

# *Research on the Innovation Path of Enterprise Strategic Management Based on the Background of “Internet Plus”*

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**Abstract:** Under the background of the rapid development of Internet technology, the strategic management of enterprises is facing new challenges and opportunities. This paper first combs and summarizes the basic concepts and theories of traditional enterprise strategic management, and then analyzes the new situation and new problems faced by enterprise strategic management under the background of internet plus. Then, this paper puts forward the innovation path of enterprise strategic management based on the background of internet plus. First of all, in the stage of strategy formulation, by drawing lessons from Internet thinking and technology, we will strengthen the analysis of market demand and competitive environment and enhance the pertinence and flexibility of enterprise strategy. Secondly, in the stage of strategy implementation, through the use of internet technology and platform, we can strengthen the coordination and communication of all links within the enterprise and improve the efficiency and effect of strategy implementation. Finally, in the strategic evaluation stage, through the establishment of the evaluation index system under the background of internet plus, the implementation effect of enterprise strategy is comprehensively evaluated and optimized. Finally, this paper draws some conclusions and suggestions. Under the background of internet plus, enterprise strategic management needs to keep pace with the times and innovate actively. By drawing lessons from Internet thinking and technology, strengthening innovation in all aspects of strategy formulation, implementation and evaluation can enhance the effectiveness and competitiveness of enterprise strategic management.

## **1. Introduction**

### **1.1 Research background**

The rapid development and wide application of Internet technology has brought brand-new challenges and opportunities to enterprise strategic management. The strategic management of enterprises under the background of internet plus needs to keep pace with the times and innovate actively to adapt to the rapidly changing market environment. Figure 1 is a keyword index line chart of enterprise strategic management and innovation path.

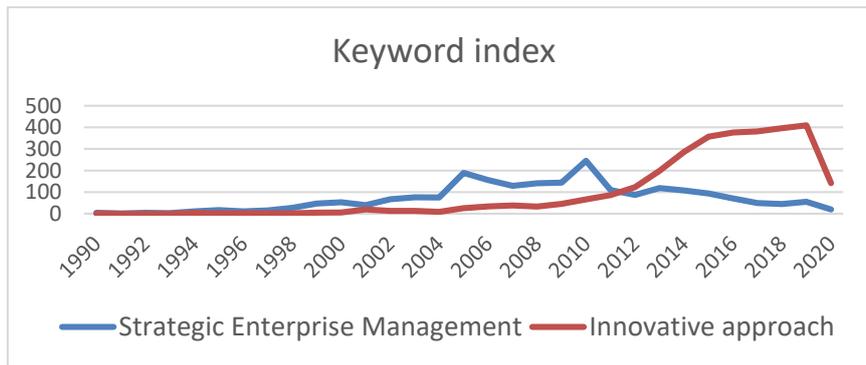


Figure 1: Keyword exponential line chart

## 1.2 Research purpose

The purpose of this study is to explore the strategic management of enterprises under the background of internet plus, and put forward the corresponding innovation path to guide enterprises to carry out strategic management under this new situation. By studying the strategic management of enterprises under the background of internet plus, enterprises can better cope with market competition and improve their competitiveness and innovation ability.

## 1.3 Research significance

Studying the strategic management of enterprises under the background of internet plus can help enterprises grasp market opportunities, improve the accuracy and flexibility of strategic decision-making and realize sustainable development. This study is of great significance for expanding the theoretical system of enterprise strategic management, and provides a new research perspective and method for academic circles. The innovation path of enterprise strategic management under the background of internet plus can promote enterprise innovation and economic development, and promote social progress and prosperity.

## 1.4 Research Status at Home and Abroad

Scholars at home and abroad have done some research on enterprise strategic management under the background of internet plus, but there are still problems of knowledge gaps and insufficient research. At present, the research mainly focuses on the impact and challenges of the Internet on enterprise strategic management, and lacks in-depth research and proposal on innovation paths. It is of great theoretical and practical significance to study the strategic management of enterprises under the background of internet plus. The purpose of this study is to fill the gaps in the existing research, propose innovative paths, and provide guidance and reference for the strategic management of enterprises in the era of internet plus. By studying the strategic management of enterprises under the background of internet plus, it can help enterprises to improve their competitiveness and innovation ability, and promote the sustainable development of social economy.<sup>[1]</sup>

## 2. Basic concepts and theories of enterprise strategic management

Enterprise strategic management refers to the management activities of enterprises to achieve long-term competitive advantage and sustainable development under specific internal and external environmental conditions through clear objectives, planning and decision-making, as well as effective resource allocation and organization and coordination. It is a process that senior managers of

enterprises formulate and implement strategies according to their mission, vision and values.

Enterprise strategic management focuses on the long-term development direction and goal of the enterprise, and needs to consider the changes and trends of the internal and external environment, as well as the positioning and competitive advantage of the enterprise in the whole industrial chain. Enterprise strategic management needs to comprehensively consider various factors of the internal and external environment of the enterprise, including market demand, competitors, technological development, policies and regulations, and internal resources, capabilities, culture and other factors to form an overall strategic planning and decision-making system. The purpose of enterprise strategic management is to provide clear goals and directions for enterprises, guide and constrain all decisions and actions of enterprises, and ensure the consistency and effectiveness of enterprise behavior and strategy. Enterprise strategic management needs to be constantly revised and optimized with the change of environment and the adjustment of internal and external conditions of enterprises, and maintain flexibility and adaptability to cope with the changing market and competitive environment. Enterprise strategic management is faced with all kinds of risks and uncertainties, including the fluctuation of market demand, the change of competitors, the progress of technology, etc. It is necessary to make decisions and actions in the uncertainty to find opportunities and reduce risks.

### **3. The new situation and problems of enterprise strategic management under the background of internet plus**

#### **3.1 Changes in market demand and competitive environment under the background of internet plus**

With the popularity of the Internet and the convenient access to information, consumers' personalized demand for products and services is increasing. Consumers want to be customized and personalized to meet their own needs. With the rapid development of mobile Internet, people's demand for mobility is increasing. Consumers want to be able to get the products and services they need anytime and anywhere through mobile devices. With the development of Internet, consumers have higher and higher requirements for the experience of products and services. Consumers hope to get better shopping experience, use experience and after-sales service experience.

The development of Internet technology provides more opportunities for new enterprises, and makes many new competitors emerge in the market. These new enterprises usually have innovative ability and flexibility, which poses great competitive pressure on traditional enterprises. The popularity of the Internet has greatly changed the traditional sales channels and methods. With the rise of e-commerce, online sales have become the mainstream, and consumers can purchase products and services directly through the Internet. Traditional physical stores are facing great challenges. The Internet makes it easier to obtain information, and consumers can obtain a lot of information about products and services through search engines, social media and other channels. This makes the market more transparent, and consumers pay more attention to the quality and reputation of products and services.<sup>[2]</sup>

Under the background of internet plus, the changes of market demand and competitive environment put forward new requirements for enterprise strategic management. Enterprises need to pay more attention to the individual needs of consumers and provide customized products and services; We should actively embrace the mobile internet to meet the mobile needs of consumers; We should pay attention to the experience of products and services and provide better shopping experience and after-sales service. At the same time, enterprises need to pay attention to the rise of emerging competitors and strengthen their own innovation ability and flexibility to cope with fierce market competition. In addition, enterprises need to use Internet technology to improve information transparency and establish a good corporate image and reputation.

### **3.2 New problems faced by enterprise strategic management under the background of internet plus**

With the arrival of internet plus era, the market demand and competitive environment have changed greatly. Consumers' buying behavior and consumption habits have changed, and they pay more attention to personalized and customized products and services. Traditional market research and analysis methods are no longer applicable. Enterprises need to be more sensitive to the changes in market demand and adjust their strategies in time to meet the needs of consumers.

At the same time, the popularity of the Internet and the development of technology make the market competition more intense. The boundary between traditional industries and emerging industries is blurred, and traditional enterprises are facing competitive pressure from Internet giants and innovative enterprises. Enterprises need to face new competitors and reshape the market structure, and adjust their own competitive strategies and positioning.

The technological innovation under the background of internet plus has a far-reaching impact on the strategic management of enterprises. The application of emerging technologies such as artificial intelligence, big data and Internet of Things enables enterprises to conduct market analysis, product development and marketing promotion more accurately. However, the application of new technology has also brought new challenges, and enterprises need to face the management problems and organizational structure adjustment brought about by technological changes. In addition, the information explosion in internet plus era has brought the challenge of information management to enterprises. Enterprises need to sift out valuable information from massive information and turn it into the basis of strategic decision-making. At the same time, enterprises also need to deal with information security and privacy protection to ensure the confidentiality and sustainability of corporate strategies.

The strategic management of enterprises under the background of internet plus needs to be transformed and integrated with the traditional corporate culture and organizational form. Traditional enterprises often have strict hierarchical structure and rigid management mode, while the strategic management of enterprises under the background of internet plus needs a more open, flexible and innovative organizational culture. In addition, the strategic management of enterprises in internet plus era also needs to pay more attention to the participation and innovation of employees. The traditional mandatory management mode is no longer applicable. Enterprises need to establish open communication channels and incentive mechanisms to stimulate the creativity and enthusiasm of employees and provide more powerful support for the formulation and implementation of enterprise strategies.<sup>[3]</sup>

### **4. Innovation path of enterprise strategic management based on internet plus background**

The innovation path of enterprise strategic management is mainly divided into three stages of strategy, as shown in Figure 2 below.

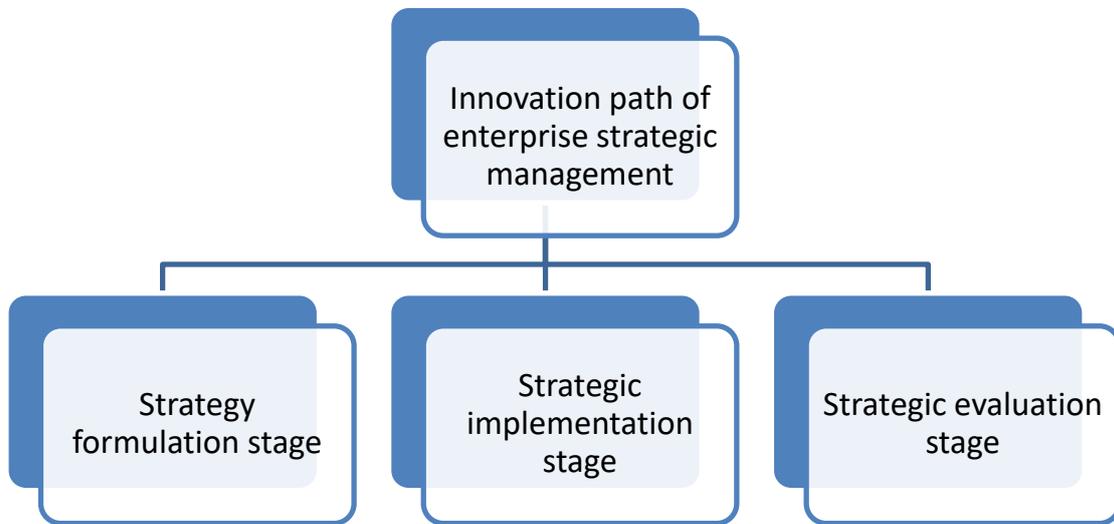


Figure 2: Stage diagram of innovation path of enterprise strategic management

#### 4.1 Innovation Path in Strategy Formulation Stage

Under the background of internet plus, enterprises need to learn from Internet thinking and technology when formulating strategies to adapt to the new market demand and competitive environment. In traditional strategy formulation, enterprises usually rely on market research and competitive analysis to understand market demand and competitive environment. However, under the background of internet plus, great changes have taken place in market demand and competitive environment, and traditional research methods may not be able to fully and accurately capture these changes. Therefore, learning from Internet thinking and technology has become an important way to formulate innovation strategies. Enterprises can use big data analysis, social media monitoring, online public opinion analysis and other Internet technologies to understand the changes in market demand and the dynamics of competitors in real time. At the same time, draw lessons from Internet thinking, pay attention to user experience, rapid iteration and innovation, and formulate strategies with more keen insight.<sup>[4]</sup>

Enterprise strategy needs to be more targeted and flexible to cope with the rapid changes in the market and the fierce competition. Enterprises can meet the individual needs of different consumers through personalized customization and precision marketing. At the same time, with the help of internet technology, enterprises can realize real-time monitoring and analysis of consumer behavior, and further enhance the pertinence of the strategy. Enterprises need to abandon the traditional long-term strategic planning and turn to a more flexible strategy formulation method. Under the background of internet plus, enterprises can adopt the method of agile strategy formulation, that is, they can respond to market changes through quick trial and error, quick learning and quick adjustment. At the same time, with the help of internet technology, enterprises can obtain market information in a more timely manner, respond quickly and adjust their strategies.

In the strategic formulation stage, enterprises need to learn from Internet thinking and technology to adapt to the new market demand and competitive environment under the background of internet plus. By using Internet thinking and technology for reference to analyze the market demand and competitive environment, enterprises can grasp the market dynamics more accurately. At the same

time, improving the pertinence and flexibility of enterprise strategy can make enterprises better adapt to the changes in the market and the fierce competition.

Internet companies pay attention to user experience and understand user needs through user feedback and data analysis. Traditional enterprises can learn from Internet thinking, and deeply understand the market demand through research, user interviews and data analysis. Internet companies pay attention to rapid iteration and trial and error, and meet the needs of users by responding quickly to market changes. Traditional enterprises can learn from internet thinking and adopt agile and innovative methods to quickly adjust products or services to adapt to changes in market demand.

The rise of Internet has brought brand-new business model and market demand. Enterprises should learn from Internet thinking to better understand and grasp the market demand and competitive environment. First of all, enterprises can deeply explore and analyze consumers' behaviors and preferences, as well as market trends and changes through big data analysis and artificial intelligence. Secondly, enterprises can learn from the innovative thinking of Internet companies, encourage employees to put forward new business models and market opportunities, and respond flexibly to competitive challenges.

Enterprise strategy formulation needs to be more flexible and agile. The traditional long-term strategy formulation model may not be able to adapt to the rapidly changing market environment. Therefore, enterprises can adopt agile strategy formulation method to decompose the strategy formulation process into multiple short-term goals and action plans in order to better adapt to the changes in the market. In addition, enterprises can also adopt an open strategy-making model to carry out strategic cooperation with external partners to jointly innovate and meet market challenges.

The application of Internet technology can greatly enhance the flexibility of enterprise strategy implementation. First of all, enterprises can use Internet platforms and tools to realize real-time communication and collaboration with suppliers, partners and customers, so as to better respond to market demands and changes. Secondly, enterprises can use Internet technology to realize the intelligentization and automation of production and supply chain, so as to improve production efficiency and response speed. In addition, Internet technology can also help enterprises realize personalization and customization of sales and marketing to meet the needs of different consumers.

In the context of internet plus, strategic assessment also needs to be more flexible and real-time. Traditional strategic evaluation methods may not reflect the changes of the market and the effect of strategic implementation in time. Therefore, enterprises can establish a real-time evaluation index system based on the background of internet plus, and know the effect of strategy implementation in time through data analysis and monitoring, and make adjustments and optimizations according to market changes. In addition, enterprises can also interact and feedback with consumers in real time with the help of the internet platform to understand their evaluation and demand for corporate strategy.

## **4.2 Strategy implementation stage of innovation path**

Under the background of internet plus, enterprises can use Internet technology and platform to strengthen cooperation and communication among all links within enterprises, so as to improve the efficiency and effectiveness of strategy implementation. First of all, enterprises can establish an internal collaborative platform to realize the collaborative work among various departments by sharing information and resources. This can avoid information islands and communication barriers, and improve the accuracy and consistency of decision-making. Secondly, enterprises can use Internet technology to establish tools and platforms for real-time communication and collaboration, so that all departments can communicate and collaborate anytime and anywhere, and improve the flexibility and response speed of strategy implementation.

Enterprises can improve the efficiency and effect of strategy implementation through innovative ways. First of all, enterprises can use Internet technology and big data analysis to monitor and analyze the strategy implementation process, find problems and adjust strategies in time. Secondly, with the help of internet plus platform, enterprises can realize the automation and intelligence of the strategy implementation process and reduce the waste and mistakes of human resources. In addition, enterprises can also make use of internet plus technology to carry out online training and learning, so as to improve the strategic execution ability and quality of employees.

It is particularly important to evaluate and optimize the implementation effect of enterprise strategy. The traditional strategic evaluation method can't fully adapt to the characteristics of internet plus era, so it is necessary to put forward new evaluation indicators and methods to comprehensively evaluate the implementation effect of enterprise strategy and make corresponding optimization. In the context of internet plus, the implementation effect of corporate strategy is not only reflected in financial indicators, but also includes market share, user satisfaction, brand influence and other aspects. Therefore, it is necessary to establish a comprehensive evaluation index system to comprehensively measure the implementation effect of enterprise strategy. The execution efficiency and effect of enterprise strategy are very important for the competitiveness and development of enterprises. Internet technology and platform provide enterprises with more convenient and efficient ways of collaboration and communication, which is helpful to improve the synergy efficiency of all links within enterprises, thus strengthening the effect of strategy implementation.

By establishing an Internet collaborative platform, information sharing and collaborative work among various departments within the enterprise can be realized, and communication efficiency can be improved. Internet collaborative platform can provide real-time data and information to help all departments better understand the progress of strategy implementation and adjust and optimize strategies in time. Using Internet technology, virtual teams can be established, so that employees in different regions and departments can cooperate and communicate in real time. Through online collaboration tools and platforms, team members can jointly make action plans, assign tasks, share resources, and improve the efficiency of team collaboration. The application of Internet technology and platform can help enterprises to implement strategies more efficiently and improve the effect of strategy implementation.

Enterprises can collect and analyze a large amount of data, and formulate and adjust strategies based on data-driven methods. Data analysis can help enterprises better understand market demand and competitive environment, so as to formulate more targeted strategies and adjust strategies in time to adapt to changes. The wide application of Internet technology enables enterprises to conduct marketing and promotion activities more accurately. Through Internet channels, enterprises can promote products and services to a wider audience, and improve market coverage and sales effect. Using Internet technology, enterprises can monitor the effect of strategy implementation in real time, and make timely evaluation and optimization. By establishing the evaluation index system under the background of internet plus, enterprises can evaluate the effect of strategy implementation more comprehensively and adjust the strategy in time to achieve better results.

Under the background of internet plus, enterprise strategic management needs the help of Internet technology and platform to strengthen the coordination and communication of all links within the enterprise, so as to improve the efficiency and effectiveness of strategy implementation. This chapter will introduce in detail how to use internet technology and platform to strengthen the innovative path of internal cooperation and communication.

Through cloud computing technology, enterprises can put data storage and processing tasks in the cloud, realize data sharing and collaboration, and improve the efficiency of data analysis and decision-making. Big data technology can help enterprises extract valuable information from massive data and provide more accurate basis for strategy formulation and implementation. Using collaborative office

platform, enterprises can achieve cross-departmental and cross-regional collaborative work and improve the efficiency of teamwork and communication. Collaborative office platform can also provide functions such as task assignment, progress tracking and document sharing, which is convenient for managers to monitor and manage the work progress.

By building an internal social media platform, enterprises can break down departmental barriers and promote exchanges and cooperation among employees. The internal social media platform can also be used as a platform for knowledge sharing and learning within the enterprise to promote the learning and growth of employees. Using real-time communication tools (such as instant messaging software, online meeting tools, etc.), enterprises can realize flexible working methods such as telecommuting and cross-time zone collaboration. Real-time communication tools can improve communication efficiency, reduce the time delay of information transmission, and promote rapid decision-making and response.<sup>[5]</sup>

The application of Internet technology and platform can reduce information islands and communication barriers, promote collaborative work among departments and improve work efficiency. With the help of internet technology and platform, enterprises can achieve cross-regional and cross-departmental collaborative work and improve the team's collaborative ability. The construction of internal social media platform can promote the communication and interaction between employees and enhance the cohesion of corporate culture. Through the application of Internet platform, employees can participate in the decision-making and innovation activities of enterprises more conveniently, and improve their participation and sense of belonging.

#### **4.3 Innovation path in strategic assessment stage**

Under the background of internet plus, the innovation path in the stage of enterprise strategic evaluation is very important. The goal of this stage is to comprehensively evaluate and optimize the implementation effect of enterprise strategy, so as to ensure the effective implementation of the strategy and achieve the expected goals.

Traditional strategic evaluation indicators often can't fully reflect the characteristics and effects of enterprise strategy in internet plus era. Therefore, it is necessary to establish an evaluation index system adapted to the background of internet plus. By monitoring and analyzing the performance of enterprises in various online channels, such as website traffic, social media interaction and e-commerce sales, we can evaluate the online influence and market performance of enterprises. Through user participation indicators, such as user activity, user retention rate, user satisfaction, etc., we can evaluate the user experience and loyalty of enterprises in internet plus era. By evaluating the innovation ability of enterprises, such as R&D investment, the number of patent applications and the speed of product renewal, we can evaluate the innovation ability and competitiveness of enterprises in the internet plus era.

In the context of internet plus, strategic assessment needs to pay more attention to the support of data and analysis. You can use big data analysis, artificial intelligence and other technical means to comprehensively evaluate the implementation effect of corporate strategy. Through the analysis of a large number of data, such as market data, user data, competition data, etc., the effect and influencing factors of strategy implementation are evaluated. Using internet technology and tools, the implementation process of enterprise strategy is monitored in real time, and problems are found and strategies are adjusted in time. Through user surveys, questionnaires, user comments, etc., users' feedback and opinions on the implementation effect of enterprise strategy are obtained for evaluation and improvement.

On the basis of the evaluation, the strategy implementation effect is optimized according to the evaluation results and problems found. In the era of internet plus, the market environment is changing

rapidly, and enterprises need to iterate and adjust their strategies quickly to meet the changing needs and competition. Based on the evaluation results and data analysis, data-driven decisions are made to improve the accuracy and effect of strategy implementation. Through the Internet technology and platform, strengthen the communication and coordination of all links within the enterprise, so as to improve the efficiency and effectiveness of strategy implementation.

## **5. Suggestions on improving the strategic management effect and competitiveness of enterprises**

In the strategic formulation stage, enterprises should learn from Internet thinking and technology and strengthen the analysis of market demand and competitive environment. Through in-depth understanding of consumer demand and competitors' actions, enterprises can formulate strategic objectives and strategies more accurately, thus enhancing the pertinence and flexibility of strategies. In the strategic implementation stage, enterprises can use Internet technology and platform to build internal collaborative tools and communication channels. Through real-time information sharing and cross-departmental collaboration, enterprises can better implement strategies and improve work efficiency and response speed. At the same time, cross-departmental collaboration can also promote innovation and knowledge sharing, and provide more resources and support for enterprise strategic management. The strategic management of enterprises under the background of internet plus needs to pay more attention to the analysis and application of data. Enterprises can use technologies such as big data and artificial intelligence to mine and analyze massive data to gain valuable information and insight. Data-based decision-making method can help enterprises predict market trends more accurately, optimize resource allocation, and support the decision-making process of strategy implementation. In the stage of strategic evaluation, enterprises should establish an evaluation index system adapted to the background of internet plus, so as to comprehensively evaluate the implementation effect of enterprise strategy. In addition to the traditional financial indicators, we should also consider such indicators as user satisfaction, market share and brand influence to reflect the comprehensive competitiveness of enterprises in the internet plus era.

Enterprise strategic management under the background of internet plus is a constantly changing and developing field. Therefore, enterprises should keep the attitude of continuous learning and innovation. By paying attention to industry trends and participating in industry exchanges and training, enterprises can understand new strategic management concepts and methods in time and apply them to practice.

## **6. Conclusion**

Under the background of internet plus, enterprises can expand the market boundary and realize the integration of online and offline through Internet technology. By establishing e-commerce platforms, mobile applications, etc., enterprises can directly push products and services to consumers, and realize seamless connection between online and offline. In addition, enterprises under the background of internet plus can also create new business models, such as sharing economy and platform economy, to further expand the market and create value. The market environment is changing rapidly, and enterprises need to be more flexible and agile. Traditional enterprise strategic management is often conservative and slow, and can't adapt to the rapidly changing market demand. Under the background of internet plus, enterprises can get real-time market information and make quick decisions and adjustments with the help of Internet technology and data analysis. This flexible and agile strategic management method can help enterprises to better cope with market changes and seize opportunities. Under the background of internet plus, consumers' participation and interaction have been greatly enhanced. Through internet technology, enterprises can interact with consumers more directly and in real time, and understand consumers' needs and feedback. This kind of interaction and participation

can help enterprises better grasp the market dynamics and provide more personalized products and services that meet the needs of consumers. Enterprises can optimize resource allocation and improve operational efficiency through Internet technology. Through the Internet platform, enterprises can better integrate internal and external resources and realize resource sharing and collaboration. At the same time, Internet technology can also help enterprises to realize the automation and intelligence of business processes, improve operational efficiency and reduce costs.

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