

# *The Innovation Strategy of Enterprise Economic Management under the New Situation*

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**Abstract:** The development of economy will inevitably bring about the expansion of enterprise scale and market expansion. In this great change, enterprises are faced with opportunities and challenges, and also need to adjust the economic management strategy in time to escort the development of enterprises. Enterprises should be based on their long-term development goals, the model and system of economic management innovation, in order to get a place in the increasingly fierce market competition. This paper mainly combines the background of the new era, the enterprise's economic management innovation strategy is discussed.

## 1. Introduction

The intense market competition has brought about great development opportunities to the enterprise, also has brought the unprecedented risks and challenges to the enterprise, in order to deal with these, enterprises need according to the development of their own, planning their own long-term development goals, in the aspect of operators and managers make strategic and economic strategy, achieve the stable development of the enterprise. Under the new situation, enterprises need more thinking and forward-looking economic management talents to contribute to the development of enterprises.

## 2. The Value Analysis of Enterprise Economic Management under the New Situation

New times background, new economic situation, need new economic management strategy. This is an inevitable requirement for enterprises to achieve long-term development and economic reform. As business operators achieve maximum economic benefits is the base of maintaining enterprise scale and continuous production, under the new economic situation, the management of the enterprise to change the previous extensive management mode, to change old management concept,

the implementation of innovation management mode, set up rational allocation of resources, to maximize the use of all kinds of resources enterprise, To achieve the maximum economic benefits for the enterprise [1]. Under the background of socialist market economy, various economic policy is increasingly perfect, also let market main body status of enterprises, it is a good time background, but companies also want to reasonable use of these advantages, better adapt to market development, to optimize and improve the economic management mode, changing the enterprise internal management effect thereby improve enterprise's market adaptability. In addition, through scientific and effective management methods can save a lot of internal resource waste for enterprises, but also can improve the efficiency of enterprise management, so as to better promote the economic society and long-term development of enterprises.

In the new era, enterprise economic management mode must pay attention to innovation, enterprise production equipment and production scale, etc., should make full use of advanced equipment and technical support, realize intelligent production and management, improve production and management efficiency, but also improve the level of production and management. These are all managers need to think for a long time, how to help enterprises to optimize production, improve the operation mode, improve the management of organization and planning, how to ensure productivity and core competence of the enterprises, and how to reduce the enterprise's product backlog, are all need enterprise in economic management mode of the future need to think carefully and deployment of key problem.

In addition, with the advent of the Internet economy, the development of enterprises in transition, the internal management and development of the enterprise need to face the increasing amount of information, the processing speed and accuracy of the information must grasp well, otherwise you will miss the opportunity, will affect the market adaptability of the enterprise, in the current era of digital economy, need to be the knowledge of economic management of the enterprise, To convert information into the company's production efficiency, to learn to use the Internet in the specific economic management tool for economic management, completes the process of streamlining the step of information, improve the staff structure and information transmission rate and improve the effective information processing efficiency of the enterprise, in the aspect of the automated processing of information resources get rapid development [2].

### **3. The Value of Innovation in Enterprise Economic Management in the New Era**

Through the above necessity analysis, we have fully realized the importance of economic management to the development of enterprises, which puts forward more and higher management requirements for many enterprise managers. Relevant innovative research should be done. The specific analysis is as follows:

First of all, it is necessary to improve the modern management system of enterprises to explore the innovative economic management mode of enterprises. In the operation and management of enterprises, it is inevitable to encounter some policies and strategies of lag, which is very normal, but how to properly solve the lag of policies and strategies, has been a management difficulty for many enterprise managers. Enterprises need long-term sustainable development, inevitably need stable production and operation, need to do a good job in the construction of a perfect management system, to be able to use a perfect management system to help the long-term and stable development of enterprises. Managers need to explore the innovation of economic management mode, improve the internal management level of enterprises, and actively improve the management system of each production department. The more the management system is perfect, the more we can get the long-term development of the enterprise and create more economic benefits for the enterprise. In the management system of an enterprise, the most important thing is to ensure that a

management strategy can be implemented in a relatively stable way to ensure that the enterprise can operate and produce stably in a period of time. Management mode and strategy should be relatively stable, but also timely innovation, to achieve a high level of enterprise development.

Secondly, it is necessary to improve the information management system of enterprises to explore the innovative management mode of enterprises. Under the promotion of modern science and technology, enterprises get a lot of development opportunities, but how to realize the transmission and analysis of information, into the production and management strategy of enterprises, is the need for enterprise managers to do a good job in information system management. In the transformation of information management, enterprises need to innovate the management mode of enterprises to make them access to more market information and do a good job in information management. Advanced information technology can help enterprises to obtain more opportunities in the development of modernization, and also allow enterprises to make corresponding production and operation planning according to their own strength, save enterprise resources and reduce unnecessary waste of resources. In the smooth development of the enterprise, it is necessary to optimize the operation and management of the enterprise, constantly improve the economic benefit control of the enterprise, and realize the long-term development of the enterprise. [3]

Finally, to explore the innovative management mode of enterprises is the inevitable way to improve the economic benefits of enterprises. Through the above two aspects of systematic management, enterprises can obtain more suitable for their own management mode, improve the enterprise internal personnel structure and product control, drive the development of productivity, fully improve the production vitality of enterprises, in the enterprise's economic benefits to improve the harvest of more value. Throughout the development process, enterprise management has been accepted practice test, the development of the whole enterprise interest began to go up long term strategic planning, scientific and effective management mode by continual creation, implementation and test constantly too, this will provide more support for the development of the enterprise, also let companies don't eliminated by The Times and the fierce competition of the market.

#### **4. The Current Problems in the Economic Management of Enterprises**

The economic management concept of enterprises is backward, which is the primary management problem. For companies, many of the operation and management to the management of the professional personnel in charge, this leads to many managers in multilayer leadership relations, caused the management scattered or repeat, many managers management idea hidden old problems, backward management is not timely detection and correction, It will lead to many loopholes and problems in the production management of enterprises. Once enterprises try to expand the scale of production, obtain more economic benefits, there will be a variety of management mode constraints, will lead to unsatisfactory production efficiency. When the above problems appear, whether the manager can adjust in time, effectively avoid some problems in the artificial management, the enterprise needs to update the management concept in time, do a good job in the management of various standards.

Secondly, the organization structure of the enterprise is too loose, which will lead to the management strategy of the enterprise can not affect all the personnel of all organizations, and can not give play to the maximum value of the strategy. In the modern enterprise management, if the management structure of the enterprise is too loose, it will lead to the economic management goal can not be achieved quickly, can not promote the production work under the guidance of the management goal. In terms of the actual development of enterprises, enterprises cannot collect the feedback after the implementation of operation and management in time to improve and adjust the

operation and management strategies and modify the operation and management objectives, so they cannot obtain effective operation and management effects [4]. For a long time, the economic management organization of enterprises will be in a loose state, unable to silence the quality of management personnel unified requirements, unable to reap the effect of modern enterprise management.

Finally, the management system and process of the enterprise are not perfect and standard. The operation and management systems of enterprises need to be constrained and standardized, and also need to build scientific and reasonable management systems from the reality, and apply these systems to the operation and management basis of enterprises. In the specific management implementation of enterprises, we should often revise the system divorced from reality, especially in the transformation of enterprises, and do a good job in improving the relevant management system. The management process should also be standardized. If there is a lack of standardized process to constrain the managers, it will lead to an increase in the error rate of human management and fail to achieve the stable development of the enterprise. This is very dangerous for some small enterprises, which will lead to the low efficiency of production and operation, there will be huge benefit fluctuations, and some results that can not be made up in time. In order to survive and develop, enterprises need to constantly adjust the management process, to combine the era and economic background, but also to contact the production costs and profits of enterprises to do the corresponding management planning, determine the development goals of each stage, so as to improve the efficiency of management.

## **5. Improve the Innovation Strategy of Enterprise Economic Management**

First of all, we should improve the economic management system of enterprises. The economic management system is the basis for enterprises to implement management, and also the basis for restricting managers to standardize management. In order to promote the modern management of enterprises and improve the economic management level of enterprises, a perfect management system is needed, and the managers of enterprises are also required to continuously improve their management level and quality, so that they can truly base on the actual development of enterprises and provide institutional suggestions with strategic vision. Modern enterprise management emphasizes the people-oriented management concept, which is a good thing for enterprises. Because the people-oriented management concept attaches more importance to people's value and demand, it is easier to stimulate people's work enthusiasm, and it is easier to give play to people's potential and value. Sound economic management system can help managers to play the role of optimizing the allocation of resources, can solve specific problems in the management, can actively mobilize employees involved in the work of economic management, puts forward his own Suggestions and comments, constantly perfect enterprise management system, change the unreasonable parts of the old system, Improving the system is also the performance of improving the quality and value of employees. Employees in the aspect of risk prevention, and many more clearly some risk source and solution, if can arouse the enthusiasm of the staff, participate in the construction of risk system, carry out democratic consultation, will greatly reduce the unreasonable parts of the risk control system, and improve the efficiency of to the manager's job, providing guarantee risk system for enterprises to participate in market competition.

Secondly, it is to strengthen the supervision of enterprises in economic management. The economic management of modern enterprises needs supervision, and can not be completely implemented by managers without judgment, which is prone to arbitrary management. As a manager, we should improve our management quality to optimize the management system of modern enterprises, conscientiously perform the duties of the post, and actively cooperate with the

supervision of management. The supervision of modern enterprises is also an important aspect of enterprise management, which requires enterprises to equip high-quality core talents to implement and ensure the effect of supervision. In terms of the innovation management system, it is necessary to strengthen the economic management of the enterprise, do a good job in the long-term development goals and plans of the enterprise, ensure that all the systems are scientific and reasonable, and have the corresponding supervision mechanism, so as to form a closed loop of management and supervision, and maximize the economic benefits of the enterprise. In addition to the participation of managers, the supervision work of enterprises must be supported and participated by all employees, so as to give full play to the value of supervision work and avoid the supervision work becoming a mere formality. Each department and staff can implement the mutual supervision mechanism, in the process of cooperating with each other to supervise each other, to create a complete set of supervision system, timely find problems, timely solve problems, to optimize the management system and process of standardization, scientific. The supervision mechanism of the enterprise should keep up with the production and operation needs of the enterprise in a timely manner, and be able to relate to the background of The Times and adapt the management work well to the external environment [5].

## 6. Conclusion

To sum up, in the implementation of economic management innovation, enterprises need to be based on reality, do a good job in the planning and control of a series of economic activities, and achieve the effect of modern management through effective management and supervision system. From the perspective of the long-term development of enterprises, the supervision and audit management of modern enterprises are completed by high-quality core personnel, which are the performance of the quality improvement of managers. Excellent management talents can always combine with practical innovation strategies to maximize the economic benefits of enterprises.

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