

The Collaborative Development Path of Enterprise Informatization Management and Business Administration

Bing Qiu

Haitong Futures Co., Ltd., Pudong, Shanghai, 200127, China

Keywords: Enterprise Information Management; Business Administration; Collaborative Development; Path; Management Efficiency

Abstract: This article focuses on the collaborative development path of enterprise information management and business administration. With the rapid development of information technology, enterprise management is facing new challenges and opportunities, and it is of great significance to explore the collaborative path between them to enhance the competitiveness of enterprises. The research uses the method of literature research to sort out the relevant achievements, and summarizes the collaborative path by inductive deduction. It is found that there are some problems in the current coordinated development of the two, such as insufficient concept cognition, poor integration of technology and management, and shortage of compound talents. Based on this, this article proposes to build a collaborative path from three aspects: concept collaboration, technology and management integration and talent training, including strengthening publicity and education, building a collaborative culture, optimizing business processes, establishing an integrated management platform, carrying out internal training and introducing talents from outside. In this way, it can promote the effective cooperation between enterprise information management and industrial and commercial management, improve the comprehensive management efficiency of enterprises and realize sustainable development.

1. Introduction

With the rapid development of information technology, enterprises are facing an increasingly complex and changeable market environment, and the traditional management model has been difficult to meet the development needs of enterprises [1]. As an important part of enterprise operation management, enterprise information management and business management play a key role in the survival and development of enterprises [2]. Therefore, it is an urgent need for enterprises to enhance their competitiveness and achieve sustainable development to study the coordinated development path of the two [3].

With the wide application of emerging information technologies such as big data, cloud computing and artificial intelligence, the level of enterprise information management has been significantly improved [4]. With the help of information technology, enterprises can collect and analyze massive data in real time, provide accurate support for decision-making, and greatly

improve operational efficiency [5]. However, business administration, as an all-round overall planning and planning for enterprises, will easily lead to the disconnection of management and the failure to give full play to the advantages of informatization if it cannot be effectively coordinated with information management [6].

The purpose of this study is to explore a set of feasible paths for the coordinated development of enterprise information management and business administration, to help enterprises break the management bottleneck and improve the comprehensive management efficiency. Theoretically, it is helpful to enrich and improve the theoretical system of enterprise management, and further clarify the relationship and coordination mechanism between them. From a practical point of view, it provides specific operational guidelines for enterprises, so that enterprises can better integrate resources and optimize management processes in actual operation, thus enhancing market competitiveness. This study uses the method of literature research to systematically sort out the relevant research results and understand the research status and frontier trends; Summarize the path of coordinated development by inductive deduction. The innovation of this study is to break through the traditional research perspective, analyze the synergistic relationship between the two from the overall strategic height of the enterprise, and innovatively put forward the coordinated development path based on digital transformation, providing new ideas for enterprises to achieve efficient management.

2. Enterprise information management and business management theory

Enterprise information management means that enterprises use information technology to digitally and intelligently reshape all aspects of production, operation and management [7]. Its core lies in breaking down information barriers and realizing the efficient circulation and utilization of internal and external information of enterprises with the help of modern information technology. From the content point of view, enterprise resource planning (ERP) integrates the core business processes such as finance, procurement and production, and realizes the optimal allocation of resources [8]. Customer relationship management (CRM) focuses on the collection and analysis of customer data to enhance customer satisfaction and loyalty. Supply chain management (SCM) monitors and coordinates all aspects of the supply chain by means of information technology to ensure the stability and efficiency of supply. Enterprise information management is very important to enhance the competitiveness of enterprises. It significantly improves the operational efficiency, automates the process, reduces manual intervention and reduces the error rate; The acquisition of real-time data provides scientific basis for enterprise decision-making and enhances the accuracy and timeliness of decision-making.

Business administration is a management activity that comprehensively plans, organizes, leads and controls the production and operation activities of enterprises. It covers strategic management and guides enterprises to define their development direction and goals; Marketing, responsible for understanding market demand and promoting products and services; Financial management to ensure the rational operation and value-added of enterprise funds; Human resource management, recruiting, cultivating and retaining outstanding talents for enterprises. The importance of business administration is self-evident. Scientific strategic management enables enterprises to find a correct position in the complex market and seize development opportunities. Effective marketing helps enterprises to expand market share and enhance brand influence [9]. Reasonable financial management maintains the stability of enterprise capital chain and avoids financial risks; Good human resource management stimulates the potential of employees and creates a positive corporate atmosphere.

Enterprise information management and industrial and commercial management are

interdependent and promote each other. Information management provides data support and technical assistance for industrial and commercial management, making management decisions more scientific; Business administration points out the direction for information management and ensures that the application of information technology meets the enterprise strategy and business needs. The two work together to improve the efficiency of enterprise management and promote the sustainable development of enterprises.

3. Present situation and problems of coordinated development of enterprise information management and industrial and commercial management

3.1. Collaborative development status quo

At present, most enterprises have realized the importance of information technology to business management and applied it to varying degrees. In terms of strategic management, with the help of data analysis tools, enterprises can conduct in-depth research on market trends and competitors, and provide data support for strategic formulation [10]. For example, analyzing the development trends of the industry through big data helps enterprises determine the future development direction. In the field of marketing, enterprises use CRM system to collect and analyze customer data and realize precise marketing. According to incomplete statistics, about 70% enterprises said that CRM system has improved the marketing effect to some extent. In financial management, financial information software realizes the automatic processing and real-time monitoring of financial data, which improves the efficiency and accuracy of financial work.

The ideas and methods of business administration provide direction guidance for enterprise information management. Enterprises plan information construction according to their own strategic objectives to ensure that information technology serves their core business. Enterprises with market expansion as the strategic orientation will focus on strengthening the construction of marketing-related information systems. At the same time, under the norms of industrial and commercial management means such as project management, information projects can be promoted in an orderly manner and the implementation risks can be reduced. Through sorting out the survey data of some enterprises, it is found that there are still many problems in the coordinated development of the two, as shown in Figure 1:

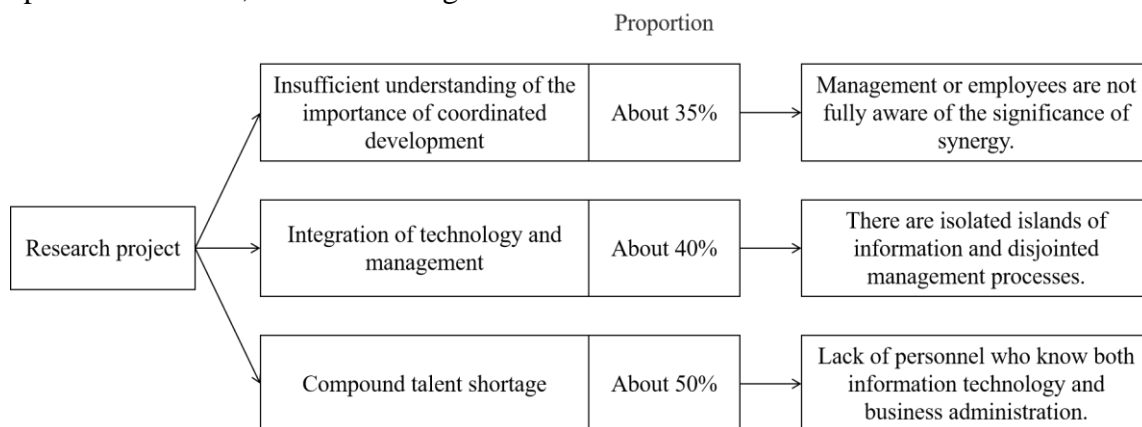


Figure 1 Investigation on the current situation of collaborative development of enterprise information management and industrial and commercial management

3.2. Exist problem

The management of some enterprises pays too much attention to the efficiency improvement

brought by information management and ignores the overall planning function of industrial and commercial management, which leads to the inconsistency between information construction and the strategic direction of enterprises. However, some employees lack an in-depth understanding of the coordinated development of the two, and think that information management is only the work of technical departments, which has little connection with their own posts, and fails to effectively cooperate in practical work, which affects the synergy effect. According to statistics, about 35% of enterprises have such cognitive problems.

Although enterprises have applications in various fields of information technology and business administration, their integration is not deep. Information systems used by different departments are independent of each other, forming information islands, and data cannot be shared and interacted in real time. For example, the customer data of the sales department cannot be transmitted to the production department in time, which affects the adjustment of the product production plan. Because of the disconnection between informatization and industrial and commercial management, there is duplication of work or management vacuum, which reduces the operational efficiency of enterprises. Research shows that about 40% of enterprises are facing the dilemma of the integration of technology and management.

The coordinated development of enterprise information management and business administration requires compound talents who are proficient in both information technology and business administration knowledge. But in reality, the number of such talents is limited. Most information technology personnel lack the concept of business management, and it is difficult to plan information construction from the perspective of enterprise overall strategy; However, business management talents have insufficient mastery of information technology and cannot give full play to the advantages of information technology. It is estimated that about 50% of enterprises are restricted by the shortage of compound talents, which seriously hinders the coordinated development of the two.

4. Enterprise information management and business management coordinated development path

4.1. Conceptual collaborative path

Conceptual collaboration is the basis for the coordinated development of enterprise information management and business administration. Enterprises need to strengthen publicity and education to enhance the awareness of all employees on the importance of synergy between them. Training activities can be organized regularly, and industry experts can be invited to explain collaborative cases of information management and business administration, and share successful experiences. Enterprises should build a cooperative culture and integrate the concept of cooperation into enterprise values and daily work norms. For example, enterprises can set up a collaborative innovation reward mechanism to commend and reward teams or individuals who promote their collaboration in practical work. Through these measures, employees can attach importance to coordination ideologically and actively practice it in action.

4.2. Technology and management integration path

Enterprises should re-examine and optimize the business process of business administration based on the requirements of information management. Enterprises need to break down departmental barriers and eliminate cumbersome and redundant links to make business processes smoother and more efficient. Taking the procurement process as an example, the traditional procurement process involves the approval of multiple departments, which takes a long time. With

the help of information technology, online integrated operation of purchasing application, approval and ordering can be realized, and at the same time, it can be connected with the supplier management system to grasp the purchasing progress and inventory information in real time. Through the optimization of business processes, the organic integration of information flow, logistics and capital flow is realized.

It is very important to build an integrated platform that integrates various information management systems and business management functions. The platform should integrate ERP, CRM, SCM and other systems to realize centralized storage and sharing of data. If through the integrated platform, the customer demand information obtained by the sales department can be immediately transmitted to the production department and the R&D department, so as to adjust the production plan and product R&D direction in time. The integrated management platform clearly shows the data interaction between systems, as shown in Figure 2.

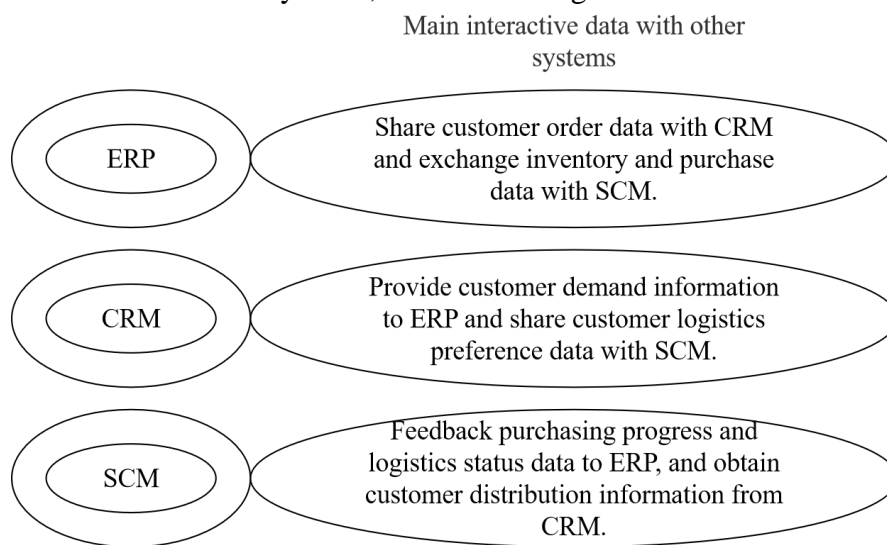


Figure 2 Data interaction of integrated management platform system

4.3. Talent cultivation path

Enterprises should regularly carry out internal training courses and carry out intensive training on information technology and business management knowledge for on-the-job personnel. Enterprises can offer data analysis courses for financial personnel to improve their ability of financial management by means of information technology; Arrange basic business administration courses for information technology personnel to make them understand the knowledge of enterprise strategic planning and operation management. The training method can be combined online and offline, and internal experts or external lecturers are invited to teach to ensure the training effect.

Specific measures include establishing strategic partnerships with universities and research institutions, targeted training and recruitment of outstanding graduates in related majors; At the same time, through the talent introduction plan, core talents are excavated from outstanding enterprises in the same industry, continuously injecting innovative vitality into the development of the enterprise. At the same time, it provides a good career development space and working environment for newly introduced talents, so that they can quickly integrate into the enterprise and contribute to the coordinated development of enterprise information management and business administration.

5. Conclusions

In this article, the cooperative development path of enterprise information management and industrial and commercial management is deeply discussed. Research shows that enterprise information management and business management complement each other, and coordinated development can significantly improve the efficiency of enterprise management. However, at present, enterprises are faced with many problems such as concept cognition, integration of technology and management, and shortage of talents.

In view of these problems, the idea coordination, technology and management integration and talent training path proposed in this article have important practical guiding significance. By strengthening publicity and education and building a collaborative culture, the conceptual collaborative path lays the foundation for their collaboration from the ideological level, and urges all employees of the enterprise to attach importance to and actively participate in collaborative development. The integration path of technology and management breaks down departmental barriers and information islands by optimizing business processes and establishing an integrated management platform, and realizes the deep integration of information technology and business management processes. Through internal training and external introduction, the talent training path provides key human resources support for coordinated development.

By implementing these collaborative development paths, enterprises can better integrate resources, optimize management processes, improve scientific decision-making and operational efficiency, thus enhancing competitiveness and achieving sustainable development in the increasingly fierce market competition. In the future, with the continuous innovation of information technology, the coordinated development of enterprise information management and business management will face more opportunities and challenges, which requires enterprises to continue to pay attention to and explore new collaborative models and methods.

References

- [1] Tan Zhangu, Qiu Shuohan, Li Yao. *Research on the Comprehensive Budget Management System of Coal Enterprises under Informatization* [J]. *Friends of Accounting*, 2020, (01): 41-46.
- [2] Liu Rongjie, Deng Jun, Cui Zhao, et al. *Research and Practice on the Construction of the Informatization Operation Monitoring Platform of Energy Enterprises* [J]. *China Coal*, 2024, 50(7): 43-51.
- [3] Xu Yude, Yang Xiaoxuan, Liu Jianmin. *Informatization Density, Social Trust and Corporate Value Creation* [J]. *China Soft Science*, 2022(1): 98-110.
- [4] Zhao Xiaoqin. *Exploration of the Informatization Construction of the Finance and Accounting of Construction Enterprises* [J]. *Economics*, 2022, 5(5): 84-86.
- [5] Xu Guangqing. *The Informatization Construction of Business Administration of Chemical Enterprises under the Background of the New Economy* [J]. *Thermosetting Resin*, 2022(4): 78-79.
- [6] Liu Bin. *Exploration of the Informatization Management Mode of Cotton Textile Enterprises* [J]. *Cotton Textile Technology*, 2024, 52(10): 73-78.
- [7] Jin Yingying. *Enterprise Informatization, Green Technology Innovation and the Value Chain Climbing of Growth Enterprise Market Enterprises* [J]. *Communication of Finance and Accounting*, 2023(17): 53-56.
- [8] Mu Weibo, Qin Mengxuan. *The Risks Faced by Enterprise Accounting Informatization in the Big Data Era and the Countermeasures* [J]. *Finance and Accounting*, 2024(3): 69-70.
- [9] Le Mengxi. *On the Necessity and Challenges of the Informatization Construction of Enterprise Internal Audit* [J]. *Economics*, 2022, 4(6): 62-63.
- [10] Bai Jie. *Research on the Evaluation of the Accounting Informatization of Feed Enterprises from the Perspective of Risk Management* [J]. *China Feed*, 2023, 1(8): 106-109.