Research on traditional enterprise management innovation in the Internet era

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Abstract: With the rapid and comprehensive development of Internet information technology, based on the industrial development under the influence of the Internet and the change of consumer behavior, the market consumption structure becomes more complex, making the management and operation of traditional enterprises become more difficult. Internet management thinking and management mode play an increasingly important role in enterprise management. In the enterprise's management philosophy, organizational management, market model innovation, customer service, human resource management and other aspects of outstanding contribution, the Internet will continue to enhance the competitiveness of enterprises.

1. Research background

The transition from the industrial era to the third revolution in the Internet era is under way, and China, with nearly 700 million Internet users, is ushering in an important strategic opportunity period. The 13th Five-Year Plan outline of China's national economic and social development has proposed expanding the cyber-economic space to promote the integration of the Internet and economic and social development, promote enterprise management thinking innovation, optimize organizational management system, enhance the competitiveness of marketing models, and enhance the level of human resources management, and support all kinds of innovation based on the Internet. With the rapid development of Internet information technology and the changes of industry development and consumption behavior under the influence of Internet, the structure of market consumption has become more complex, which makes the management and operation of traditional enterprises more difficult and the space for survival and development smaller and smaller. Its inherent management mode, sales channel, marketing mode, service mode and talent management are all subject to a certain extent. The impact.

2. The Present Situation and Problems of Traditional Enterprise Management in the Internet Information Age

2.1. Business Management Model

The bigger problem in the traditional enterprise management is that the enterprise management mode has not been able to keep up with the trend of the development of Internet information.

Although the Internet information age has developed rapidly and has been widely used in the economic market, the traditional management idea is deeply rooted in the enterprise management of our country. Many traditional enterprises adopt the management mode of Internet information age in form, which realizes the modernization of management information. However, there is no change in their internal management. It is just from "off-line" to "on-line" mode, that is, enterprise information management becomes a formality and cures the symptoms without curing the root causes. For example, many traditional enterprises do not attach importance to the use of talents who understand both Internet informationization and enterprise management. They have difficulty in the use of Internet management thinking, or do business management in a solidified and backward way. Traditional enterprises cannot introduce advanced Internet management thinking in time, resulting in significant losses, leading to the failure to effectively enhance the competitiveness of enterprises.

2.2. The Organizational Model of Traditional Enterprises

Enterprise is an organizational form. Enterprise management can be broadly understood as "organizational management", the essence of management is "communication", and a good management system is to achieve a good effect of enterprise information exchange.[1]Traditional enterprise organizational structure is generally pyramid-shaped. Because of the many levels of enterprise management, the efficiency of information transmission between superiors and subordinates is low. Especially in the Internet era, this backward organizational management mode will seriously affect the improvement of the management level of enterprise organizations.

2.3. Enterprise Value Model

Enterprise value model is the most important part of the whole business model. In the expanding value network and community network, it has gradually become a new way of value creation, and the value source of enterprise services is gradually changing. By using Internet thinking to innovate enterprise value model, it can provide an opportunity for enterprises to allocate resources to a greater extent, optimize enterprise operation model, and create a larger range of enterprise competitiveness. Because traditional enterprises fail to fully recognize the innovative changes of value model, some traditional enterprises are incomplete and dare not carry out innovation. They fail to find a suitable value model for enterprises, let alone put it into practice.

2.4. Enterprise marketing mode

Traditional marketing mode is to attract consumers to buy products or services by advertising. Most of the traditional enterprises using this marketing mode can only conduct one-time transactions with users, and it is difficult to obtain sustainable and effective competitive advantage. At the same time, in the era of information explosion, customers are more disgusted with the mass dissemination of spam information. Such a form not only cannot enhance the customer's recognition of enterprise products or services, but also has a negative resistance to enterprise products or services.

2.5. Enterprise human resource management.

Many traditional enterprises are relatively backward in recruitment, training, performance evaluation mode, etc. In the process of recruitment, traditional enterprises can not obtain comprehensive information of candidates, which makes it difficult for enterprises to find suitable talents.[2]Enterprise managers lack the knowledge of Internet thinking, and most of the staff

training is limited to the enterprise itself. The factors and indicators of performance evaluation and evaluation are vulnerable to the influence of individual subjective consciousness and lack of scientific rationality.

3. Suggestions on Innovation of Traditional Enterprise Management

3.1. Innovation of management concept.

With the rapid development of cloud computing, big data, mobile Internet and other emerging technologies, traditional enterprises must change their business management concepts, and reorganize and adjust the market, value chain and even the whole business model. Combining Internet thinking with enterprise management, improving the loopholes existing in enterprise management, reform and innovate enterprise management mode, so as to effectively enhance the competitiveness of enterprises.

3.2. Innovation of enterprise organization and management.

Internet environment puts forward higher requirements for the efficiency of information transmission. Enterprises should update their existing organizational structure in time, shorten the information chain, reduce the level of information transmission, improve the speed and effectiveness of information transmission, and realize the flattening of organizational structure. At the same time, with the help of Internet information technology, an effective two-way information communication and feedback channel can be established to improve the level of enterprise organization and management.

3.3. Market model innovation.

In the era of Internet information, more convenient links can be made between customers and enterprises. It is no longer just sales or service personnel to face terminal customers.[3]Customers participate in all aspects of the value chain, and the traditional value chain model will be reconstructed and optimized by Internet technology and thinking, and become a value circle centered on customers. At the enterprise business level, the client and the supplier should be linked together to form a value closed loop, which will effectively realize the dynamic transmission of value. "Value Ring" requires us to constantly pay attention to customer needs, listen to effective feedback and be able to quickly make corresponding countermeasures.

3.4. To improve the level of enterprise customer service.

The Internet and big data and cloud computing have changed our lives and even our thinking. From products to experiences, from customers to users, from marketing to communication, from management to collaboration, and the emergence of free large-scale, the logic of the business world has changed dramatically because of the Internet. However, these changes are only appearances. What really works is the change of people, that is, the change of consumers. As the management scholar Drucker said, "It is not technology that destroys giants, but customers that change." It is the Internet that gives people the power to act and makes consumers the sole center of the business world. From customer-centered, effective understanding of the real needs of customers, so as to make rapid and accurate decisions, return to a people-oriented business nature.

3.5. Innovation of human resource management.

The core competitiveness of modern enterprises is greatly embodied in the competitive advantage of human resources. The original work of human resources management is systematically reformed and innovated, put forward new ideas or methods of human resources management, improve the level of human capital management, create more value for enterprises, and achieve the ultimate strategic objectives of enterprises.

(1) Recruitment application software based on user terminal devices such as tablet computers and mobile phones will become more and more popular, Enterprise human resource managers need to change the backward recruitment channels in time so that the recruitment information can be effectively transmitted among the society and job seekers. The information exchange between enterprises and job seekers is more effective, so as to reduce the matching time between positions and talents, play the role of human resources department Bole, and truly make the best use of people.

(2) Use Internet thinking to innovate performance appraisal model. The Internet not only serves as an information platform for information dissemination and collection, but also includes a variety of new systems for enterprise performance evaluation. Therefore, the relevant human resource performance managers of enterprises should combine the actual situation of their own enterprises, and build a performance appraisal and evaluation system in line with their own human resource management model.

(3) Employee information database in human resource management system is an important part of enterprise human resource management information content. The establishment of enterprise human resources information management personnel data system enables enterprise managers to solve the problems of enterprise human resources management in real time and effectively through information system at anytime and anywhere, and to truly control the whole management from the post to the pre-event, in-event and after-event.

4. Conclusion

With the advent of the Internet era, information technology is progressing. Internet management thinking and management mode play an increasingly important role in enterprise management. In recent years, Internet management thinking and management mode have been widely used in enterprise management innovation. They have made outstanding contributions to enterprise management concept, organization management, market model innovation, customer service and human resources management. Especially in marketing, they can realize real-time and effective communication with consumers, and truly focus on customers, and constantly enhance enterprise competition. Struggle.

References

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