

Research on the Innovation of Strategic Management in Modern Business Management

Li Li

Philippine Christian University, Manila, 1004, Philippine

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Abstract: As China's economy has been developed, the competition of all walks of life at home and abroad is becoming increasingly fierce. In order to effectively enhance the competitiveness in the market, enterprises must constantly optimize and innovate the management mode with the application of modern management. However, in the actual application, due to incomplete management content, inappropriate decision-making and lack of objectivity of management, the application of modern business management does not play a good role in innovation and promoting the development of enterprises. Therefore, by analyzing the importance of innovation in business management under the new situation, this paper expounds the problems in business management in the traditional management mode, and puts forward relevant strategies such as innovative business management mode based on the existing problems, so as to provide some reference and ideas for enterprises to carry out modern management.

1. Introduction

At present, China has basically formed an economic integration pattern, and the market competition at home and abroad is becoming increasingly fierce. In order to stand out from others, enterprises must constantly improve their competitiveness. Under the new situation, enterprises can survive and develop in the market competition by taking effective business management strategies and measures based on their own conditions. And good business management should combine the current general environment and trend, improve the traditional business management mode, introduce innovative methods and business management strategies, seize the opportunities, make scientific, comprehensive and reasonable planning and management for the production and operation activities of the enterprise, use modern science and technology, and introduce advanced management strategies, so as to comprehensively improve the production and operation capabilities of the enterprise. Finally, the enterprise's benefits will be comprehensively improved and the sustainable development of the enterprise will be promoted^[1].

2. Importance of innovation in business management in the new situation

It is of importance and significance to innovate business management. First, modern business management is adapt to the development of the times. In the new era, the introduction of efficient

and scientific business management strategies through innovative management of enterprises meets the requirements of the development of the times. It is an inevitable choice for enterprises to adapt to the development of the times. Through innovative management, enterprises can more adapt to the development of the times, and avoid being eliminated by the times. Second, it helps to improve the traditional management mode of enterprises. Under the new situation, innovative management can effectively improve the traditional and backward business management mode and concept, enable enterprises to constantly introduce new management concepts in the process of modern development, effectively optimize the internal of enterprises, and enable enterprises to achieve efficient management. Third, it can give play to the advantages of enterprises. Through the introduction of innovative management mode, the enterprise's cognitive ability of its own value can be enhanced, so that enterprise can develop its strengths and circumvent its weaknesses when continuously optimizing and updating the management mode. At last, it improves the core competitiveness of the enterprise. By optimizing and improving the existing management mode of the enterprise and introducing innovative management strategy, the enterprise can be in the forefront of the times, so that the enterprise can be a player in the peer competition and its core competitiveness can be enhanced [2].

3. Problems in business management in traditional management mode

3.1. Incomplete management content

In the traditional business management, due to the incomplete management content, there are certain problems in the management of various departments. Under the traditional management mode, due to the lack of close contact between departments and the lack of effective communication between departments and employees, many departments and employees attach importance only to their own tasks, and ignore the contact with other departments, resulting in a certain degree of one-sided communication. When problems occur in a certain department and link, they cannot be solved in a timely manner. Due to the incompleteness of the management mode and content, enterprises can not solve the management problems timely and effectively, which seriously affects the development of enterprises.

3.2. Inappropriate management decisions

Under the traditional management mode, there is a high requirement for the management ability of enterprise managers. When the management decision is inappropriate, it will lead to various problems in the management of enterprises affecting the development of enterprises. Under the traditional management mode, the quality of business management is directly related to the comprehensive ability of enterprise managers. However, many managers are not professional management talents. They are lack of professional management knowledge when managing enterprises, and do not have a thorough understanding of the internal management of enterprises. As a result, various decisions made when participating in business management are not suitable for the development of enterprises. Correspondingly, various problems occur in the development process of enterprises.

3.3. Lack of objectivity in internal management

In the management of enterprises, the traditional model has certain drawbacks, resulting in the lack of objectivity of internal management. Generally speaking, during the internal management of enterprises, due to the lack of objectivity of internal management, there is a phenomenon of no

distinction between public and private in the actual management process. Even when some managers have a good relationship with some employees, there will be some situations such as false business for private use, which is not conducive to the healthy development of enterprises. Even in the traditional management mode, the phenomenon of "human sympathy" is serious, which leads to serious delays in the efficiency of enterprise internal management. The enterprise is not well developed, which seriously affects the quality of business management ^[3].

4. Relevant strategies for introducing innovative business management mode

In the new situation, the introduction of innovative business management mode is of great significance to the development of enterprises, especially the formulation of targeted strategic management based on the development of enterprises themselves. And the innovative management of business management refers to the change of traditional management concepts and the introduction of innovative management systems to optimize the overall quality of enterprises and improve their resource integration ability in the process of modern development.

4.1. To build and optimize management structure

In the new situation, enterprises can improve the traditional management mode and concept by building and optimizing the management structure. In the process of building a new management model, enterprises should always adhere to the concept of sustainable development, and optimize and improve the management model according to their own conditions and the overall development direction of the industry. When introducing an innovative management model, enterprises should have a sense of crisis, objectively analyze various problems in its development process, and build and optimize a new management structure. When introducing an innovative management model, a flat and networked management model can be adopted. By improving the communication ability between departments and the leadership, clarifying the responsibilities of various departments, and realizing the management model of linkage between various departments, managers can have an effective understanding of the enterprise interior and improve their efficiency of decision-making.

4.2. To improve the traditional management mode and introduce innovative strategic policies

In order to make the enterprise develop better towards modernization, when introducing innovative management policies, the enterprise can achieve efficient management by improving the traditional management mode and introducing innovative strategic policies. In the process of introducing innovative strategic policies, managers should attach importance to the long-term development of the enterprise, and deploy holistic and long-term relevant strategies and measures. Especially in the context of the new era, managers should take a long-term perspective and formulate targeted development strategies and goals for the enterprise by analyzing the future development direction of the enterprise. When implementing business management, the enterprise need to introduce innovative strategic policies, adhere to the people-oriented concept, absorb and train more professional talents in line with the strategic development of the enterprise, and introduce high-quality talents through campus recruitment, online recruitment and other ways to infuse more young blood into the enterprise. At the same time, the enterprise should pay more attention to internal management, formulate long-term strategic objectives suitable for the development of the enterprise, optimize the internal development of the enterprise, keep abreast of the trend of international economic development, and constantly adjust ourselves to achieve the goal of efficient development.

4.3. To build information technology management platform

In modern business management, when enterprises introduce innovative management technologies, they can effectively avoid the shortcomings of traditional management models by building information technology management platforms. In the process of building the information technology management platform, first of all, it is necessary to strengthen the application and innovation of information technology. Enterprises should pay more attention to the introduction of new and high technologies, and optimize the business management system through the application of big data and cloud technology when carrying out enterprise internal management. In addition, it is necessary to improve the supervision system of enterprise information technology. By strengthening the importance of information technology security and doing a good job in information security supervision, enterprises can effectively avoid the development of crisis phenomena such as information leakage. Furthermore, it is necessary to use information management system. The use of intelligent and networked office mode can promote the efficiency of business management and make progress with the times.

4.4. To create a good atmosphere for innovative management based on the characteristics of the enterprise

In the process of optimizing the business management mode, enterprises should give play to their advantages, and enable to achieve innovative development. First, managers should have certain innovation ability, and be able to effectively coordinate various management matters within the enterprise and assign new tasks with a development perspective when managing the enterprise. Second, in combination with the internal characteristics of the enterprise, the statistical records, information collection and archiving, work arrangements, and job responsibilities of the enterprise are innovatively optimized to effectively promote management innovation. Third, the enterprise should create a good management atmosphere. When carrying out innovative management, optimization of the internal environment of the enterprise and creation of a good working atmosphere can effectively help employees to improve their thinking and avoid rigid thinking in the work process^[4-5].

5. Conclusion

In the new era, the traditional business management model has been unable to meet the needs of enterprise development and upgrading, especially in the traditional management model. Because the management content is not comprehensive, the management decision is not appropriate, the internal management lacks objectivity, the business management is not carried out smoothly. Therefore, the introduction of innovative business management mode in the new situation is of great significance. By building and optimizing the management structure, improving the traditional management mode, introducing innovative strategic policies, building an information technology management platform, and creating a good innovative management atmosphere, enterprises can better adapt to the development of the times, improve the traditional management mode, and improve their core competitiveness, so that enterprises can develop in a better direction.

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