

Analysis of key points and development measures of digital transformation of enterprise management

Wu Xi*

Lyceum of the Philippines University Manila, Manila, 1002, Philippines

**Corresponding author*

Keywords: Business management, digital transformation, development measures

Abstract: Starting from the overview of digital transformation, this article analyzes the problems existing in the process of digital transformation, and expounds the key points of digital transformation and development optimization measures, including formulating clear digital transformation strategies and goals, strengthening talent introduction and training, adopting new technologies and tools, promoting organizational culture change, strengthening information security protection, and continuously optimizing the digital transformation process. Through the detailed analysis of these measures, we can help enterprises better promote digital transformation and improve their competitiveness and business efficiency.

1. Introduction

With the rapid development and popularization of information technology, digital transformation has become an important means for enterprises to improve competitiveness and adapt to market changes. However, in the process of digital transformation, enterprises face many challenges and problems, and how to effectively promote digital transformation has become an important issue faced by every enterprise manager.

2. Overview of Digital Transformation

Digital transformation refers to the change and transformation of an organization or enterprise in the use of digital technologies and information technologies. It involves transforming traditional businesses and processes into digital forms to improve efficiency, reduce costs, increase innovation, and enhance the competitiveness of enterprises. Digital transformation can help organizations better meet customer needs, improve production processes, increase employee productivity, expand markets, achieve sustainability, and more.

3. The Problems Existing in the Digital Transformation of Enterprise Management

3.1 Backward Technology

In digital transformation, the application of technology and tools is essential to improve efficiency and reduce costs. However, some enterprises lag in the application of digital technologies and tools, and cannot meet market and business needs, resulting in poor digital transformation. Therefore,

enterprises should pay attention to the innovation and application of digital technologies and tools, actively explore new digital technologies and applications, break through technical barriers, and improve the effect of digital transformation.

3.2 Organizational Cultural Barriers

In the process of digital transformation, the conservative and rigid organizational culture often becomes an obstacle for enterprises to promote digital transformation, because they often do not adapt to the new digital environment and business processes, and it is difficult to accept and adapt to the changes brought by digitalization. In addition, employee behavior is also an important part of digital transformation, and if employees lack digital skills and awareness to adapt to new digital tools and platforms, it will affect the progress and effectiveness of digital transformation.

3.3 Shortage of Talent

Digital transformation requires talents with appropriate technical and management capabilities to support promotion and implementation, but some enterprises may lack talents in this area, resulting in slow progress in digital transformation. This may be because enterprises have not paid attention to the cultivation and introduction of digital capabilities in the past, or the market demand for digital talents exceeds the supply, resulting in talent shortage.

3.4 Security Risks

As digital transformation continues to deepen, enterprises increasingly rely on digital technologies and tools to process and manage large amounts of data and information. However, this also brings the challenge of security risks, if the security protection measures of the enterprise are not in place, it may lead to data leakage, information security threats and other problems, bringing serious losses to the enterprise. For example, security threats such as hacking, phishing, malware, etc. can lead to the theft, alteration, or destruction of a business's data, affecting its operations and reputation.

3.5 Cost Pressure

Digital transformation requires a lot of investment and resource support, including investment in technology and talents, construction of digital infrastructure, procurement of digital technologies and tools, etc., which require corresponding financial support. If a business is in a poor financial position or does not have an adequate budget, it may be pressured by the cost of digital transformation, resulting in the implementation of digital transformation being affected.

3.6 It is Difficult to Measure the Effect

The complexity and diversity of digital transformation makes it difficult to measure its effectiveness. Digital transformation involves not only changes at the technical level, but also changes in organizational culture, business processes, and so on, that are difficult to measure with a single metric. In addition, the effects of digital transformation often take a long time to achieve significant results, which makes it more difficult to measure its effectiveness^[1].

4. The Key Points of Digital Transformation of Enterprise Management

First, enterprises should clarify the goals and strategies of digital transformation before digital transformation to determine the direction and focus of digital transformation. Secondly, enterprises

should formulate feasible digital transformation plans, formulate corresponding digital transformation plans and timetables according to the actual situation and needs of enterprises, and continuously adjust digital strategies and investment plans according to market and business needs to meet the changing needs and challenges of enterprises; In addition, enterprises need to strengthen organizational and cultural adjustments in the process of digital transformation, especially for conservative organizational culture and employee behavior. Enterprises should strengthen the introduction and training of digital talents, and improve the management and technical capabilities of digital transformation to support the promotion and implementation of digital transformation; Security risks are also an aspect to be aware of in the process of digital transformation. Enterprises should strengthen security protection measures to protect the security of enterprise data and information to avoid problems such as data leakage and information security; In addition, enterprises also need to control costs in the process of digital transformation, and reasonably arrange investment and resource support for digital transformation to ensure that the implementation of digital transformation will not cause financial pressure on enterprises. Finally, enterprises need to effectively measure the effects of digital transformation to determine whether digital transformation has brought actual business benefits and improvements. According to the goals and plans of digital transformation, enterprises can formulate corresponding measurement indicators and evaluation systems to identify problems and adjust the direction in a timely manner.

5. The Development and Optimization Measures of Digital Transformation of Enterprise Management

5.1 Formulate a Clear Digital Transformation Strategy and Goals

In digital transformation, it is a very important step to have a clear digital transformation strategy and goals. Enterprises need to define their digital transformation strategies and goals based on their own business and market needs, and implement them into specific implementation plans. For example, enterprises can formulate phased goals for digital transformation, including digital process optimization, digital marketing, digital customer experience, etc., to gradually promote digital transformation; In addition, enterprises need to consider the resources and inputs required for digital transformation, and determine the priorities and timelines for digital transformation. Digital transformation requires a lot of humans, material, and financial resources, so enterprises need to evaluate their financial situation and resource capabilities to ensure that the implementation of digital transformation can be fully supported and guaranteed. Finally, enterprises need to establish a performance evaluation mechanism for digital transformation to ensure the realization and continuous improvement of digital transformation strategies and goals. Enterprises can monitor and evaluate the effects of digital transformation by formulating appropriate indicators and data collection methods, and adjust the implementation plans and strategies of digital transformation in a timely manner to ensure the successful realization of digital transformation ^[2].

5.2 Strengthen the Introduction and Training of Talent

Strengthening talent introduction and training is one of the important optimization measures for enterprises to promote digital transformation. First, companies can make up for their own digital talent shortage by hiring external digital talent. Enterprises can cooperate with colleges and universities to establish school-enterprise cooperative relations and introduce graduates and professional and technical talents. In addition, companies can also find suitable digital talent through recruitment agencies and social media; second, enterprises need to improve the digital and management capabilities of existing employees through training and assessment. Companies can

organize internal or external training to improve employees' digital knowledge and skills through learning and practice. At the same time, enterprises also need to establish corresponding assessment mechanisms to evaluate, reward and punish employees' digital work performance, and stimulate employees' enthusiasm and initiative; In addition, companies can attract and retain digital talent through incentives. For example, offer benefits such as competitive compensation packages, stock options, and career advancement opportunities to inspire digital talent to work passionately and creatively.

5.3 Adoption of New Technologies and Tools

With the development of digital transformation, new technologies and tools continue to emerge, and enterprises need to continue to pay attention and experiment. For example, digital technologies such as artificial intelligence, blockchain, cloud computing, and the Internet of Things can bring new business opportunities and value to enterprises, helping enterprises improve efficiency, innovate business, and reduce costs. At the same time, the application of new technologies should also pay attention to their practical effects and cost-effectiveness to avoid technological backwardness and waste of resources.

In the process of adopting new technologies and tools, companies should also focus on the effective application of digital technologies. Even state-of-the-art technology cannot perform its due value if it is not properly applied and managed. Enterprises can effectively apply digital technologies and tools to their business by optimizing business processes, enabling information sharing, and enhancing data analysis, to achieve the goal of digital transformation.

5.4 Promote Organizational Culture Change

As digital transformation progresses, companies need to constantly adapt to new business models and technology tools, which means breaking with traditional conservative thinking and actively driving organizational culture change. Companies need to encourage employees to participate in digital transformation, continuously learn new knowledge and skills, and apply them to real work. At the same time, companies need to establish an open, innovative, and positive culture that encourages employees to come up with new ideas and solutions to drive the smooth implementation of digital transformation.

To facilitate organizational culture change, companies can take a variety of measures, such as developing new workflows and communication mechanisms to adapt to the needs of digital transformation. In addition, companies can conduct internal training and knowledge sharing activities to improve employees' understanding and mastery of digital technologies. At the same time, enterprises can also adopt a reward mechanism to encourage employees to show creativity and innovation in digital transformation, to improve the effect and speed of digital transformation.

5.5 Strengthen Information Security Protections

In the process of digital transformation, enterprises need to pay attention to information security protection to ensure that confidential information is not leaked or lost. In order to achieve information security, enterprises can strengthen information security awareness, conduct employee training, establish a sound information security management system, strengthen the monitoring of system security, and timely discover and deal with security vulnerabilities; In addition, enterprises can use encryption technology, access control technology and other means to encrypt and protect sensitive data, and set up perfect permission control, and only authorized personnel can access relevant data and systems. At the same time, companies should also consider countermeasures against threats such

as cyberattacks and malware, and strengthen security vulnerabilities and risk assessments. By strengthening information security protection, enterprises can ensure data and information security in the process of digital transformation, and reduce the risks and losses that enterprises may suffer in digital transformation.

5.6 Continue to Optimize the Digital Transformation Process

Optimizing the digital transformation process requires a multifaceted approach. First, enterprises need to establish a sound digital transformation management system to ensure the smooth progress and implementation of digital transformation projects. Second, enterprises need to strengthen the research and application of digital technology and master the latest digital technologies and trends to improve the efficiency and effectiveness of digital transformation. At the same time, enterprises also need to optimize the process and method of digital transformation, strengthen the collaboration and integration of digital transformation with other businesses, and achieve comprehensive coverage and seamless digital transformation^[3].

6. Conclusions

Digital transformation has become the only way for enterprise development, and how to effectively promote digital transformation is a problem that every enterprise manager needs to think about and solve. By formulating clear digital transformation strategies and goals, strengthening talent introduction and training, adopting new technologies and tools, promoting organizational culture change, strengthening information security protection, and continuously optimizing the digital transformation process, the effect and efficiency of digital transformation can be effectively improved, and enterprises can be promoted to develop in the direction of digitalization, intelligence, networking.

References

- [1] Wei Jianhua, Ding Dasheng, Li Jie. (2023). *Digital Transformation Practice in Enterprise Management* [J]. *Electronic Technology*, 52(02), 252-253.
- [2] Bi Hongwei. (2022). *Key Points and Development Measures of Digital Transformation of Enterprise Management* [J]. *Science and Technology Innovation and Productivity*, 06, 99-101.
- [3] Yao Weidong. (2021). *Practice Analysis of Digital Transformation of Modern Enterprise Management* [J]. *Investment and Cooperation*, 12, 188-189.