

Research on the Innovation of Enterprise Economic Management in the Context of "Internet+"

Muxi Li

*School of Management, North China University of Technology, Tangshan City, Hebei Province,
063210, China
304512894@qq.com*

Keywords: "Internet+", Enterprise Economy and Management Innovation, Enterprise Innovation Management Strategy

Abstract: The new mode of enterprise economic organization and management refers to how the enterprise managers can carry out a reasonable and orderly reallocation and integration of the internal business resources of each enterprise body in the whole process of operation, so as to guarantee a more standardized and efficient operation of the enterprise economy and effectively improve the international competitiveness of the whole enterprise operation in the global market field. In order to achieve sustainable and rapid development, it is necessary to further systematically plan the operation and management mode of the modern enterprise economy, so that the modern enterprise market economy can be developed and operated in a more standardised, scientific and efficient manner. In addition, in order to realize the all-round standardized management of our own enterprise culture, we need to be able to identify the many problems that may exist in our own management operation, so that the enterprise can solve the management problems more effectively and quickly, and thus quickly promote the overall development of our own enterprise.

1. Introduction

With the development of Internet technology, its influence has been extended to many fields. Modern enterprise economic management is not only a guarantee for the growth of enterprises, but also an indispensable option for maintaining business operations. The Internet+ era of modern business operations presents unique innovation trends, and recognising these trends not only lays the foundation for innovative models of economic management, but also provides the opportunity for companies to develop new models that point the way[1].

2. Innovation and Social Significance of the Economic Management Model of Enterprises under the Background of "Internet+"

2.1 Motivation of Employees

For every company in China, staff education is the core attraction of the entire enterprise culture,

so that all employees really feel the warmth and care from the enterprise and pay and benefits, is an important core content of an enterprise can be sustainable in the future. Therefore, as a daily manager of the enterprise staff should be in line with the rapid development of the times, the development of some reasonable and perfect daily enterprise rules and regulations, to meet all kinds of employees every day all kinds of basic learning life work needs, this kind of daily management operation mode can also further mobilize the enthusiasm of staff participation, maximize the mobilization of the daily work of the staff and efficiency, improve the daily production work of all kinds of enterprises The quality of the work carried out by these companies will be enhanced, and their products will be able to maintain their position in the global market[2].

2.2 Achieving the Goal of Optimising the Company's Economic System

The development of an enterprise's overall business strategy is always on a dynamic path of adjustment and change, so the basic management model chosen for the enterprise's long-term economic activities cannot remain fixed or unchanged. Under the impetus of the new management model of the deepening of China's market economy system, the management and economic development strategies of Chinese enterprises are constantly being optimised in order to gradually embark on another path of sustainable business development with a virtuous cycle. Enterprises should pay more attention to innovation, design a set of scientific and complete system of new economic management innovation model, seize the national "Internet +" project, a new social and economic development strategy, so that China's enterprises can always maintain enterprise vitality in the organizational innovation.

2.3 Promoting the Sustainable Development of Modern Enterprises

In the current social situation, the market competition in all sectors is very fierce, especially now that the country is in the stage of rapid development of global market integration, many key industries now not only have to face the economic pressure brought by domestic monopolies, but also have to deal with the fierce competition among various foreign large enterprises, which in effect brings a lot of obstacles to the international development of Chinese enterprises. By introducing the new concept of "Internet+", a new management model, to achieve a comprehensive innovation in the economic and management methods of traditional enterprises, employees can grasp the historic opportunity of change in the Internet era, comprehensively enhance the core competitiveness of the internal management system of the enterprise employees, for the sustainable development strategy of modern enterprise organisations The foundation of human resources is laid[3].

2.4 Deepening Market-Oriented System

Since the establishment of China's market economy system, it has continued to deepen through the Internet. Today, China has become the second largest economy in the world, with a history of development of several decades, in which the great achievements are the market-oriented system provides a constant impetus for Chinese enterprises. A scene from the hit TV series The Bottom Line illustrates this point very well. In the scene, in the face of the monopoly of the e-commerce platform, the government explicitly states that the e-commerce platform cannot be compulsory "two for one" and punishes the monopoly platform[4]. This shows that the government's regulation and the advantages of the market economy system play an important role in the healthy development of the enterprise economy. In the context of today's "Internet +", the deepening of the market system has made the allocation of market resources by enterprises more reasonable, ensuring the

reasonableness and effectiveness of the distribution of market resources, and has given domestic enterprises a direction for development.

3. The Basic Characteristics of the Current "Internet+" Era.

3.1 Under the General Environment of "Internet +", Information is Shared and Transparent.

Compared with the time when information was closed at the beginning of reform and opening up, today's too open information is a great challenge for enterprises. Through the Internet, any business can access information about potential customers[5]. On the one hand, getting a head start on the Internet to quickly access information and obtain a larger amount of information is the first step to seize the opportunity. On the other hand, after acquiring the initial information, how to obtain effective data analysis through information technology is of paramount importance.

3.2 The Lure of Information Data for Enterprises is Endless

The ease of the "Internet +" brings both challenges and temptations for companies. The popularity of the first domestic TV series about network security, Are You Safe, has caused people to think about the protection of personal information in the Internet era. Taking the access to information as an example, many companies are doing whatever they can to monitor residents' mobile phone information by creating apps, small programs, scanning QR codes and various other forms because they want to access a lot of residents' deep-seated information. From accessing public information to illegally collecting personal privacy. Some companies are illegally collecting and selling personal information for fraudulent purposes, others are stealing "zombie numbers" through personal information for use in public sectors and illegal loans, and others are using the internet to find loopholes in businesses to "glean" information. Some companies use the Internet to find loopholes in merchants to "weed out". It is a sad fact that enterprises are facing the opportunities of the Internet, but in the end they are touching the red line of the law[6].

3.3 The era of "Internet +" has Higher Requirements for the Construction of Enterprise Culture

At the beginning of the formation of corporate culture, it was mostly for improving internal management, but in the background of the Internet, corporate culture has been enriched, and now it has become one of the important channels of communication between enterprises and customers, making a great contribution to the promotion of corporate culture and shaping a good corporate image. At the same time, corporate culture has also become one of the important means of marketing for enterprises. On online platforms such as Jitterbug and Weibo, official accounts of companies can often be seen actively promoting corporate culture[7].

In this day and age, employees and customers have a different focus on corporate culture. Customers are more interested in the competitive aspect of the corporate culture, which they believe reflects the strength of the company. Therefore, a wolf-like corporate culture such as Huawei's is more likely to gain the trust of customers. However, in the face of the "996" work schedule and the immense mental pressure of a wolf culture, more and more young people are looking for a more relaxed and free working environment. For example, Li Dang's company "Xiaoguo Culture Co Ltd" has been on the top of the search for free working hours, and Tencent tops the list of companies that university students want to choose for employment because of its generous staff remuneration. This has led to a phenomenon where people trust wolf culture companies when it comes to consumption, and want to choose companies with a free and comfortable corporate culture when it comes to

employment.

This is a reminder for companies to promote a learning corporate culture. If a company culture remains unchanged, it will only lag behind the tide of the times. The development of corporate culture should no longer be made unilaterally by the preferences of the leaders, but should be made comprehensively by taking into account the trend of the times, the preferences of customers and the demands of employees, so that the content can be enriched continuously through learning and the learning can enhance the efficiency and level of operation of the enterprise and become the core of corporate culture construction.

4. Problems in the Economic Management of Modern Enterprises

4.1 Enterprises Lack the Importance of "Internet+"

China has not entered the network economy for a long time, and the network economy is still under constant exploration. This has led to many small and medium-sized enterprises lacking a correct understanding of "Internet+" and not being able to integrate "Internet+" with various economic activities within the enterprise. For example, some traditional enterprises in the process of operation, the understanding of the "Internet +" era is to integrate the Internet within the enterprise, which also leads to the "Internet +" in the modern enterprise economic management application, only exists in the surface, and does not achieve This has led to the application of "Internet+" in the economic management of modern enterprises, which is only superficial and does not achieve deep cooperation.

4.2 Innovation Concept is Relatively Backward

Although China has introduced various relevant policies to encourage innovation, the degree of innovation is still far from enough in the face of China's deepening market economy system. Coupled with the easy access to information in the Internet era, many people have developed a dependency mentality as a result. Whenever they see a "hit" success story, they use it without thinking, without considering whether it suits their current situation. Coupled with the impact of the epidemic, many small businesses start to panic in the face of difficult times, and simply imitate successful transformation companies, even changing their own models frequently as a result of imitation, leading to internal chaos and a weakened organisational centre, which is not conducive to the enhancement of corporate cohesion and the inability to explore models that suit them. Enterprises should be clear that the existing successful economic management model is only a large framework, in the framework if there is no personalised innovation, just a rigid copy, it is difficult for enterprises to find their own efficient economic management model, it is difficult to stand out. Therefore, it is important that companies innovate their economic management concepts and develop modern ideas to guide the behaviour of their employees and to support the development of their economic management activities.

4.3 Lack of Innovation in the Enterprise Economic Management Platform

The enterprise economic operation mode is established under the new environment based on the Internet thinking, which must first usher in the mode of innovation. In terms of the capital market in which the enterprise is located, the competitive environment is very fierce, and if it simply relies on the Internet traditional enterprise economic and management business model is destined to continue to firmly occupy their place in this market competition. This requires the traditional enterprises to establish their own perfect and flexible enterprise economic management and operation platform

based on mobile internet technology, based on which various corresponding management objectives and tasks need to be arranged and assessed one by one. But at present, in terms of the scale of most foreign-invested enterprises in China, in the construction of their own enterprise economic and management technology platform, generally relatively backward, whether the system supporting a variety of internal network terminals, or the system of various functional modules are relatively lacking and perfect.

4.4 Shortage of High Quality Management Personnel

At present, the shortage of high-quality management personnel makes the development of enterprises stagnant. Although the state has introduced various policies to support the training of management talents, there is no doubt that a small number of high-quality management talents cannot meet the huge needs of enterprises. In the context of "Internet +", high-quality management personnel are not only required to have excellent professional quality, but also to be proficient in modern information technology and know how to combine the Internet with management platforms to create a management model adapted to the new era. In reality, not only is there a lack of highly qualified management personnel, but a team model headed by highly qualified management personnel is still not in place. Without a team, it is difficult to carry out extensive training, and moreover, companies are not willing to provide young people with the opportunity to reform by trial and error, resulting in many school students and graduates lacking systematic learning experience, as well as channels for hands-on practice. This is undoubtedly a sad thing. Companies should understand that talent is the ladder of development and progress, and that without a steady stream of high-quality talent to inject into the company, its development and reform will stagnate.

5. Innovative Strategies for the Economic and Management Reform Model of Chinese Enterprises under the Guidance of the "Internet+" Policy Background

5.1 Innovative Enterprise Economic Management Concepts

Whether or not the leaders in the field of enterprise economic strategy pursue the correct management concept directly affects the overall direction and strategic content of the company's overall economic management development. Only by ensuring that the management concept is always developed in line with the rapid changes in social processes, can the management of enterprise economic activities gradually meet the requirements of our times. This in turn requires that enterprise management thinking should keep up with the times and be able to ensure compliance with management tasks by effectively changing the thinking perspective of management strategies.

5.2 Developing new Human Resources Management Systems

In this new era, it is important to focus on the best people in order to build an effective and innovative team. It is also important to learn from the management experience of good enterprises before adopting new systems, to introduce the experience of predecessors into the enterprise, to organise human resources in a rational way and to involve managers from all departments of the enterprise more in economic management, which also has a positive effect on improving the efficiency and quality of economic management of the enterprise.

5.3 Strengthen the Innovation of Economic Management System

Effective and feasible organisational economic and management innovation system construction is always two important prerequisites for ensuring and orderly development and operation of enterprises, both of which are not only conducive to reorienting the normal work style content and employee work behaviour that every employee should have, but also to further ensure the future direction of all employees' daily work activities and to reduce their work pattern failures. For many of China's large conglomerates, the major challenge in achieving this strategic goal of institutional innovation in the corporate model is also focused on strengthening the innovation of their respective economic management systems. A sound socio-economic framework for the enterprise is also two important ideological foundations for ensuring the integrity of the enterprise's prudential economic management function, as a good regulatory system and a good enterprise system system directly affect the entire enterprise system and the entire risk management framework.

5.4 Optimising the Management Structure

Many enterprises in the past did not have a convenient management structure, which not only led to complex management processes, but also tended to result in the separation of boards and departments within the enterprise. A mature enterprise, however, will have both an independent individual and a management unity between the various departments. The management structure of the new era relies on the Internet to reduce the number of redundant links and to facilitate the unification of all departments in management and decision-making. Only by adapting the management structure to the background of the new era of "Internet +" can the enterprise coordinate more effectively and bring more economic benefits to the enterprise.

6. Conclusions

To conclude, the Internet context will bring countless innovative opportunities and challenges to a modern technology enterprise, which, in order to develop sustainably, must always keep in line with the development concept of this era and always be able to keep up with the pace of its rapid development. Modern management enterprise workers in the daily economic and management consulting work, to fully understand the company itself and the development of the current situation of the environment, to find the management of the enterprise's own advantages and their own disadvantages, modern enterprise managers should also actively seize the advantages of the current Internet era resources, with the use of advanced information technology network information technology, reduce the traditional enterprise production and operation costs, improve the economic efficiency of modern enterprises, Thus, the overall strategic direction of modernization of management enterprises should be gradually realized.

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