

Research on the Development Countermeasures of Industrial and Commercial Management Informatization in Dalian

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Abstract: The application of information technology in industrial and commercial administration is becoming more and more extensive. However, there are still many deficiencies in the current industrial and commercial management information construction in Dalian. This paper studies the informatization of Dalian industrial and commercial management system. The problems existing in the informatization construction of Dalian industrial and commercial management system include: the planning of informatization system is not comprehensive; the construction of information standardization system is not perfect; the construction of a comprehensive business platform is not comprehensive; the work on network security needs to be strengthened. In view of these problems, this paper puts forward relevant countermeasures: doing a good job in overall planning; improving the construction of information standardization system; improving the construction of comprehensive business application platform; speeding up the construction of information security.

1. Introduction

With the continuous progress of the economy and society, the administration of industry and commerce has become more and more inseparable from information technology, which has penetrated into all aspects of specific business. Whether it is concept, form, technology, etc., it all reflects information technology and industry and commerce administration [1]. By relying on computer technology, constantly summarizing the experience in actual management work, and constantly reforming and innovating, the work of industrial and commercial administration is more accurate and efficient. Throughout the development history of industrial and commercial administration, information technology has played an irreplaceable role in ensuring the fulfillment of market supervision functions and supporting the expansion of functions, and has played an important role in promoting the reform and innovation of the market supervision system and mechanism for industrial and commercial administration [2]. It has developed from local auxiliary work to overall basic work, which is an effective guarantee for various industrial and commercial

administration work. The role and value of informatization are not only in improving the level of industrial and commercial administration, industry, information and service, but also in further promoting the reform of management concepts and methods. At the same time, the continuous development and innovation of industrial and commercial administration business will generate new trends and new demands, and promote the improvement of the level of information technology, which will also be the driving force for the sustainable development of information technology.

The informatization of industrial and commercial administration has replaced manual labor in business registration, trademark examination and other businesses with computers, improved the work efficiency and quality, reduced the management cost, made the process of collecting basic business information simpler, faster and standardized, replaced the traditional manual and single point business operation with standardized, comprehensive and standardized management means, changed the supervision mode and innovated the supervision means, Standardizing the work flow, making the industrial and commercial administration more unified and coordinated. Relying on information technology, the industrial and commercial administration has established a data center and information network. On the one hand, it has established a network extending in all directions, so that the network application system has accumulated a large number of business information resources, which provides a powerful information resource guarantee for the development of industrial and commercial administration business, government departments and social public services, and national macro decision-making. On the other hand, it has realized the linkage and information situation of industrial and commercial administration business, which makes the industrial and commercial administration business integrated and standardized on the comprehensive business platform, makes it possible to unify the large market supervision nationwide, strengthens the supervision and improves the efficiency of law enforcement. The service contents and means of industrial and commercial administration have been greatly enriched and promoted because of the development of information construction [3]. Through the establishment of information service platforms, online annual inspections, online registration, online inquiries, online applications, government affairs publicity, online consultation, and interactive communication are realized, creating conditions for providing high-quality services.

Over the years, Dalian's industrial and commercial administration system has actively carried out information construction, and all the work of information construction has been fruitful. However, with the continuous progress of information technology and the rapid development of economy and society, compared with other developed cities, Dalian's industrial and commercial administration information construction has also exposed many backwardness and deficiencies [4]. Therefore, this paper analyzes the current situation of Dalian's industrial and commercial administration information construction, Therefore, it is extremely necessary to study the countermeasures for the development of Dalian Industrial and commercial management informatization and put forward scientific and reasonable suggestions. It is of positive significance to the construction of Dalian Industrial and commercial management informatization at present and in the future, and to vigorously promote the wide application of information technology in industrial and commercial business.

2. Current Problems in the Informatization Construction of Industrial and Commercial Administration in Dalian

2.1. Incomplete Information System Planning

Dalian Administration for Industry and Commerce has successively issued the overall plan of industrial and commercial informatization and construction planning, but in specific practice, many loopholes and deficiencies have been exposed [5]. For example, due to the backward economy and

local special conditions, the pace of informatization of local industrial and commercial offices can not be consistent with that of the Municipal Bureau and branches, which leads to the lack of clear guidance of grass-roots units and hinders the grass-roots informatization construction. It can be seen that in the formulation of the master plan, there is no overall consideration of the overall situation, resulting in the lack of grass-roots planning according to local conditions, which can not effectively play the role of guidance and standardization. For another example, the overall plan that has been issued is mainly aimed at a long-term development, but the short-term specific practices and objectives are not clear in the plan, which makes the work lack of enthusiasm and initiative, resulting in the low efficiency of the development of information construction.

2.2. Imperfect Construction of Information Standardization System

The development and construction of some information systems often only put forward the development requirements according to the existing working conditions, only consider the temporary effect, and carry out one-time development. Due to the lack of necessary process documentation and result documentation, it is difficult for the future expansion of the system and the interaction between different systems. Because there is no formal standard for one-time engineering information system, it can basically do whatever it wants, which makes the construction of information system like random construction projects, forming their own independent individuals, and finally unable to form a comprehensive and unified system.

Although the General Administration of industry and Commerce has successively formulated and issued a number of industrial and commercial administration informatization standards and specifications and established a standard dynamic maintenance system, the informatization standardization construction of Dalian Industrial and commercial system has not been fully carried out, and there is no detailed standardization system in some specific work and processes.

2.3. The Construction of Comprehensive Business Platform is Not Comprehensive

Various system platforms have been developed according to the division of industrial and commercial functions, but follow-up improvement work has not been taken according to the actual work, resulting in deviation from the actual situation of the work [6]. The current systems include market access system, comprehensive supervision system, enterprise credit classification system, credit classification supervision of commodity trading market, commodity quality and food safety supervision in circulation field, law enforcement and case handling system, application and complaint system, etc. However, trademark management, advertising management, contract management, chattel mortgage management, credit classification supervision of commodity trading market In the field of circulation, software has not been developed for commodity quality supervision and food circulation license registration management, which needs to be solved urgently. In addition, Beijing, Shanghai and other local industrial and commercial systems have data monitoring software, which has a good grasp of the completeness and accuracy of data, but Dalian's industrial and commercial information construction lags behind in this regard.

3. Countermeasures to Improve the Development of Industrial and Commercial Management Informatization in Dalian

3.1. Overall Planning

Dalian administration for industry and commerce should adhere to the goal of information integration, focus on ensuring horizontal interoperability, vertical interaction and whole system

networking application, strengthen top-level design, give classified guidance to business, give overall consideration to the region and the overall situation, launch work priorities, strengthen the information construction of key business and key work, and promote it as a whole at the same time, by constantly summing up experience in work practice, Continuous reform and innovation, step by step, and promote the coordinated development of informatization in all regions and businesses.

3.1.1. Strengthening the Planning and Guidance of Information Construction

At present, the informatization construction of industrial and commercial administration in Dalian has developed from individual breakthrough to overall promotion, from technical support to management innovation. The systematic, supporting and comprehensive requirements for informatization construction have been significantly improved, and the mutual integration of information technology and industrial and commercial administration has become closer and closer [7]. This requires that we must establish the overall awareness and strategic thinking of information construction, make overall planning, strengthen coordination, do a good job in the vertical coordination with all branches and grass-roots offices, the horizontal coordination between information management institutions and business departments, give full play to the guiding role and advantages of Municipal Bureau informatization, make the information construction gradually move from decentralization to concentration, and avoid the occurrence of resource waste and other phenomena.

3.1.2. Doing a Good Job in the Overall Design

To do a good job in the overall information construction of a unit, we must first lay a good foundation and do a good job in the design. We must be consistent in thought, coordinate in application and achieve unity in design. Only in this way can we avoid many problems and avoid the repeated waste of information resources. The overall design of Dalian industry and Commerce Management Informatization is an in-depth, comprehensive and systematic design of the whole system of Dalian industry and commerce. It not only includes the construction of information resources, infrastructure construction, safety protection management and other technical aspects, but also includes the administrative management system, the specific functions of industry and Commerce and the connection between work practice. In the division of specific work, on the one hand, we should take into account the guidelines and policies of the State Administration for Industry and commerce, on the other hand, we should meet the objective requirements of the development of local market economy in Dalian, learn the good experience and practices of developed cities in the overall design, ensure the effectiveness of the construction of industrial and commercial administration information in Dalian and realize the sharing of information resources. In the overall design of information construction, we should always focus on the actual work requirements, grasp the requirements of macro design, consider consistency, coordination and unity from top to bottom, and constantly adjust and improve the micro aspects according to the actual operation.

3.2. Improving the Construction of Information Standardization System

Industrial and commercial administration informatization covers all departments of industrial and commercial administration, involving all business of industrial and commercial administration, and realizes the operation mechanism of information sharing and smooth government orders through information exchange with other functional departments and superior governments [8]. The construction of informatization standardization has greatly improved the unity and standardization of work and ensured the coordinated development of informatization construction.

One of the highlights of Shanghai's industrial and commercial informatization construction is that it has its own standardization system. The standardization system of Dalian's industrial and commercial informatization construction has always been implemented with reference to national standards, and there are blind spots and loopholes in some specific work. Therefore, we should not only cooperate with the state Administration for Industry and Commerce to build a unified standardization system, but also constantly improve our own standardization system in practice, and modify it in time according to the needs of business work supplement and improve, and gradually establish and improve an information standardization system with overall standards, data standards, application standards, security standards, network standards and management standards as the main contents. In addition, we should strengthen the implementation of standards, take the implementation of standards as an important indicator of annual work assessment, test the standard compliance of target products of important information construction projects, and play a positive role in standardizing business processes, ensuring data accuracy and realizing information sharing.

Promoting the further development of standardized management system and operation mechanism. The standardization of business administration informatization is a long-term and complex process. The formulation and revision of standardization has laid a good foundation for the construction of industrial and commercial informatization [9]. Therefore, we should speed up the revision of informatization standardization according to the actual needs of specific work and implementable development strategies, focus on strengthening the formulation of overall standards, management standards and data standards, and continuously improve the standard system in line with the development of local industry and Commerce on the basis of referring to various national standards and considering objective reality.

The standardized system shall be thoroughly implemented, and the implementation shall be supervised and inspected. Conduct an investigation and inspection on the implementation of informatization standardization within all industrial and commercial systems, conduct thorough self inspection and self correction on the information systems that do not meet the actual work and process specifications, and rectify within a time limit, revise the management method for informatization standardization of industrial and commercial administration, implement the application of standardization in all links, and improve various working systems, supervision systems and accountability systems, Ensure that the standardization construction is carried out to the end.

Cultivating a number of cadres with a sense of standards. Make full use of all kinds of newspapers, websites and e-government systems, take various ways to strengthen the publicity, implementation and training of standards, and combine the work of informatization standards with strengthening the "four modernizations", so that the majority of industrial and commercial administrators can understand and understand the standards, participate in the formulation of standards, correctly understand the standards and accurately implement the standards, so that the implementation of unified informatization standards has become the consensus and conscious action of the whole system.

3.3. Improving the Construction of Comprehensive Business Application Platform

Application to business and service to business are the fundamental purpose of industrial and commercial information construction. We should focus on the main business, comprehensively talk about the information construction, and go deep into all aspects of the business. On the basis of paying attention to planning and standards, we should further conduct in-depth research and exploration in the aspects of integration, service efficiency and application extension, so as to realize business collaboration within the industrial and commercial administration system. We

should make full use of wireless communication technologies such as 5g and SMS, as well as audio and video, actively promote business innovation, improve supervision methods, and improve supervision efficiency and service capacity.

Establishing a component integrated integrated business application system covering all businesses of industrial and commercial administration, and build cross business and cross regional collaborative intermodal transport. The integrated business application system focuses on market access, market supervision and administrative law enforcement, and ensures the smooth progress of various businesses of industrial and commercial administration by exploring the application of information technology in market access, market supervision, consumer rights protection, law enforcement and case handling, advertising monitoring, direct sales supervision, food safety and commodity quality supervision in the field of circulation. According to the unified technical standards and the idea of component integration, integrate and improve the original application system, develop new application systems, and establish a unified comprehensive business application system to meet the needs of business management [10].

Further promoting the networking of individual industrial and commercial household supervision, enterprise credit classification supervision and commodity trading market credit classification supervision, realize the sharing of information resources, continuously improve the information system, the anti pyramid marketing standard direct selling system and the fair transaction law enforcement and case handling system, innovate and improve the function and application of the system through practical work, and establish a comprehensive command platform for rapid response, Form a market subject supervision mechanism for information exchange, and improve the overall level of law enforcement and consumer rights protection.

Through the establishment of the data center, the information of various businesses is analyzed and classified to provide the basis for the analysis of the current market situation and the decision-making of leaders at all levels. At the same time, it also provides the market development trend and consumption orientation for the public.

4. Conclusions

This paper studies the informatization of Dalian industrial and commercial management system. The problems existing in the informatization construction of Dalian Industrial and commercial management system include: the planning of informatization system is not comprehensive; The construction of information standardization system is not perfect; the construction of a comprehensive business platform is not comprehensive; work on network security needs to be strengthened. In view of these problems, this paper puts forward relevant countermeasures: do a good job in overall planning; improve the construction of information standardization system; improve the construction of comprehensive business application platform; speed up the construction of information security.

The informatization construction of industry and commerce has a long way to go. I hope to take this as the driving force, put forward scientific and reasonable suggestions for the informatization development of Dalian industry and commerce system through continuous theoretical learning and work practice, and make my modest contribution to the informatization development of Dalian industry and Commerce Management.

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