

# *Research on Enterprise Management Innovation Strategy under the Background of Digital Economy*

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**Abstract:** The digital economy takes the Internet as the foundation, builds a digital economy operation platform through the "Internet plus" model, and takes Internet technology as the main support, so as to create a new, perfect and standardized economic operation system. In this system, the digital economy, as the main development direction, can scientifically and reasonably apply various current new technologies, and then promote the continuous development of the economy in the whole society.

## 1. Introduction

In the context of the digital economy, enterprises should combine the characteristics of the development of the digital economy, formulate a more scientific and reasonable strategic plan for the transformation of the digital economy, and establish a sound, unified and standardized operation and management system by implementing the new development concept, so that enterprises can move towards a long-term and stable sustainable development path under the current digital economy.

## 2. The concept and characteristics of the digital economy era

### 2.1. The concept of digital economy

With the continuous development of science and technology in China, Internet technology has become the foundation for the construction of all walks of life. By creating the "Internet plus" model, a digital economic system can be formed. Against the backdrop of continuous development of science and technology, internet technology can not only achieve information transmission and data exchange, but also lay the foundation for the development and optimization of subsequent new technologies, such as IoT technology, big data technology, cloud computing technology, AR technology, etc. The above technologies have been widely used in the daily life of the people, with strong adaptability, popularization, applicability, high efficiency and low loss. At the same time, in the context of the current digital economy era, enterprises and users can exchange and communicate information through digital channels through the Internet, and can apply digital technology to the service, sales, development, output and other links of goods, so as to reduce transaction costs, while ensuring the continuous improvement and optimization of resource allocation, so as to increase the added value of products within enterprises, Further enable enterprises to move towards stable and sustainable development.

## **2.2. Characteristics of digital economy**

First of all, the digital economy is virtual. Under the background of the current digital economy era, enterprises take digital channels as the main support in carrying out product operation, maintenance, delivery and other related links, which is a huge difference from the traditional physical operation and management. Secondly, the digital economy has high added value. With the continuous development of China's digital economy, it can make products have high added value. Through additional attributes, it can reflect the scientific and technological achievements of enterprises, and then provide users with more efficient and high-quality product services. Thirdly, the digital economy has a high degree of integration. Since the beginning of the last century, the digital economy has begun to integrate into all walks of life in China. With a high degree of integration, it can affect the actual development trend of all industries in the future. In addition, the digital economy has the characteristic of diminishing marginal cost. In the current digital economy, the cost of each product produced will gradually decrease. Finally, the digital economy has the characteristics of external economy. The external characteristics of the digital economy are mainly reflected in the following two aspects: first, the digital products themselves have high external economic characteristics. Second, with the continuous production and use of digital products, users can get more efficiency from them.

## **3. The problems of enterprise management innovation in the digital economy era**

### **3.1. Enterprises fail to recognize the nature and importance of the digital economy**

The digital economy is a new economic system based on the Internet and developed through the introduction of advanced new technologies, new ideas and new connotations. With the continuous optimization and improvement of new technologies, new ideas and new connotations in China, the management development of enterprises can be more sustainable and stable. However, under the current situation, most enterprises still adopt the traditional, backward and single operation and management mode, mainly focusing on the external market, and spending more time and energy in the process of expanding market channels and market fields, but fail to recognize the nature and importance of the digital economy.[1] As a result, under the current background of the development of the digital economy, some enterprises have not improved and optimized the current management system. Thus, the phenomenon of shortage of funds and backward development in the management process of enterprises will occur.

### **3.2. Unbalanced development of digital economy**

Although all walks of life have gradually integrated the concept and technology of the development of digital economy, under the current situation, the development of digital economy still has the problem of unbalanced development. Due to the relatively low level of informatization and digitalization construction of most enterprises, the development of digital economy is seriously hindered. Because most enterprises in China have certain blindness, they did not rationally face the existing challenges, solve the problems in time, and clarify the development objectives of enterprises in combination with the actual needs of the society in the whole market development process, resulting in the lack of scientific and reasonable strategic planning, which led to the lag in the development of enterprises. First of all, compared with the real economy, the digital economy started late, and some enterprises will have a one-sided understanding of the development and use of the digital economy, thus constraining the subsequent improvement of management level. Secondly, although some enterprises have realized the huge economic and social benefits that the digital economy will bring, they have not realized the essence of the development of the digital economy.

They just blindly develop the digital economy, which leads to restrictions on the profitability of enterprises, thus causing the opposite effect[2].

### **3.3. Lack of relevant talents in the field of digital economy**

Compared with the traditional business model of the real economy, the digital economy has a huge difference. Its mode, composition, development and structure are different from the traditional real economy. Therefore, how to ensure the long-term and stable operation of enterprises in the current era of digital economy development, we should actively introduce advanced digital economy concepts and digital economic means to improve and optimize the existing management methods. On this basis, if enterprises want to achieve the above plans, they need to have a group of professional talents in the field of digital economy, and ensure that the recruited talents have high professional and comprehensive qualities, and have rich practical experience in digital economy. However, in the current situation, enterprise managers have not realized the importance of talent training in the field of digital economy, nor have they established a sound, unified and standardized talent training system in the field of digital economy, resulting in the existing personnel being unable to adapt to the actual development needs of society, thus restricting the future development of enterprises.

## **4. The specific implementation plan of enterprise management innovation under the background of digital economy**

### **4.1. Meet the new development trend of digital economy**

In the context of the current digital economy, with the rapid development of China's economy, enterprises are facing more and more fierce competition and greater development pressure. Therefore, enterprises should actively introduce advanced digital economic means and concepts through comprehensive consideration, comprehensive analysis and multi-angle innovation in the process of operation and management, combining with the actual trend of the new development of the current digital economy, so as to continuously innovate and optimize the operation and management of enterprises. Only then can we ensure that the enterprise moves towards a long-term and stable sustainable development path, and enable itself to occupy a leading position in the current fierce market competition. At the same time, in the context of the current digital economy, the management of enterprises should clearly understand the importance of innovation and transformation, implement the digital economy management model based on the digital economy, and transform the traditional concept of winning by quantity and development into the concept of winning by quality, so as to combine the differences of consumers, use advanced new channels of the digital economy, expand new users and fields, and fully meet the actual needs of users. By establishing and drawing a map of consumer preferences, the management and operation of products will be more accurate and reliable. In addition, by actively introducing advanced big data technology, the enterprise's internal management data can be monitored in real time, and all links of product production, distribution and assembly can be observed and processed in a timely manner to ensure that the whole industrial chain is more continuous and complete. In general, by establishing a sound, unified and standardized digital economy operation system, enterprises can be guaranteed to move towards a long-term and stable sustainable development path.

### **4.2. Formulate a scientific and reasonable strategic plan for the transformation of the digital economy**

In the context of the current digital economy, enterprises should formulate more scientific and

reasonable strategic plans for the transformation of the digital economy. First of all, we should clarify the development direction and characteristics of the digital economy and the development goals of enterprises, so as to lay the foundation for the scientific and reasonable transformation of the digital economy. In this process, the management personnel of the enterprise should formulate a strategic plan according to the actual social needs, plan a complete, reasonable and comprehensive digital economy strategic transformation plan, and integrate the operation and management of the enterprise with the digital economy in combination with the actual development of the enterprise. At the same time, in the process of implementing the transformation of the digital economy, the management of the enterprise should actively introduce the advanced digital economy strategic development concept, and make the products and businesses meet the market demand and meet the new challenges brought by the digital economy era by infiltrating the technology and concept of the digital economy in the operation and management process. Secondly, we should combine the future development direction of the entire enterprise, improve the overall innovation ability of the enterprise based on the digital economy, and make use of the development characteristics of the digital economy to enable the enterprise to obtain higher innovation efficiency, so that the enterprise can move towards a long-term and stable sustainable development path. Thirdly, enterprises should actively introduce advanced big data technology and artificial intelligence technology, help enterprise managers to make scientific and reasonable decisions according to the nature of business through innovation and optimization of the existing business model, and then accelerate the transformation of the enterprise's digital economy, so as to ensure that the marketing strategic objectives formulated by enterprises are more accurate and reliable, and can predict and warn the possible risks in the future.

#### **4.3. Strictly control personnel**

If an enterprise wants to conform to the business philosophy of the development of the digital economy era, it should strictly control the personnel organization, so as to lay the foundation for the future development and operation of the enterprise. In this process, in order to attract more talents, enterprises should adjust and optimize the existing organization, and build an organizational framework through effective adjustment and efficient coordination of personnel, so as to ensure that the business management model of enterprises is more in line with the background of the development of digital economy. Compared with the traditional operation and management mode, the original organizational structure of the enterprise is more complex and multi-level, and there may be omissions, distortions and obstacles in the process of information transmission. At the same time, various departments and units may go their own way, making the operation process of the enterprise appear the phenomenon of island operation. Due to the lack of efficient communication, effective communication and interactive cooperation, the overall operation and management efficiency of the enterprise will be reduced, and the future development of the enterprise will be affected. To solve the above problems, we should combine the characteristics of the digital economy era, actively introduce advanced technology, build a technology platform, and make enterprises move towards a long-term and stable sustainable development path through efficient adjustment and collaborative optimization of personnel.

#### **4.4. Adhere to innovative ideas**

Adhering to the innovation concept is the core content required by enterprises' operation and management under the current digital economy background. Compared with the traditional operation and management mode, it has been unable to meet the characteristics of the development of the digital economy. At the same time, because the management ideas, technologies and channels of enterprises under the digital economy are in a dynamic state for a long time, in order to keep up with the pace of

the development of the digital economy, we should adhere to a dialectical attitude to face the new development prospects. Under the current digital economy background, enterprises should keep pace with the times, combine the actual development characteristics of the digital economy, face their own problems directly, and improve, optimize and adjust the core driving force of enterprises by actively introducing advanced new concepts, new models, new channels and new technologies of the digital economy, so as to enable enterprises to move towards a long-term and stable sustainable development path.

## 5. Conclusion

To sum up, in the context of the current digital economy, the scale of the digital consumer market is gradually expanding, and the Internet infrastructure is constantly improving. Digital innovative enterprises have become an important condition for the development of China's digital economy. However, under the current situation, some enterprises have not realized the importance and nature of the digital economy, nor have they actively introduced advanced talents in the field of digital economy. In order to solve the above problems, enterprises should combine the characteristics of the development of the digital economy, formulate a more scientific and reasonable strategic plan for the transformation of the digital economy, and establish and improve a complete, unified and standardized operation and management system by implementing the new development concept, so that enterprises can move towards a long-term and stable sustainable development path under the current digital economy background.

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