

Analysis of the Influence of “Internet + Times” on the Mode of Modern Enterprise Economic Management Innovation

Peng Wang

School of Economics and Management, Dalian University, No.10, Xuefu Avenue, Economic & Technical Development Zone, Dalian, Liaoning, The People’s Republic of China(PRC)

Keywords: Internet technology, enterprise economic management, innovation, management model.

Abstract: Today, with the rapid development of Internet technology, we have gradually touched on more network technology applications. This era marks the beginning of the Internet economy and is a brand new network era. At the same time, humans on the Internet have also entered a new era of network economy. The Internet has had a profound impact on the management of contemporary businesses. In an era of profound changes in the business environment, companies must innovate in marketing management in order to survive and develop in the competition. In the article, we analyze the situation of the Internet based on changes in the Internet environment, and also help the company’s corporate management. Conduct marketing-based analysis to identify management models for managing organizational and final management methods, management concepts and key aspects of innovation. In the context of the Internet age, the company’s marketing model has undergone tremendous and profound changes. In such a brutal competitive environment, in order to survive and develop, the company must adapt to the changes in the marketing model as soon as possible. Find the right marketing path.

1. Introduction

Traditional large-scale marketing has become a modern, personalized and centralized marketing approach. Regardless of the number of segments, the traditional marketing model is based on a specific environmental background to segment the marketing type. It can be found that under the traditional conditions, large-scale mass production and sales, there is no way to satisfy all Personalized needs, while remembering the marketing conditions with the network, we can see that the service object can be unitized by consumers, even one-to-one marketing, therefore, in the Internet application in the marketing mode It can provide more differentiated and personalized marketing methods, and is not limited by the content and methods of services. Traditional 4P-based marketing is based on 4C’s modern integrated marketing. The traditional marketing theory is mainly the 4 P strategy summarized by American marketing scientist E. McCaughy, which is the four transaction variables of enterprise delivery products, adjustment pricing, channels and promotion to adapt to market demand and changes. The famous American marketing scientist P.

Kotler pointed out that 4P marketing “represents the seller, 4P is the marketing tool that the seller uses to influence the buyer [1].”

2. The Threat of Corporate Economic Management in the Internet Age

Screening out the right real information is a very difficult place in the Internet age. In such an era of accelerated information dissemination, information is spurt-type growth, but for enterprises, the market competition is mainly competitive in information speed. In fact, competition is mainly competition speed, information accuracy and information execution. . How to improve effective information in a timely manner and help enterprises make decisions in the era of extreme information expansion is one of the challenges faced by enterprise management. In making decisions in a variety of information, and the order of screening, as well as the information that is difficult to identify, it is not easy for us to be able to find information that is really helpful for the marketing and development of the enterprise, just like gold mining, judging Experience is the same as luck. Accurate information can help companies make policy adjustments faster, or get out of the current difficulties, but the wrong information can also lead to difficulties in the company’s operations [2].

3. The Influence of Enterprise Management Innovation Mode in the Internet Age

3.1. Management Organization Innovation

While middle management has been weakened, new forms of business have emerged, such as web-based businesses. Such an enterprise structure is like a network rather than a pyramid. Unlike traditional companies, every node in the network is a source of innovation. First of all, such a network structure is capable of stimulating each key point and continuously innovating. At the same time, it can reduce the configuration of intermediate managers, save management costs, and is very effective for the reform of traditional management systems.

3.2. Management Innovation

From the enterprise to adapt to the pace of change in the market, to be able to actively find the market, in the era of the Internet, in the face of corporate management, operators must come out of the comfort zone, break the status quo, and then seek a higher breakthrough point, and Under the premise of adapting to the market, we can change the type of business, seek opportunities for enterprise transformation and development, and find the core opportunities for innovation and the breakthrough of products. We must be willing to carry out innovation and reform, and at the same time take enterprise change as an important task, and constantly carry out creation, equality, adjustment, and management of many aspects of vision. We must take the initiative to face the future market and open up new markets. Make the best preparations [3].

4. Conclusions

First, in the Internet era, if companies want to make breakthroughs and innovations in management, they must filter information, determine accurate information, and evaluate them at any time to help us collect new ways and methods to see if we can The new management method was successfully implemented within the company. Second, we need to be able to effectively communicate with the managers at all levels of the company in the marketing model to determine whether the new marketing model can help the company better implement the marketing strategy, and whether there

is a need for continuity of innovation. Ensure the fairness and impartiality of the innovation system, and conform to democratic ideas and achieve open implementation. Finally, no matter what kind of innovation, there is always a risk. In business management innovation, we must anticipate these risks ahead of time and prepare for innovation failures. Only by constantly adjusting, adapting and correcting can we find practical and feasible innovations, and let innovation bring healthy development and continuous motivation to the company.

Acknowledgements

This article was specially funded by Dalian University's 2019 Ph.D. Startup Fund (20182QL001) and 2019 Jinpu New District Science and Technology Project.

References

- [1] Pradeep, R. (1999) *A Re-Engineering, Methodology for Cooperative Management of Enterprise Networks*, *Journal of Network and Systems Management*, 1, 105-126
- [2] Peter, M. (2012) *Streamlining Importation of Outside Prior DICOM Studies into an Imaging System*, *Journal of Digital Imaging*, 1, 162-180.
- [3] Evgenii, S. (2004) *Critical evaluation of current molecular MRD strategies including NGS for the management of AML patients with multiple mutations*. *Hematological Oncology*, 3, 106-127.