

# ***Innovation Strategy of Enterprise Business Administration in the Era of Network Economy***

**Lingling Xu**

*Yichang Hongxin Real Estate Co., Ltd., Yichang, Hubei, 443000, China*

**Keywords:** Network Economy Era; Business Administration of Enterprises; Innovative Strategies; Management Concept; Management Mode

**Abstract:** With the advent of the era of network economy, business administration of enterprises faces many challenges and opportunities. This article focuses on the innovation strategy of enterprise business administration in the era of network economy. By analyzing the characteristics of the network economy era, the connotation and functions of enterprise business administration, and the existing management concepts are lagging behind, the mode is defective, and the means are insufficient, this article puts forward that the concept innovation needs to establish the user-centered Internet thinking and open cooperation concept. The innovation of organizational models requires the construction of a flat management structure and a virtual team collaboration mechanism. This transformation means the expansion of the application scope of information technology, in which advanced technologies such as big data analysis and artificial intelligence will effectively enhance the scientificity of management decisions. The research results show that these innovative strategies can help enterprises better adapt to the network economy environment. This aims to provide practical and reference paths and methods for enterprises to achieve sustainable development in the era of network economy.

## **1. Introduction**

Under the background of digital wave sweeping the world, the era of network economy has come. Network economy is reshaping the operating environment and development model of enterprises at an unprecedented speed with its remarkable characteristics such as digitalization, globalization and high efficiency [1]. This profound change has brought many brand-new opportunities for enterprises, such as broader market space, more convenient access to information and more efficient resource allocation. But at the same time, it also throws a series of severe challenges to the business management of enterprises [2-3].

As the core hub of enterprise operation and development, business administration covers key functions such as strategic planning, organization and coordination, and resource allocation, which plays a decisive role in the survival and growth of enterprises [4]. However, the traditional business management concepts, modes and means, under the impact of the network economy era, gradually exposed many drawbacks [5]. The lag of management concept makes it difficult for enterprises to keep up with the rapid change of network economy; Too many levels of management mode, seriously hindered the smooth flow of information and efficient implementation of decision-making

[6]. However, the lack of management methods, especially the low application of information technology, makes it impossible for enterprises to make full use of massive data to achieve accurate decision-making.

In view of this, it is undoubtedly of great practical significance to explore the innovative strategies of enterprise business management in the network economy era. By innovating management concepts and establishing new concepts such as internet thinking and user orientation, enterprises can better adapt to the development needs of the network economy. By constructing innovative management modes such as flat organization and virtual team cooperation mode, the operational efficiency and flexibility of enterprises can be effectively improved; Using innovative management methods such as big data analysis and artificial intelligence aided management can help enterprises achieve intelligent and refined management. The purpose of this article is to systematically analyze the problems faced by enterprises' business administration in the era of network economy, and put forward feasible innovation strategies in order to provide useful reference for enterprises to realize sustainable development in this era full of challenges and opportunities.

## **2. Network economy era and enterprise business management**

In the era of network economy, information technology is the core driving force, showing distinct characteristics. One is digitization, in which information is rapidly disseminated and processed in digital form, and all aspects of enterprise operations and transactions are digitized, and data becomes a key asset. The second is globalization, where the network breaks geographical restrictions, enterprises can easily expand the global market, and competition is also launched on a global scale [7]. Furthermore, it is efficient. The instant transmission of information greatly shortens the decision-making and execution cycle, and enterprises can respond to market changes more quickly. Innovation is also an important feature. Technological iteration gives birth to new business models and formats, and enterprises need continuous innovation to gain a foothold.

Business administration aims at effective management and regulation of business activities. Its connotation includes the comprehensive application of knowledge such as economy, law and management, and the rational allocation of enterprise resources to achieve enterprise goals. From the functional point of view, the strategic planning function is very important, and enterprises need to formulate long-term development strategies based on internal and external environment analysis [8]. The optimization of enterprise organizational structure should strengthen coordination and management functions, ensure efficient cooperation among departments by clarifying departmental responsibilities and establishing collaborative work mechanisms. The resource allocation function rationally allocates human, material and financial resources to all business links to improve the efficiency of resource utilization. The control and supervision function ensures that the operation of the enterprise conforms to the established plan and standards, and corrects the deviation in time.

The era of network economy has brought all-round influence to the business administration of enterprises. In terms of management concept, the traditional product-centered concept needs to be changed to user-centered, emphasizing user experience and personalized service [9]. In terms of management mode, the traditional mode with distinct levels cannot adapt to the rapid changes of network economy because of the slow transmission of information, so it is necessary to build a more flexible and flat organizational mode to promote the rapid circulation of information. In terms of management means, the development of information technology urges enterprises to adopt big data analysis, cloud computing and other means to realize accurate data-driven decision-making and improve management efficiency and scientificity. In short, the era of network economy requires profound changes in enterprise business management to adapt to the new economic environment.

### 3. Existing problems of enterprise business administration in the era of network economy

#### 3.1. Management concept lags behind

In the era of network economy, the market environment is changing rapidly, and consumer demand is becoming more diversified and personalized. However, some enterprises still adhere to the traditional management concept, focus on products, pay attention to production scale and cost control, and ignore the rapid changes in user experience and market trends [10]. This lagging concept makes enterprises slow to respond when facing emerging competitors, making it difficult to seize market opportunities. After the rise of online e-commerce, some traditional manufacturing enterprises failed to adjust their sales and service concepts in time, and still relied on traditional offline channels, resulting in market share being quickly seized by e-commerce brands.

#### 3.2. Defects in management mode

The traditional enterprise management mode is mostly hierarchical structure, which exposes many disadvantages in the network economy era. Too many levels lead to slow information transmission and easy distortion. Information feedback from the grass-roots to the high-level and decision-making from the high-level to the grass-roots need to go through multiple levels, which greatly reduces the operational efficiency of enterprises [11]. There are clear barriers between departments, and coordination is difficult, so it is difficult to meet the cross-departmental and cross-disciplinary business needs under the network economy. Generally speaking, the organizational structure of large enterprises is shown in Figure 1:

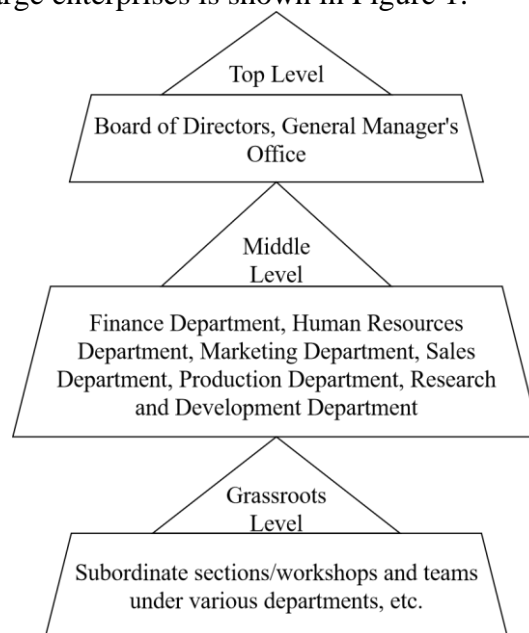


Figure 1 Traditional organizational structure diagram of large enterprises

Under this framework, if the marketing department obtains important customer demand information, it needs to pass it to the middle-level supervisor first, then report it to the high-level decision-making, and then the decision needs to be conveyed to the specific executive department in reverse. This process takes a lot of time and often misses the best market response opportunity. When multi-department collaborative projects are involved, it is often difficult for each department to cooperate effectively because of its own interests and assessment indicators, which affects the project progress.

### 3.3. Inadequate management tools

With the rapid development of information technology in the era of network economy, data has become an important asset of enterprises. However, many enterprises fail to keep up with the pace in management means, and the application of information technology is low. On the one hand, the internal information system of the enterprise is not perfect, and the data of each business module is isolated from each other, which makes it difficult to integrate and share effectively, resulting in data analysis and supporting accurate decision-making. On the other hand, without the application of advanced technologies such as big data and artificial intelligence, enterprises cannot mine valuable information from massive data and gain insight into market trends and consumer demand. In the marketing process, some enterprises still rely on traditional market research methods, unable to achieve accurate marketing through data analysis like Internet enterprises, resulting in a waste of marketing resources. In the supply chain management, enterprises can't use information technology to realize real-time monitoring and dynamic adjustment, which leads to the phenomenon of overstock or shortage of inventory from time to time and increases the operating cost of enterprises.

## 4. Network economy era business management innovation strategy

### 4.1. Concept innovation strategy

In the era of network economy, enterprises need to actively innovate traditional management concepts and firmly establish user-centered Internet thinking. This requires enterprises to deeply study the needs of users, not only to meet the needs that users have shown at present, but also to predict the potential needs with keen insight, and to improve user satisfaction and loyalty in all directions by providing highly personalized products and services. Some head Internet companies use big data to analyze users' behavior habits and accurately push content and products that meet their interests, which significantly enhances users' stickiness. At the same time, it is also very important to uphold the concept of open cooperation. Enterprises need to break their own boundaries and cooperate extensively and deeply with suppliers, customers and even competitors to jointly build a mutually beneficial and win-win business ecosystem. For example, some technology companies cooperate with upstream and downstream suppliers to develop new technologies, shorten the product development cycle and enhance the overall competitiveness of products.

### 4.2. Mode innovation path

Building a flat organizational model is an important measure for enterprises to adapt to the era of network economy. Reducing management levels can ensure the rapid and accurate transmission of information within the enterprise, thus greatly improving the efficiency of decision-making. Taking an innovative enterprise as an example (see Figure 2), its organizational structure reflects the characteristics of a flat management model.

Under this framework, each project team can directly connect with the market and customers, and can quickly capture and respond to market demand. Moreover, the project team is given greater autonomy, and can flexibly allocate resources according to the actual business needs to carry out business efficiently. In addition, the virtual team cooperation mode has also emerged in the era of network economy. With the help of advanced network technology, enterprises integrate professionals scattered around the world and set up virtual teams to carry out various projects. Virtual teams are not limited by regions, and can gather high-quality resources around the world, inject a steady stream of innovation vitality into enterprises, and effectively enhance their innovation ability and market competitiveness. For example, some multinational companies let

R&D personnel from different countries participate in the project through virtual team mode, and give full play to the professional advantages of talents from all over the world.

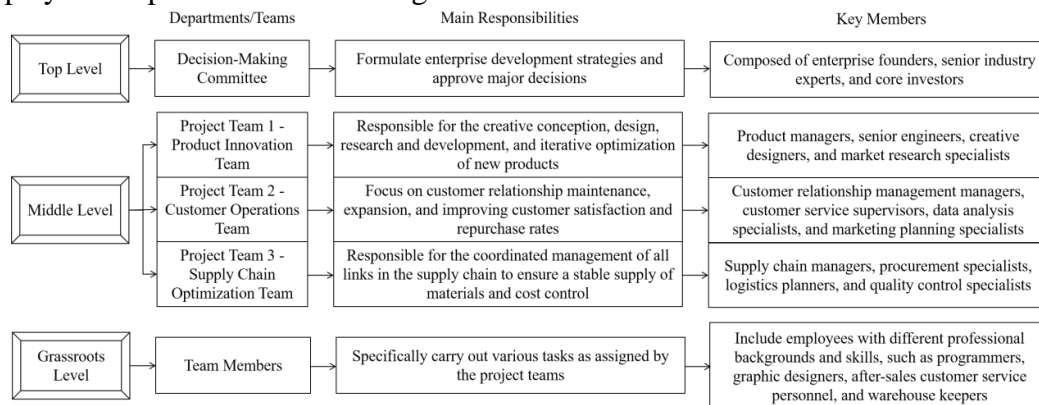


Figure 2 Flat organizational structure diagram of innovative enterprises

### 4.3. Means and innovative methods

Enterprises must increase the application of information technology in business management, carefully build a perfect enterprise information management system, and realize real-time sharing and in-depth analysis of data of various business modules. With the help of big data analysis technology, we can provide accurate insight into key information such as market trends and consumer behavior, and provide solid data support for enterprise decision-making. For example, by carefully analyzing consumers' browsing history, purchase frequency, search keywords and other records on the e-commerce platform, enterprises can deeply understand consumers' preferences and demand trends, so as to optimize product design and marketing strategies. The introduction of artificial intelligence technology has significantly improved enterprise management efficiency: The deployment of intelligent customer service systems has achieved automated processing of common customer inquiries, effectively reducing labor costs while improving service response speed; With the help of intelligent production system, the production process is intelligently optimized, which effectively reduces the production cost and improves the stability of product quality. In the field of supply chain management, the Internet of Things technology is used to realize real-time tracking and monitoring of goods transportation, warehousing and other links, to find and solve potential problems in time, and to ensure that the supply chain always maintains an efficient and stable operation state. Through these innovative means, enterprises can realize intelligent and meticulous management in the era of network economy, significantly enhance their own market competitiveness, and remain invincible in the fierce market competition.

## 5. Conclusions

This article probes into the problems faced by enterprises in the network economy era, and puts forward corresponding innovative strategies. The era of network economy is characterized by digitalization, globalization, high efficiency and innovation, which has profoundly changed the operating environment of enterprises, and the traditional business management concepts, models and means have been difficult to adapt. The existing problems are outstanding. In terms of management concept, the traditional product-centered concept ignores user experience and market changes. In the management mode, the hierarchical structure makes the information transmission slow and the cooperation between departments difficult; In terms of management means, the application of information technology is low, and it is impossible to effectively use data to support

decision-making. Aiming at these problems, the innovation strategy covers three aspects: concept, mode and means. Concept innovation urges enterprises to pay attention to user needs and carry out open cooperation; Mode innovation improves the response speed and innovation ability by building a flat organization and virtual team cooperation mode; Means innovation realizes data integration analysis and intelligent management with the help of information technology.

By implementing these innovative strategies, enterprises can better adapt to the development trend of the network economy era, enhance their competitiveness and achieve sustainable development. In the future, enterprises should continue to pay attention to technological development and market changes, and constantly optimize business management strategies to maintain their advantages in a dynamic environment.

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