

Analysis of the Development Trend of Enterprise Management under the Conditions of Knowledge Economy

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Abstract: The new period of enterprise management gradually tends to the information management mode, and there are still many problems in the enterprise information management. This paper will introduce the relevant content of enterprise information management, the important analysis of the management measures of enterprise management information mode in the new period, the current situation of information management, and the countermeasures of information management. With the development of science and technology and the progress of The Times, great changes have been brought to the development of various industries, and the development of information technology has changed the overall environment of the economic situation. The development of Internet economy and the emergence of network economy have changed the development of enterprises. Therefore, in order to adapt to the development of the current economic situation, the management of enterprises should also make corresponding changes for the long-term development of enterprises and more rapid economic interests of enterprises.

1. Introduction

With the rapid development of information technology, enterprise management needs to make many changes in order to adapt to the development of the current economic situation. More and more enterprise management has shifted from internal control to external control. While developing enterprises, emphasis has been placed on the cultivation of employees' own quality. Enterprises should create a more suitable environment for the development of talents, grasp the potential value of talents, make them actively contribute to the development of enterprises, and then transform talents into knowledge, and improve their own value through such transformation. Knowledge management is an important field for enterprises to establish, enterprises should use modern science and technology to transform knowledge into the backup force of enterprises. So that enterprises in the rapid development of the era of knowledge economy have stronger competitiveness, in the future development of more rapid and stable.

2. Overview of knowledge economy

2.1 The concept of knowledge economy

From the perspective of economic development history, according to the industrial structure, the largest economic form in human history can be divided into agricultural economy, industrial economy and high-tech economy, and divided into labor economy according to resource allocation. The (natural) resource economy and intelligence economy have also been recognized by many experts as the "knowledge economy", which seems to have some problems in taxonomy, but it is all about the same idea. The more accurate concept of "knowledge economy" should be "an economy in which the possession and allocation of intellectual resources and the production, distribution and use (consumption) of knowledge based on science and technology are the most important factors".

2.2 Basic characteristics of knowledge economy

As a new economic form, knowledge economy has just sprouted, and many features have not yet appeared. From the features that have appeared, there are mainly the following points: knowledge economy is a knowledge-based and information-based economy, and the development resources of knowledge economy are mainly knowledge and intelligence. In the era of knowledge economy, people who grasp modern knowledge and have the ability of innovation, creation and application become the main force in the knowledge economy. The characteristics of knowledge are manifested in two aspects: on the one hand, it is manifested in the boom of software knowledge industry, which is the symbol of the framework of knowledge economy in the world, and knowledge will be the most important part of the production factors^[1]. The second aspect is also manifested in the high-tech structure of the manufacturing industry, the high-tech service industry and the high-tech industrial structure. As the backbone of traditional industrial economy, manufacturing has injected more and more new scientific and technological knowledge. The so-called informatization is to regard information as the same simple three elements as matter and energy, and consciously carry out its generation, processing, transmission, storage, utilization and other activities as a whole. Knowledge economy is an information-based economy. The form of information is electronic, digital and network. The high-tech and informationization of the industrial structure, the information industry has become the leading industry, and the electronic information industry and other high technologies will penetrate into various fields of the first, second and third industries. It further promoted the upgrading of various industries. Under the knowledge economy system, enterprises, institutions and individuals need to innovate because of the continuous development of information technology, so as to better integrate with the development of the new economic system. The innovation of enterprise management includes various aspects such as business concept, management system and operation mode. Only with continuous development and innovation can all aspects of enterprise management be more perfect. Under the knowledge economy, the importance of human resource management is highlighted.^[2]

3. The influence of knowledge economy on enterprise management

3.1 Knowledge economy can promote the transformation of enterprise management mode

Due to the development of the Internet, it has been continuously penetrated into every household, involving all aspects of human life, but at the same time, it is precisely because of the universality and rapidity of the Internet, as well as the advantages of being relatively fast, so in the management of enterprises, it has played a great decisive role and has great application value. In particular, the

development of the Internet and breaking through the limitations of time and space, building new market rules, etc. Therefore, in the current state, how to carry out business activities on the new platform of the Internet has become a major problem faced by enterprises. Due to the rapid development of the Internet, the information of e-commerce has broken through the original restrictions. No matter how big the enterprise is, it can build its own global trade network at little cost and gradually become a global multinational enterprise. Of course, this phenomenon occurs in the context of knowledge economy, and only in this context can marketing in the true sense be realized. Internet technology has changed the internal relationship of enterprises, enabling enterprise management to feedback customers' requirements anytime and anywhere, and quickly provide them to suppliers. Moreover, enterprises can also change the operation mode of enterprises according to the requirements of customers and the feedback of the market. In this mode, customers are no longer just objects or targets, but constantly become partners of enterprises.

3.2 Knowledge economy can promote the transformation of production mode of enterprises

In the context of knowledge economy, enterprises no longer follow the original traditional mode of production, nor take the speed, output and quality inherited from the original as the pursuit goal, nor only pay attention to the original assembly line, strict division of labor and process flow, etc., but pay more attention to the objectivity, independence and creativity of enterprises. The attention and importance of human beings have been strengthened. Some new organization and management mode of virtual enterprise or online operation are constantly impacting the original thought mode and enterprise management mode and method. In the production application of knowledge and economy, there have been many other advances, such as computer-aided design, computer-aided systems, and so on, which have a series of development directions and ways^[3].

3.3 Knowledge economy improves the management level and core competitiveness of enterprises

Knowledge economy and network platform, as the management trend of digital economy and new management tools, can also improve the management level of enterprises to a certain extent, improve the collection of various information of e-commerce within enterprises, and timely feedback such information to the customer management system, helping enterprises to keep in touch with customers at any time. It can also provide companies with more competitive resources.

According to the internal market demand and its own competitive advantages and disadvantages, enterprises can also use internal and external forces to integrate the available external resources and internal resources together for virtual operation, of course, this is also a development trend in the era of knowledge economy^[4].

4. Challenges faced by enterprise management under the condition of knowledge economy

4.1 The environment of enterprise management is gradually changing

As today's world has become an era of rapid development of knowledge economy, knowledge economy is based on knowledge, and the root of development still comes from the innovation, dissemination and application of knowledge within enterprises. With the continuous change of enterprise management mode in today's era, and such change can also have a huge impact on enterprise management to a large extent, so as to promote the continuous innovation of enterprises, enterprises still have certain challenges in this situation.

4.2 Knowledge economy makes the management basis of enterprises change to knowledge capital

With the progress of science and technology, the transformation of economic form, the ideas of enterprise management, and the management system of enterprises are constantly changing, and they are in an uncontrollable situation, so we must strengthen our attention to them. In addition, knowledge management of enterprises is to take knowledge resources and knowledge capital as the foundation and core of management, and analyze the existence form and operation law of enterprises according to this, and also take enterprise knowledge capital as an important button to improve the efficiency of other resources, so as to realize the management thought, management method and management theory that all kinds of enterprise capital are added value. For an enterprise, knowledge has two types of internal structure and external structure, so the enterprise can establish the internal and external knowledge structure of enterprise management according to some advanced technologies and equipment, to achieve the purpose of establishing an increasing return network. By establishing the corresponding knowledge network, expert system, knowledge alliance, etc., the existing knowledge and potential knowledge resources are used to increase the adaptability of the enterprise to the external environment, so as to improve the competitiveness of the enterprise.

4.3 Knowledge economy will make the management theory of enterprises change to some extent

Through relevant investigations, it can be found that the rise of knowledge economy can cause great changes in the internal strategic management of enterprises. This change is first reflected in the investment strategy, which mainly changes from the past investment in tangible assets such as real estate, equipment and plant to some intangible assets, such as mass training of talents, encouragement and innovation. Secondly, in the competition theory of enterprises, we should also pay attention to the weapon of intellectual property, and take the knowledge content contained in the product as the key to win the competition. Secondly, in terms of growth strategy, it is necessary to adjust from seeking the development of enterprises by relying mainly on economies of scale in the past to continuously relying on the creation and appreciation of intangible assets to realize the growth and development of enterprises. In other words, it is said that relying on intelligence to achieve the expansion of enterprises and promote the enhancement of the visibility, reputation and reputation of enterprises. It can also promote the long-term profits and sustainable development of the business.

4.4 Management strategies of knowledge-based economy enterprises have changed

With the rise and rapid development of knowledge economy, the management direction and focus of enterprises have also changed. In terms of investment strategy, enterprises used to consider more tangible assets such as machinery, plant and equipment. Under the current knowledge economy system, enterprises will increase the training of talents, encourage employees to innovate, and focus more on intellectual property rights in production and distribution. In terms of competition, it is very important to know that the protection of intellectual property rights is very important for enterprises to use this as a weapon, and the knowledge content contained in products or services is also a form of competition. In terms of the growth of enterprises, most of the former enterprises belong to economies of scale, and the development of enterprises also depends on economies of scale. Under the knowledge economy system, the growth and development of enterprises should be realized by creating the value and appreciation of intangible assets. For

example, many enterprises promote the economic benefits of enterprises by expanding their intelligence, improving their popularity, enhancing their reputation and improving their corporate image.

The most important trend in the era of knowledge economy is to take talents as the center, whether enterprises or individuals should use learning to progress, this is an era of cooperation, through the organic integration of all aspects, to create greater value for enterprises.

5. Measures to improve enterprise management under the economic system

5.1 Explore talents and establish talent management mechanism

The competition of enterprises in the economic era is the competition of talents. Only when enterprises have management talents who learn to grasp the laws of market economy, have knowledge innovation and technical application talents, can they have competitive qualifications in the increasingly competitive market and have competitive advantages in this ever-changing economic era. Today's situation is that the high quality talent is in short supply and is very scarce, so it is more necessary and important for enterprises to establish a perfect talent management system. Enterprises should have the vision of advanced development in the reserve talent accumulation, the vision and platform in each excellent university, after screening, if there is a talent that is very plastic with the enterprise, it should sign the employment contract in advance, increase the investment of training funds in the early training process, and strengthen the training of professional quality, so that, Enterprises in the future development process will have a stable reserve resources as a guarantee. With the economic development situation, international enterprises should have more advanced vision and thinking in talent recruitment, and should not be limited by region and national pavilion in talent recruitment. The introduction of innovative talents and emerging technologies will inject new vitality into enterprises, improve the comprehensive competitiveness of enterprises, and lay the foundation for enterprises to occupy the market in the future.

5.2 Explore the potential of employees and establish an innovation incentive mechanism

The knowledge and wisdom of employees can only play a maximum role if they are willing to do so. The enterprise establishes a corresponding incentive mechanism to make employees change from passive to active, actively explore their own potential, and devote themselves to the service of the enterprise. The enterprise provides corresponding platforms for employees, regularly increases training efforts, and enables employees to improve their own abilities while working. The incentive mechanism can be solved from the perspective of property rights relationship. This mechanism will closely connect the senior management of the enterprise with the technical employees. The employees have the right to purchase the company stock at a predetermined price within a certain period of time, so that the profits of the enterprise can be shared with the employees and the risks can be shared. In this way, the identity of employees will be changed, and they will devote themselves more wholeheartedly, integrate their own knowledge into the enterprise and turn it into the property right of the enterprise. This effective internal incentive mechanism greatly improves the autonomy of employees. The enterprise can provide employees with innovative conditions and provide employees with necessary support in terms of technology red cost and time in combination with the development characteristics of the enterprise. So that their own strength and comprehensive quality to improve. The company should establish a mechanism for employees to participate and make decisions. In traditional enterprise management, the relationship between employees and enterprises is freely accepted, which leads to a gradual decline in trust between

enterprises and employees, and a great impact on their work initiative and enthusiasm. Enterprises should establish a mechanism for employees to participate in enterprise supervision and decision-making, so that employees can actively participate in enterprise management, employees from passive to active, active expression of views in the operation, this non-material bond will closely link enterprises and employees together, and jointly promote the development of enterprises.

5.3 Conduct corporate training to improve the staff's cultural knowledge base and quality

The development of human resources has become the top strategy of enterprise development. If the basic setup of the enterprise and the investment in production raw materials are regarded as the hard investment of the enterprise, the enterprise training can be regarded as an important part of the soft investment of the enterprise. In the era of knowledge economy, the enterprise is not only a production-oriented organization, but also a learning-oriented organization, and every enterprise must pay more attention to training. The essence of modern enterprise training is the first capital to shape the development of enterprises. At present and in the future period of time, in the process of cooperating with the establishment of modern enterprise system, capable enterprises should increase human capital investment, increase human capital stock, improve human capital ability, adjust the talent structure, and the main way to achieve this goal is enterprise training. Enterprise training is the fundamental way and excellent way to directly improve operators' ability and employees' skills, provide enterprises with new working guidelines, knowledge and skills, increase employees' ability and innovative spirit, and increase employees' sense of belonging. It is the most important human resource development and a more important human capital investment than physical capital investment.

5.3.1 Training is a high return on investment

In the era of knowledge economy, not only enterprises will pay more attention to training, but also governments, social groups and other aspects attach importance to education and training. This is mainly because the return on training is extremely high. Authoritative monitoring organizations in the United States report that the return on investment of effective training is generally around 33%.The high return on training shows the importance of training for enterprises. American businesses spend about \$60 billion a year on employee training, which is as much as the nation spends on full-time, four-year college education. About 8 million people study in companies each year, about the same number enrolled in higher universities. For example: IBM, International Business Machines Corporation, DuPont chemical company, etc. have increased their human capital investment by 40% per year. In addition to internal investment in training, government departments and enterprises also fund various types of education and training centers in terms of funds, teachers, and infrastructure. Other Western developed countries, such as France, are also investing in education and training. It is very urgent for Chinese enterprises to realize that training investment is also a necessary investment.

5.3.2 Significance of enterprise training in the era of knowledge economy

Enterprise training, one is to optimize the establishment of enterprise institutions, enhance the learning ability of enterprise organizations, integration ability, and improve the work efficiency of the organization. The second is to provide employees with the necessary skills and ideas to complete the work, and increase employees' awareness and sense of belonging to the enterprise. In the knowledge economy environment, employee training is an important way for enterprises to gain competitive advantage in the 1980s, Michael. Porter points out in the value chain model he constructed: "HRM affects the competitive advantage of any firm by determining the skills and

motivation of employees as well as the cost of hiring and training." His theory greatly highlighted the role of employees in gaining competitive advantages in training. In the knowledge economy environment, any enterprise's advantages in capital advantage, scale economy and other aspects are short-lived, and human resources with the sum of professional knowledge, skills and abilities are the absolute advantages of enterprises. Enterprises through staff training and development to improve the ability of employees, so that enterprises maintain competitive advantages. Employee training is a strategic measure to enhance the competitive advantage of enterprises. As we all know, the development of network technology in the 21st century has changed people's traditional concept of time and space, and created a global working environment and vision that is not bound by geographical boundaries and constraints. The application of high and new technologies has a huge impact on enterprise management. Businesses will continue to redefine when and how they work. There is a growing recognition of the important role of the "people" who create technology. Therefore, enterprises place staff training and development in a strategic position, and grasp and use the law of staff training and development has become the main theme of enterprise management in the world, and has also become a strategic measure for enterprises to enhance competitive advantage. The training of employees is the need of enterprises to adapt to changes in the external environment. In the era of knowledge economy, the environment faced by modern enterprises is a complex and changeable environment, with uncertainty, the broad market, the shortening of product life, the rapid development of science and technology, complex organizational relations, the change of social values, work automation, all these changing environments contain opportunities and challenges.

5.4 Strengthen knowledge management and accumulate knowledge capital

With the development of modern industrial technology, the change of market trend is more obvious, enterprises should not only carry out corresponding reforms from their own management mechanism, but also pay attention to the management between customers, so that customers can trust the enterprise more, and the management of customer relations under the knowledge economy should be related to the integration of enterprise resources such as marketing, sales, service and technical support. The added value of products or services generated by knowledge has become a problem that more and more people pay attention to. Enterprises should strengthen knowledge management, make use of existing and potential knowledge power, improve the comprehensive competitiveness of enterprises, make them adapt to the economic environment, and develop rapidly in it.

5.5 Learn to adapt to the changing environment and meet the needs of the changing external environment.

Director of planning at Shell." The only lasting competitive advantage for a business may be the ability to learn faster than your competitors," says Ge. The truly outstanding organizations are those that manage to engage and learn at every stage. Only in this way can it provide the possibility and guarantee for the common development of enterprises and employees.

6. Conclusion

The long-term survival of enterprises is closely related to knowledge management and knowledge accumulation capital, and is also an important resource to determine the long-term survival of enterprises. Therefore, enterprises should constantly strengthen knowledge management, take knowledge resources as an important button for enterprise management and improve the

efficiency of other enterprises, and improve the competitiveness of enterprises with the help of other information means. In short, the current era has been an era of knowledge economy, knowledge in the development of enterprises can not be replaced, but also become a key factor. No matter what kind of enterprise, it is necessary to adapt to the development trend of the enterprise, boldly carry out innovation and reform, fundamentally carry out the relevant transformation, and constantly adapt to the development trend of The Times.

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