

Research on the change of enterprise management mode in the context of economic structure transformation

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Abstract: With the changes in the global economic environment, economic structural transformation has become an important challenge and opportunity for all countries. The purpose of this article is to discuss the change of enterprise management mode in the context of economic structural transformation, and to clarify the management innovation strategies required by enterprises in coping with these changes by analyzing the impacts of globalization, technological advances and changes in market demand on enterprise management. The article focuses on how enterprises can achieve adaptive changes in their management models through strategic adjustment, organizational structure optimization and digital transformation, and at the same time demonstrates management innovation practices in different fields through case studies. Finally, the paper gives an outlook on the future development trend of enterprise management mode, pointing out that continuous innovation, ecological synergy and flexible adaptation will become important factors for the successful transformation of enterprises. This study provides theoretical guidance and practical reference for enterprises to effectively implement management change in the economic structural transformation.

1. Introduction

With the acceleration of the globalization process and the rapid development of science and technology, the structure of the economy is undergoing profound changes[1]. The traditional economic model can no longer meet the needs of the modern market, and countries are faced with the challenge of how to effectively respond to this transformation[2]. The transformation of economic structure not only involves the adjustment of industrial structure, but also puts forward new requirements for the management mode of enterprises[3]. Against this background, enterprises must identify market dynamics in a timely manner and flexibly adjust their strategies to adapt to the changing economic environment[4].

In the process of economic structural transformation, the change of enterprise management mode is a key factor in improving competitiveness and maintaining sustainable development. Previous management models may have been too rigid to cope with rapid changes in the market, which requires enterprises to make comprehensive innovations in management concepts, organizational structures and operational processes[5]. Through measures such as digital transformation, flexible

organizational structure, and customer-centric strategic alignment, companies are able to find new growth opportunities in a complex economic environment[6]. We analyze the intrinsic mechanism and external driving factors, and study how enterprises can realize management innovation in the process of transformation. By analyzing relevant theories and cases, this paper not only focuses on the actual path of management mode change, but also hopes to provide enterprises with feasible management strategies to cope with future challenges and opportunities.

2. Impact of economic structural transformation on business management

With the transformation of the economic structure, the market environment and competitive landscape faced by enterprises have changed significantly[7]. Firstly, the accelerating pace of globalization and technological progress has made it necessary for enterprises to adapt to rapidly changing market demands[8]. The rise of emerging markets and the intensification of international competition have forced enterprises to re-examine their market positioning and competitive strategies. In order to remain invincible in globalized competition, enterprises need to have greater flexibility and rapid response capabilities to meet diversified consumer needs and changing market conditions.

The trend of diversification and personalization of consumer demand requires enterprises to innovate in the management mode[9]. Modern consumers are not only concerned about product quality and price, but also pay more attention to brand value, service experience and personalized needs. In the face of these changes, enterprises must establish customer-centric management concepts and optimize product development, marketing and customer service processes[10]. By enhancing their keen insight into consumer needs, companies can formulate more precise market strategies to enhance their competitive advantages. Return on Investment (ROI):

$$ROI = \frac{\text{Net Profit}}{\text{Total Investment}} \times 100\% \quad (1)$$

Changes in policies and regulations have brought new challenges and opportunities for enterprise management. A series of policies and measures implemented by the government in the process of economic structural transformation aim to promote industrial upgrading and technological innovation, which puts new demands on the business model and management strategy of enterprises. For example, the implementation of environmental protection policies has prompted enterprises to emphasize sustainable development and shift to green management and circular economy models. Such policy changes not only affect the operating costs of enterprises, but may also affect their market competitiveness, so enterprises need to establish flexible management mechanisms to cope with policy risks, showed in Figure 1:

The talents and organizational capabilities required by enterprises in the process of economic structural transformation are also changing. With technological advances and the updating of management concepts, the traditional model of talent training and management is gradually becoming insufficient. Enterprises must focus on attracting and retaining talent, and improving the skills and innovation of their employees to meet new management needs. At the same time, enterprises also need to optimize the organizational structure to promote cross-departmental collaboration and information sharing, and enhance the overall operational efficiency. By establishing a learning organization, enterprises can better respond to environmental changes and promote the continuous optimization and upgrading of their management model.

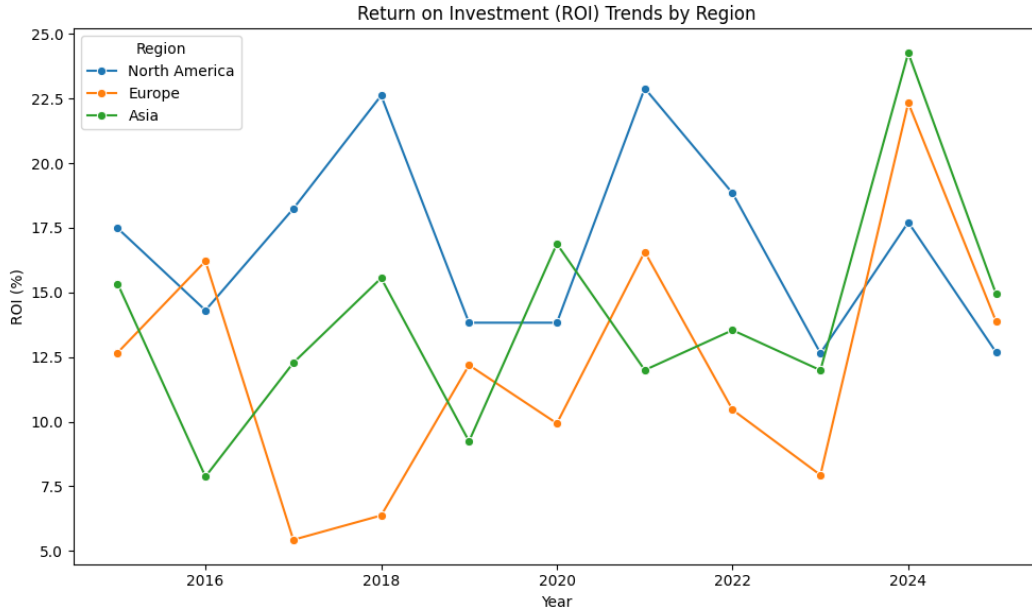


Figure 1: Return on Investment (ROI) Trends by Region

3. Transformation path and elements of enterprise management model

Against the backdrop of economic structural transformation, the transformation of the enterprise management model requires not only clear strategic adjustments, but also attention to key elements such as innovation in organizational structure and digital transformation. Enterprises must re-examine their market positioning and core competitiveness and adapt to the new economic environment through strategic adjustments. Optimizing organizational structure and management culture is an important part of achieving flexibility and adaptability, which not only helps to improve internal communication efficiency, but also promotes the generation of innovative thinking. The in-depth implementation of digital transformation provides technical support for the innovation of enterprise management mode, enabling enterprises to improve the scientific and efficiency of decision-making with the help of advanced data analysis and intelligent management tools, which together constitute the basic path and elements for the transformation of management mode in the process of economic structural transformation.

3.1. Strategic alignment and repositioning

In the context of economic structural transformation, enterprises are faced with a rapidly changing market environment and intense competitive pressure, which prompts them to make strategic adjustments and reshape their positioning. First of all, enterprises need to reassess their core competencies and identify the key factors that can bring competitive advantages in the new economic environment. This process involves not only analyzing existing resources and capabilities, but also considering changes in market demand and industry trends, so as to provide a clear direction for the future development of the enterprise. Net Present Value (NPV):

$$NPV = \sum_{t=1}^T \frac{R_t}{(1+i)^t} - C_0 \quad (2)$$

The redefinition of market positioning is crucial to the successful transformation of an enterprise. Enterprises need to understand the changing needs of target customer groups and identify new market opportunities through in-depth market research and analysis. Based on this, companies can formulate

more precise marketing strategies and focus their resources on market segments that can create the greatest value, thereby increasing market share and brand influence. Effective market positioning will enable enterprises to stand out in the fierce competition and win customers' trust and loyalty.

Strategic realignment requires enterprises to innovate in their business models. Traditional business models may no longer be adapted to the new market environment, and enterprises should explore diversified business models, including product innovation, service upgrading and digital transformation. By establishing strategic alliances with partners, enterprises can leverage external resources and technologies to achieve rapid expansion and market penetration. Such innovations can not only help enterprises improve operational efficiency, but also enhance their ability to adapt to market changes.

Enterprises need to pay attention to synergy and communication within the organization in the process of implementing strategic adjustments and repositioning. Management should actively create an open organizational culture and encourage employees to participate in the process of strategy formulation and implementation. Through the establishment of cross-functional teams and working groups, companies can promote information sharing and knowledge transfer, thus enhancing the organization's overall reaction speed and decision-making efficiency. Successful strategic adjustment and repositioning cannot be achieved without the joint efforts of all employees, and only by forming a synergy can we ensure that the enterprise transforms smoothly and achieves a sustainable competitive advantage in the economic structural transformation.

3.2. Organizational structure and cultural innovation

In the process of economic structural transformation, the organizational structure and cultural innovation of enterprises are key factors in achieving changes in the management model. First of all, the traditional hierarchical organizational structure is often difficult to adapt to the rapidly changing market environment, so enterprises need to explore a flatter and more flexible organizational structure. This structure can reduce the decision-making level, improve the efficiency of information flow, and enable enterprises to respond quickly in the face of market changes. Through flexible organizational design, enterprises can better adapt to changes in the external environment and improve overall operational efficiency and competitiveness, showed in Figure 2:

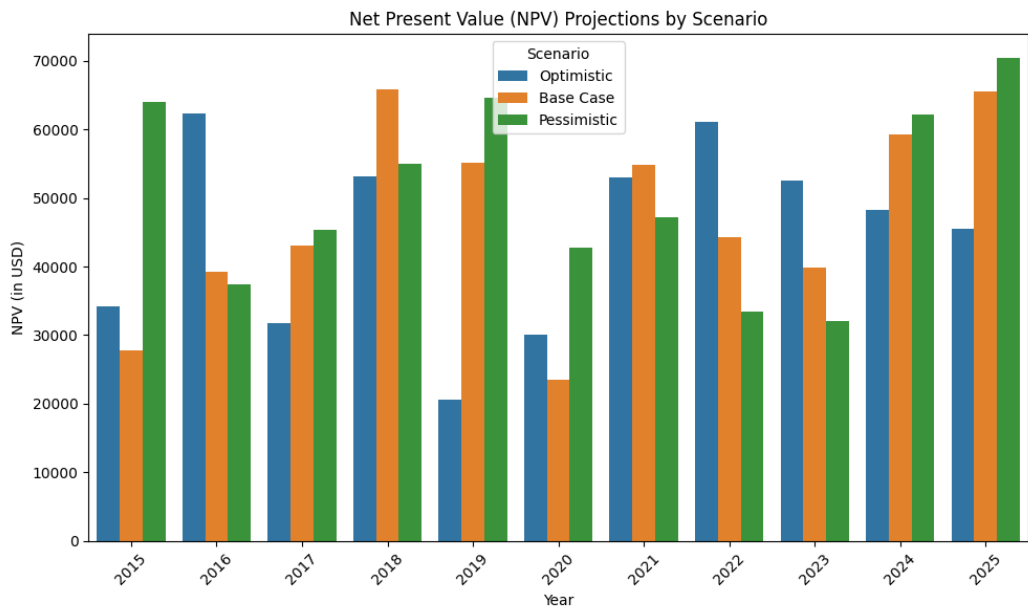


Figure 2: Net Present Value (NPV) Projections by Scenario (2025 forecast data)

Innovation in organizational culture requires the construction of a cultural atmosphere that encourages innovation and collaboration, enabling employees to actively explore and try out new ideas and methods in their work. The cultivation of an innovative culture includes not only tolerance and encouragement of failure, but also the need to incentivize employees to share ideas and opinions, thus creating a vibrant innovation ecosystem. Such a cultural context will enable companies to attract and retain talented people, while stimulating the potential of employees and promoting sustainable organizational development.

Cross-departmental Collaboration and Knowledge Sharing. The traditional division of functions often leads to information silos, which hinders collaborative work between different departments. Therefore, enterprises should establish cross-departmental teams to promote cooperation and communication between employees in different professional fields. By sharing knowledge and resources, enterprises can form synergies and improve the effectiveness and efficiency of decision-making. At the same time, this kind of cross-departmental collaboration also helps to develop the comprehensive ability of employees and enhance the innovation ability of the overall team.

Leaders should lead by example, advocate change and innovation, and influence the culture of the entire organization through their own actions. At the same time, companies should train managers to improve their change management and leadership skills so that they can effectively guide their teams to meet the challenges of transformation. By shaping a leadership environment that supports change, enterprises will be better able to achieve innovation in organizational structure and culture, and thus move steadily forward in the process of economic restructuring and gain a competitive advantage.

3.3. Digital Transformation and Intelligent Management

Against the backdrop of the current economic structural transformation, digital transformation has become an important strategy for enterprises to enhance their competitiveness. First, digital transformation enables enterprises to optimize business processes and management decisions by using advanced digital technologies and data analysis tools. By introducing technologies such as cloud computing, big data, and the Internet of Things (IoT), enterprises can access market and customer data in real time, thus responding faster to market changes. This real-time data-driven decision-making model not only improves operational efficiency, but also enhances the ability of enterprises to adapt in a complex market environment.

Digital transformation provides the foundation for enterprises to achieve intelligent management. Intelligent management involves improving the management level and operational efficiency of enterprises through technologies such as artificial intelligence and machine learning. For example, enterprises can use intelligent tools to conduct predictive analysis and optimize inventory management and production scheduling, thereby reducing costs and improving service levels. In addition, intelligent management can reduce human resource investment through automated processes, allowing employees to focus more time on innovative and strategic tasks and improving overall work efficiency.

The combination of digital transformation and intelligent management promotes the innovation ability and market competitiveness of enterprises. By building an open innovation platform in the process of digital transformation, enterprises can integrate external resources and technologies to promote product and service innovation. This innovation is not only limited to the upgrading of technology, but also includes the improvement of business models and customer experience. Through intelligent customer relationship management systems, enterprises are able to gain a deeper understanding of customer needs, provide personalized products and services, and further enhance customer satisfaction and loyalty.

The successful implementation of digital transformation and intelligent management requires an

overall improvement in the culture and talent of an organization. Enterprises must cultivate the digital skills of their employees and enhance their ability to adapt to new technologies. At the same time, management should promote a culture of innovation and collaboration, encouraging employees to explore new technologies and methods in their work. Only in an enterprise culture that supports digitization and intelligence can employees actively participate in the transformation process and work together to promote the sustainable development of the enterprise. In this process, companies should not only focus on the introduction of technology, but also on how to realize the improvement of the overall management model through digital transformation, in order to maintain a competitive advantage in the ever-changing market.

4. Trends in changes in business management models

Driven by globalization and digitization, business management models are shifting towards being more flexible, intelligent and people-centric. The management model is gradually transforming to flexibility and flattening. The traditional hierarchical management has been difficult to adapt to the rapidly changing market demand, enterprises are more and more inclined to adopt a flat structure, reduce the management level, in order to speed up the flow of information and decision-making speed. This flexible management mode enables enterprises to respond quickly to external changes and enhance their competitiveness in an uncertain environment.

Intelligent management has become one of the core trends in the change of enterprise management mode, and the advancement of artificial intelligence, big data analysis and other technologies enables enterprises to optimize management decisions and business processes through intelligent means. Intelligent management not only improves the operational efficiency of enterprises, but also through predictive analysis to achieve accurate market judgment, to help enterprises seize emerging opportunities. In addition, intelligent tools can automatically handle a large amount of tedious transactional work, allowing management to devote more energy to strategic decision-making.

The concept of people-centered management is increasingly being emphasized, and as employees' concern for job satisfaction and fulfillment grows, companies are beginning to focus on management models that emphasize employee experience and career development, and advocate inclusive and flexible work environments. By implementing flexible working, providing personalized career development opportunities, and focusing on employee mental health, companies can enhance employee motivation and loyalty. This human-centered management model not only helps to improve employee performance, but also creates favorable conditions for companies to attract and retain high-quality talent.

Ecologization and Sustainability, in a global context of increasing focus on environmental protection and social responsibility, companies are integrating sustainable development goals into their management models. By practicing green management and promoting sustainability in the supply chain, companies can not only reduce environmental costs but also build a positive social image. This ecological management model helps enterprises achieve long-term development and enhances their brand value, providing a guarantee for stable development under the new economic structure.

5. Conclusion

Under the background of economic structure transformation, the change of enterprise management mode has become an inevitable choice to adapt to the complex and changing market environment. This paper reveals the core path and elements of enterprise management mode transformation in the new situation through the discussion of strategic adjustment, organizational structure and cultural innovation, digital transformation and intelligent management. The challenges and opportunities

brought about by the transformation of economic structure have prompted enterprises to continuously adjust their management strategies and improve their organizational flexibility, innovation capability and intelligent management level to ensure that they maintain their advantages in competition. The future development of enterprises not only relies on the introduction of technology, but also requires systematic upgrading in culture, talent, ecological sustainability and other aspects. By comprehensively upgrading the management model, enterprises will be able to realize sustainable growth in the fierce market competition and make positive contributions to future economic development and social progress.

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