

Research on Problems of Enterprise Economic Management and Management Innovation

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Keywords: economic management; innovation; necessity; strategy

Abstract: Enterprises must rely on economic management to keep pace with The Times if they want to give full play to their competitive advantages and best efficiency and obtain greater economic and social benefits. Based on the problems existing in current enterprise economic management, this paper discusses the causes and puts forward some strategic suggestions on strengthening and innovating enterprise economic management.

1. Introduction

The acceleration of the pace of world economic integration has brought both opportunities and challenges to China's enterprises. As trade barriers have been gradually broken, enterprises should innovate a new enterprise management mode. In the environment of economic integration, Chinese enterprises will be affected by the global economy, and the traditional management mode should be broken through and developed at this time, and should not become a stumbling block restricting Chinese enterprises to get closer to the global economy. Traditional management mode is not only inefficient, but also poor flexibility.

2. The Necessity of Economic Management of Enterprises

Economic management occupies an important strategic position in enterprise management because of its wide scope. Many people's impression of enterprise management is only limited to the activities of income and expenditure of funds. Moreover, economic management also covers the cost control and risk management of the whole enterprise. Corresponding to the complexity of its work, it can lay a solid foundation for enterprises to implement development strategies. The top priority of modern enterprise management is economic management, although in the process of social development, there are many enterprises are also seeking change. As the focus of the enterprise, economic management should also be evolved.

2.1 Transformation of Enterprise Economic System

If enterprises want to achieve a long-term development, they must keep up with the trend of economic development and the pace of the age. Enterprises should recognize that it is the whole economic development and times that create enterprises, but not the enterprise that creates the whole economic development and times. Enterprises need to strengthen the concept of economic management. In the context of the continuous improvement of economic development level and the

gradual strengthening of environmental protection and energy conservation awareness, the previous rough economic growth model that consumes a lot of resources and energy and may destroy the ecological environment will be replaced. Therefore, enterprise innovation to transform the economic system is imminent. In the process of production, enterprises should try their best to reduce the waste of resources and the damage to the environment.

2.2 Staff Enthusiasm Mobilization

Every enterprise is people-oriented. The economic benefit of the enterprise determines the salary of the employees. There are many projects related to the interests of the employees. The rewards and punishment measures implemented in the enterprise is an effective entry way to mobilize the enthusiasm of employees.

2.3 Adapting Yo the Needs of the Development of the Era

Nowadays, the competition between enterprises is very fierce, it is not only related to the survival of employees. In such an environment, enterprise managers need to strengthen their own quality, they should not only have a keen market perception and the ability to control the market, more importantly, but also update their knowledge structure. In this way the enterprise will adapt to the needs of the development of the era, which requires managers to accelerate the pace of economic management innovation.

3. Main Problems in Current Economic Management

3.1 Unclear Division of Internal Economic Management Responsibilities

With the development of enterprises, the internal relations of enterprises become increasingly complex, resulting in more difficult economic management. In order to achieve effective economic management, it is necessary to divide management responsibilities within an enterprise. If an enterprise clearly defines its power and responsibility, it can avoid buck-passing and wrangling after the occurrence of problems.^[1] However, the current management and mode of most enterprises are outdated and have not yet formed clear economic management responsibilities, leading to the lack of coordination and communication between departments. There is a situation of chaotic management, which not only affects the efficiency of economic management, but also increases the management risk of enterprises.

3.2 Relatively Backward Management Organization Form

After decades of development, the scale and business scope of the enterprise has been greatly improved, bringing great profits to the enterprise. However, its internal management organization form still follows the initial “small workshop management mode”,^[2] the economic management form is extremely extensive, the organizational structure is not strict enough, resulting in the enterprise's economic management at a low level, it is difficult to play its role in promoting enterprise development.

3.3 Lack of Innovation in Economic Management

With the development of enterprises and the introduction of modern management concepts, some enterprises have realized the problems existing in their own economic management and actively seek solutions. The main solution is to learn from the management model of successful enterprises. Enterprise managers hope to solve their own problems through the introduction of advanced

management mode, but ignore the differences between enterprises, resulting in the introduction of management mode and enterprise needs do not match the problem, causing the management mode cannot adapt the development of the enterprise. This approach not only does not have the due innovation effect, but also has a great negative impact on the normal operation of enterprises.

4. Eight Strategies to the Innovation of Enterprise Economic Management

According to the above analysis of the defects existing in the economic management of many enterprises in our country and the necessity of the current enterprise economic management innovation, combined with many years of enterprise management work experience, the author puts forward the following eight enterprises economic management innovation strategies.

4.1 Concept Innovation

Inflexible ideas are the biggest obstacle to innovation of enterprise economic management. Enterprise executives should fully realize the importance and urgency of enterprise economic management innovation, and actively cultivate a strong concept of innovation. Leaders and managers of enterprises should be pioneers of innovation and learn from the management experience of advanced enterprises at home and abroad. Managers should keep pace with the era and adopt awareness of crisis management, strategic awareness and other emerging views. In addition, managers should take practical measures to vigorously promote the spirit of innovation, commend innovative work model figures, and encourage all employees to actively innovate by combining professional knowledge with their own cognitive structure.

4.2 Organizational Innovation and Management Innovation

The enterprise organization should change from vertical to horizontal, and flattening is the trend of development. Enterprises should pay attention to the division of power and responsibility within the entity, clearly define responsibility, power and benefit, and strengthen the control environment. Flexible economic management conforms to human nature, respects personality and understands people's hearts. It is the management that enhances the adaptability, innovation, cohesion and rapid response ability of enterprises.^[4] It is conducive to the formation of team spirit, conducive to the formation of a variety of anomie effective correction mechanism.

4.3 Institutional Innovation

System innovation is a major difficulty of enterprise economic management innovation, enterprises should take the innovation of economic management system as a key project to overcome difficulties. Scientific management system not only restrains and restricts the behavior of people in enterprises, but also timely guides and dredges.^[5] In the implementation of various management systems, enterprises should effectively solve the various economic management problems faced by enterprises at the present stage and realize the rational allocation of various resources. Enterprises should pay great attention to the coordination of various management systems. The innovative enterprise economic management system can make the enterprise full of continuous vitality, make the economic organization efficient operation, provide a solid foundation and strong impetus for the overall innovation of enterprise economic management.

4.4 Innovation in Risk Management

Risk management innovation serves to promote enterprise development. Chinese enterprises should realize the importance of risk management innovation, because compared with European

and American enterprises, they are faced with more risk problems. Enterprise management should be rooted in the awareness of risk management.^[6] When carrying out operation and management activities or major investment projects, enterprises must accurately analyze the risks faced by enterprises at the present stage on the basis of full research and judgment, so as to have a clear target and do what one can when making decisions. A strong sense of risk management can ensure that enterprises will not face significant economic losses and fall into difficult difficulties in the ever-changing market competition environment.

5. Conclusion

To sum up, China has become the world's second largest economy, which undoubtedly confirms the rapid development of Chinese enterprises. However, under the situation of weak economic recovery and increasingly fierce market competition, economic management innovation is related to the survival and development of enterprises. Chinese enterprises should actively learn from foreign advanced enterprises on the basis of economic management experience, adapt to China's national conditions, advance with The Times, continuous reform and innovation. Enterprises should not only pay attention to the innovation of management concept, organization, system, method and information, but also pay attention to the innovation of enterprise culture, risk control and optimization of internal human resource management. Only in this way can they find effective economic management methods suitable for the rapid development of China's enterprises and better promote the overall development of China's social economy.

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