

Exploration into the Development of Management Models in Industrial and Commercial Enterprises in the Media Era

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Abstract: The core goal of this article is to study how to develop and innovate the management mode of industrial and commercial enterprises in the media age, so as to better adapt to the rapid evolution of the market and the diversity of consumer demand. This article discusses how media technologies (Internet, mobile communication, social media, etc.) affect the market environment, consumer behavior and operation mode of enterprises. This article analyzes how enterprises use media technology to promote the innovation of internal management, and discusses how enterprises use media platform to develop external markets, such as network marketing, social media marketing, e-commerce and other strategies. The research conclusion shows that in the media age, the innovation of enterprise management mode is very important to enhance the competitiveness of enterprises. Enterprises that adopt the new management model can adapt to market fluctuations more quickly, meet the individual needs of consumers, expand their sales network and increase their market share. Facing the future, enterprises should keep an open attitude and dare to explore new models and methods to meet the challenges brought by the media age.

1. Introduction

In modern society, the information media has undergone a great change from tradition to emerging [1]. At first, traditional media such as newspapers, radio and television occupied the dominant position in information transmission. They adopt a one-way and straight-line propagation mode [2]. The rapid progress of internet technology has given birth to the vigorous development of new media and completely reshaped the face of information dissemination. New media is not limited to the initial websites and online forums, but also evolved into social media, short video platforms and other interactive forms [3]. Social media tools such as WeChat and Weibo enable people to update the news and exchange ideas at any time, which greatly enhances the real-time and interactive nature of information [4]. At the same time, the wide application of big data and artificial intelligence technology enables the media to more accurately grasp the needs of users and provide customized information services, thus enhancing the communication power and influence of the media.

At the level of industrial and commercial enterprise management, management mode is a systematic management concept, method and measure gradually formed in the process of enterprise operation [5]. Traditional management mode usually emphasizes clear hierarchy and unified command, and pays attention to internal management and stability. However, in the face of the challenges of modern society, this model has gradually exposed its shortcomings [6]. On the one hand, the rapid change of the market requires enterprises to have flexibility and quick response ability, while the hierarchical structure of the traditional model often leads to slow decision-making and low efficiency [7]. On the other hand, the diversification and individualization of consumer demand require enterprises to be closer to the market and consumers, which is difficult to meet with the traditional management model.

In view of this, it is particularly critical to discuss the evolution of the management mode of industrial and commercial enterprises under the media environment. The arrival of the media era not only changed the way of information dissemination, but also had a far-reaching impact on the enterprise market environment, consumer behavior and operation mode. Enterprises need to adapt to this change and innovate management methods to enhance competitiveness and promote sustainable development. This article aims to analyze the influence of the media age on the management mode of industrial and commercial enterprises, reveal the shortcomings of the traditional management mode, and explore the innovative path of enterprise management to adapt to the media age.

2. The impact of the media age on the management model of industrial and commercial enterprises

The rapid progress of technology, especially the extensive use of Internet, mobile communication and social media, has had a fundamental impact on the market environment faced by enterprises [8]. In the past, the market was relatively closed and stable, the channels of information dissemination were limited, and consumers' choices were relatively single. However, today's media technology has broken this situation and made the market more open and dynamic. Internet realizes the cross-border flow of information, mobile communication enables communication at any time, and social media provides a diversified and interactive way of information sharing. These changes require enterprises to improve market insight, adapt to market fluctuations quickly, and constantly adjust and optimize their strategic direction.

The rapid and extensive dissemination of information in the media age has had a profound impact on the behavior patterns of corporate consumers [9]. Consumers are no longer passive recipients of information, but actively search, screen and disseminate information. They pay more attention to personalized and differentiated goods and services, and their loyalty and identity to the brand depend more on their personal values and emotional needs. Therefore, enterprises need to be more accurate and efficient in brand building and marketing, and use the media platform to establish closer interaction with consumers, gain insight into their needs and preferences and provide products and services that meet their expectations.

The progress of media technology has also greatly promoted the innovation of enterprise management mode [10]. New management modes, such as flat management, telecommuting and digital management, came into being and gradually became the new trend of enterprise management.

Table 1 not only shows the new trend of enterprise management in the media age, but also further expounds the specific benefits brought by these new management models to enterprises. Flat management reduces management levels, improves decision-making efficiency, and enables enterprises to respond to market changes more flexibly. Remote working breaks geographical

boundaries, gives employees more freedom of work and life, and improves their work efficiency and satisfaction. Digital management optimizes the operation of enterprises in all directions through information technology, which enhances the management ability and market competitiveness of enterprises. The emergence and evolution of these new management modes meet the needs of enterprise operation in the media age and open up a broad space for the innovation of enterprise management mode.

Table 1: New Trends and Benefits of Enterprise Management in the Media Era

New Management Model	Description	Benefits to Enterprises
Flat Management	Simplify management hierarchy, improve decision-making efficiency	Enhance organizational flexibility, speed up market response
Remote Work	Utilize technology to enable remote office work and collaboration	Broaden recruitment scope, improve employee work efficiency and satisfaction
Digital Management	Optimize enterprise management processes using digital technology	Improve management efficiency, reduce operational costs, enhance data-driven decision-making capabilities

3. The development strategy of the management mode of industrial and commercial enterprises in the media age

In the media age, enterprises must adjust and optimize their management mode to better adapt to market changes and meet consumer demand if they want to remain competitive. This requires enterprises to have a high degree of flexibility and innovation ability, be able to quickly respond to market trends and capture consumer preferences. Therefore, enterprises should actively introduce advanced media technology to transform and upgrade the traditional management mode. By building a more open and flat organizational structure, enterprises can speed up decision-making and improve market response ability; At the same time, employees are encouraged to participate in the decision-making process, and their innovative spirit and work enthusiasm are stimulated to make the enterprise more dynamic.

In terms of internal management, media technology provides rich innovative means for enterprises, as shown in Table 2.

Table 2: Innovative Applications of Media Technology in Enterprise Internal Management

Innovation Means	Specific Application	Benefits Brought
Information Management System	Establish a system to optimize resource allocation and efficient utilization	Improve operational efficiency
Instant Messaging Tools	Introduce tools to break time and space constraints, enhance communication efficiency	Facilitate instant communication among employees
Online Collaboration Platforms	Use platforms to support remote collaboration and enhance teamwork	Strengthen team cooperation and coordination
Knowledge Management	Establish knowledge bases and online learning platforms to facilitate knowledge acquisition and sharing	Enhance the overall knowledge level and innovation capability of the enterprise

The establishment of information management system can realize the optimal allocation and efficient utilization of enterprise resources and improve operational efficiency. By introducing instant messaging tools and online collaboration platforms, enterprises can break time and space constraints, improve communication efficiency among employees and promote teamwork. Strengthening knowledge management is also an important direction of enterprise internal management innovation. Using media technology to establish knowledge base and online learning

platform can facilitate employees to acquire and share knowledge, and improve the overall knowledge level and innovation ability of enterprises.

In terms of expanding the external market, the media platform provides a broad space for enterprises. With the help of these platforms, enterprises are no longer limited to traditional sales models and channels, but can directly push products and services to potential consumers through the efficient means of online marketing. As one of the best, social media marketing gives enterprises the opportunity to communicate face to face with consumers. By publishing attractive content and participating in hot topic discussions, enterprises can attract more attention and gain a deeper understanding of consumers' real needs and preferences. Based on this valuable information, enterprises began to provide more personalized products and services to meet the unique needs of different consumers. This customized service improves the satisfaction of consumers and greatly enhances the market competitiveness of enterprises. Media platform is also an important stage for enterprises to enhance brand awareness and reputation. Through continuous brand promotion, excellent customer service and active social media interaction, enterprises can establish a good brand image and win the trust and love of consumers. This positive brand image is helpful to consolidate the existing market share and provide strong support for enterprises to explore new markets and attract new customers. For example, on social media, enterprises can respond to consumers' feedback and suggestions in time, and show their attention and concern for consumers' needs, so as to continuously improve products and services and win more praise and reputation.

However, enterprises may encounter some challenges in the process of implementing the new management model. Information security has become a problem that cannot be ignored. With the wide application of media technology, the security of enterprise information assets is facing more threats. Table 3 shows the information security challenges that enterprises may encounter under the new management mode.

Table 3: Information Security Challenges and Countermeasures in Enterprise's New Management Models

Challenge Aspect	Specific Issue	Potential Impact	Countermeasures
Information Security Threat	Widespread use of media technology increases the risk of information leakage	Disclosure of business secrets, damaging corporate interests	Strengthen information encryption, regularly update security policies
Data Protection Difficulty	Increased data volume makes protection and management more challenging	Data loss or damage, affecting business continuity	Implement data backup and recovery plans, adopt advanced data management technologies
Internal Security Vulnerabilities	Insufficient employee awareness of security may lead to internal security vulnerabilities	Unauthorized access or tampering with data, compromising system integrity	Enhance employee security training, implement strict access controls
External Attack Risk	Increased external threats such as hacker attacks and virus intrusions	System downtime, service interruption, data theft	Deploy firewalls and intrusion detection systems, regularly update antivirus software

Enterprises must strengthen information security protection measures and establish a sound information security management system to ensure the security of information assets. Staff training is also a key task. New employees need to adapt to the new working environment and technology, while old employees need to constantly learn new knowledge and skills. Enterprises should make a comprehensive training plan, provide necessary training and support, and help employees adapt to the new management model smoothly.

4. Conclusions

This article mainly discusses the development and innovation of the management mode of industrial and commercial enterprises in the media age. Through in-depth analysis of the influence of media technology on enterprise market environment, consumer behavior and operation mode, we deeply realize that the innovation of enterprise management mode in the media age has become the key to enhance enterprise competitiveness. This article expounds how enterprises use media technology to carry out internal management innovation and the strategy of expanding external market through media platform, and emphasizes the importance and urgency of enterprise management model innovation in the media age. Only by continuous innovation can enterprises remain invincible in the fierce market competition and achieve sustainable development.

In the future, with the continuous progress of big data, artificial intelligence and other technologies, enterprise management will rely more on data analysis and intelligent decision-making. Therefore, enterprises should actively embrace new technologies, strengthen digital transformation, and improve management efficiency and decision accuracy. At the same time, enterprises should also pay close attention to staff training and talent development, cultivate a talent team with new media literacy and innovation ability, and inject new vitality into the sustainable development of enterprises.

Facing the future challenges, enterprises should keep an open mind and dare to try new models and methods. Only by continuous innovation can enterprises remain invincible in the fierce market competition and achieve sustainable development. In the tide of the media age, enterprises should move forward steadily, constantly improve their adaptability and competitiveness, and create a better future.

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