users, they have many optional cooperative enterprises, an important criterion for the user to choose cooperative enterprise is to judge whether the enterprise matches with themselves. At this time it is necessary to rely on the support of big data, the enterprise communicate and exchange with the customer according to the way favored by the customer based on gained customer information, and establish information feedback mechanism, help the customer timely transmit appeal, so that the customer's favorable impression to the enterprise will be improved in mutual interaction, thus strengthen their sense of trust on the enterprise, so not only the customers chose an enterprise that is most suitable to themselves, but also the enterprise could gain profit from it, thus promote the enterprise realize further upgrade and reconstruction.

3.4 Build brand new decision making main body

The coming of big data time also proposed new requirements to the decision making main body, the aspiration of the enterprise leader is generally taken as primary, while such decision making

method exists subjectivization, and the connection between the decision maker and audiences is loose, in most cases the policy of decision maker is not identical with the aspiration of the mass. Then a new decision making method is generated at the right moment, i.e. public joint decision making, rely on force of the social public, integrate their joint idea and appeal, so as to make scientific and authentic decision, such decisions will be approved and accepted by the society more. Social public is a group that have the most right to speak, then clearly know what they want, so the enterprise should pay attention to the force of the public when making decision and innovating, collect public advices and recommendations on public platform, understand the appeal of the public, and improve the deficiency and weakness of the enterprise based on this, the management mode of the enterprise could be innovated and improved only by letting the social public become brand new decision making main body.

3.5 Make good use of the internet resource

If the enterprise wants to conduct upgrade and reconstruction of management mode under internet background, it is necessary to fully make use of internet resource. This is not only special requirement of the big data time, but also general trend of the afterward times. The enterprise should be excelled in applying the resources on the internet platform to their own enterprise management, make it fuse and fit, really promote the healthy and good development of the enterprise. The enterprise could not only apply advanced management mode on the internet to themselves, but also could strengthen communication and connection between departments within the enterprise thought internet, providing convenience for exchange between departments and different working staffs. Besides, the enterprise could also transmit the information and resource of the enterprise to the big data, so that precise positioning to certain linkage or person is available once problem occurs inside the enterprise, which has significant sense for the enterprise analyze and solve problem quickly and improve working efficiency of the enterprise ^[5]. Under big data time background, the enterprise should not only learn to make use of useful information and resources, but also learn to properly abandon useless information, only when the enterprise really has the ability of screening beneficial information could the enterprise development realize the effect of one plus one is greater than two, and the improvement of economical benefit and social benefit of the enterprise could be expected soon.

4. Conclusion

Under big data time background, the enterprise must make good use of the advantage of big data in order to win living space among peers. Big data relies on electronic information technology of computer etc., analysis and application of it have become an important measure to test the development of the enterprise. If the enterprises want to gain good development currently, they must conduct innovation inside the enterprises by relying on resources provided by big data, from the management layer to staff layer, they should all realize the strike of big data time to the development of the enterprise, capture suitable opportunity and seize the chance, greet the challenge endowed by the big data time to the enterprise in the front side. This paper mainly takes big data time as background, specifically analyzes main content and form of innovation and upgrade of the enterprise under big data time, dissects the defects of traditional management mode from multiple perspectives, hopes to provide feasible suggestions for the development and innovation of the enterprise and realize dual improvement and development of economical and social benefits.

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