Orientation and Innovation of Enterprise Economic Management under Digital Empowerment Mechanism

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Abstract: With the advent of the digital age, the growth of enterprises has got rid of the path dependence driven by traditional factors, and the role of data elements in promoting enterprise innovation and development has become increasingly prominent. As the strategic goal of new infrastructure in the national new development plan, digital technology will usher in a period of rapid development, which will surely give birth to many new formats and scenarios and change the development track of all walks of life. Through digital technology, the internal control efficiency of enterprises can be improved and the transaction cost of enterprises can be reduced, so as to realize the high-quality integrated development of digital economy and real economy. Digital economy is a new economic form, which takes data resources as the key production factors, digital infrastructure and modern information network as the important carriers, promotes fairness and efficiency, and optimizes the economic structure. It can reduce costs and increase efficiency for enterprises from the dimensions of structural empowerment, resource empowerment and psychological empowerment. As the subject of value realization and application of digital technology in innovation chain, enterprises can extend the value chain and enhance added value through digital empowerment, and realize the creation, transformation, amplification and multiplication of innovative value.

1. Introduction

At present, the development of enterprises in China is at an important stage of transformation and upgrading. How to make full use of the advantages of resources to meet the challenges of the external market, and how to combine the opportunities of technological development for innovative development, has become the key for enterprises to gain competitive advantages. With the advent of the digital era, enterprise growth has been freed from the path dependence driven by traditional factors, and the role of data elements in promoting enterprise innovation and development has become increasingly prominent[1]. As the new strategic goal of infrastructure construction in the national new development plan, digital technology will usher in a period of rapid development, which will inevitably spawn many new formats and new scenarios, and change the development trajectory of all industries. The development of the digital economy has had an important impact on the transformation and upgrading of enterprise cost control, and promoted the integration of various digital technologies and enterprise cost control. The innovation logic of the business model is that enterprises reorganize their innovation portfolio to achieve new value propositions in specific business models [2].

In the value creation system formed with data as the core subject, the way of enterprise management and decision-making will inevitably change significantly. The digital transformation of enterprises is the continuation and iterative upgrading of the information strategy. Enterprises should be oriented to meet the new needs of the market and customers, and build an enterprise digital innovation and digital operation ecosystem. Combined with the background of digital economy, it is a new exploration of research perspective to study the issue of enterprise cost control with the goal of high-quality development of enterprises. The architecture formed by horizontal and vertical integration of manufacturing enterprises' digital transformation process is multi-level and multi-scale. The introduction of business model innovation mechanism can promote the interactive

practice and integration of digital logic and physical logic, and realize the instantiation of value chain [3].

The integration of digital empowerment and business model innovation can provide theoretical support for a more structured background interpretation of transformation research, and can supplement the transformation theoretical research with a more granular causal interpretation[4-5]. In addition, digital transformation improves the efficiency of enterprise innovation by optimizing the input structure of innovation elements. The improvement of efficiency and the optimization of structure give managers the opportunity to reconfigure resources [6]. The arrival of the digital era has changed the value attribute and utilization of redundant resources, bringing new opportunities and challenges to the positioning and innovation of enterprise economic management.

2. Connotation and characteristics of digital economy and enterprise economic management

2.1. Connotation and characteristics of digital economy

Digital empowerment is a new phenomenon with the popularization and development of digital technology. The deep integration of digital technology and traditional industries is the breakthrough of China's economic transformation and upgrading, but digital technology including digital infrastructure itself will not produce value. Traditional enterprises' digital transformation needs platform empowerment to break through resource and capability constraints, but "how to empower the platform" is the gap of existing research. In addition, the existing research on platform empowerment pays more attention to unilateral value output, and it is difficult to break through the dilemma of the platform's own capacity constraints in the process of industrial digitalization promotes fairness and efficiency, and optimizes economic structure, and realizes cost reduction and efficiency improvement for enterprises from the dimensions of structural empowerment, resource empowerment and psychological empowerment [7]. Different industries have different emphasis on digital transformation, and all industries affected by digitalization are divided into four categories, as shown in Table 1.

Table 1 Industries and forms affected by digitalization

Category	Form	Industry
Class I	Industries that can be basically completed	Software platform
Class II	Disrupt the upcoming industry	Public utilities, capital market
Class III	Industry where disruption will continue	Retail, banking, transportation

The essence of the digital economy is informatization. The digital economy has the following basic characteristics: quickness, high permeability, self-expansion, incremental marginal benefits, external economy, and sustainability. In order to promote the effective circulation of data resources among enterprises, the agglomeration effect of the development of digital economy has emerged, and enterprises have begun to seek cooperation with each other, gradually forming an industrial ecosystem led by leading enterprises [8].

2.2. Connotation of enterprise cost control under the background of digital economy

In terms of digital industrialization, digital industrial parks around the country have been gradually completed, attracting all kinds of high-tech enterprises to settle in the park and realizing network connection between enterprises; In terms of industrial digitalization, relying on the digital economy, we will incite the digital transformation of traditional enterprises, and leading enterprises will lead small and medium-sized enterprises to achieve cooperative development and share the digital economy dividend [9-10]. How to meet and make effective use of the opportunities of digital transformation on the existing basis, with what guiding tools and ways, is a question that enterprises generally need to answer at this stage. Under the background of digital economy, enterprise cost control emphasizes fully integrating digital technology, and managing and controlling all aspects, links and stages of enterprise production and operation means making full use of digital technology to make cost prediction, decision-making, planning, control, accounting analysis and performance

evaluation complete efficiently and accurately. Therefore, in this new era with digital technology as the tool and digital transformation as the path of innovation empowerment, it is of obvious theoretical and practical significance to study and analyze the mechanism of enterprise resources on enterprise innovation effectiveness under this situation.

With the development of digital technology, digital empowerment enhances the knowledge and information flow of network nodes through structural empowerment and resource empowerment, so that enterprises that take the lead in digital transformation have a huge amount of resource heterogeneity and achieve the effect of improving network power and network capacity. Cost control under the background of digital economy means that enterprises, according to the pre-established cost system and control objectives, within a certain scope of authority, before excessive cost consumption occurs, Make full use of big data, cloud computing, artificial intelligence and other technologies to implement certain preventive and adjustment measures for various factors and unfavorable conditions that affect costs, so as to ensure the management behavior of achieving cost control objectives [11].

3. Research on Enterprise Economic Management under Digital Empowerment Mechanism

3.1. Analysis on the orientation of enterprise economic management

This paper breaks through the traditional idea of enterprise cost management and control, combines the theory of enterprise cost management and control with the digital economy, and takes the high-quality development of enterprises as the goal, from the aspects of digital cost management and control system, digital cost management performance evaluation system, integrating digital technology into strategic cost management, using digital technology to strengthen quality cost management, and doing a good job in product life cycle "digital+intelligent+dynamic+lean" cost management and control. Only a perfect enterprise political work management system and work mode can match the development speed of modern enterprises under the new situation. Unfortunately, many enterprises still adopt traditional and backward management methods. In order to give full play to the potential of digital technology and adopt appropriate digital enabling strategies to build digital business models, practitioners need to understand the internal mechanism and results of digital enabling business model innovation.

A cost control committee can be set up inside the enterprise, and full-time cost control analysts should be set up in all departments, workshops and sections, so that each employee can clearly understand the cost control tasks they undertake, and their ideas and ideas can not keep up with the development of the times. There are many problems such as single content, boring, too formal, simple and rough methods of propaganda, or directly copy the successful experience of other enterprises, However, it has not been adjusted according to the characteristics of its own departments and personnel, and the homogenization is serious [12].

3.2. Integrating Digital Technology into Strategic Economic Management

Strategic economic management is the product of the combination of cost management and strategic management. It is a systematic analysis method consisting of cost driver analysis, value chain analysis and strategic positioning analysis. From a strategic perspective, it collects and sorts out internal and external information of enterprises, analyzes cost drivers, and analyzes the value chain of enterprises, industries and competitors. Its ultimate goal is not only to reduce costs, but also to form a lasting competitive advantage of enterprises. This paper discusses the basic composition and attributes of digital empowerment mechanism in manufacturing enterprises; Secondly, from the two dimensions of value creation innovation and value capture innovation, this paper discusses the path and basic characteristics of business model innovation of digital empowerment manufacturing enterprises. Digital economic management of enterprises is a change in the overall operating thinking of enterprises, which is not only a strategic transformation, but also a systematic process of restructuring strategy, organization and business processes. Although the digital transformation of enterprises has different characteristics of "thousands of enterprises and

thousands of faces", the experience and characteristics of enterprises with successful digital transformation are common, which has become the basic framework for enterprises to promote digital economic management, as shown in Figure 1.

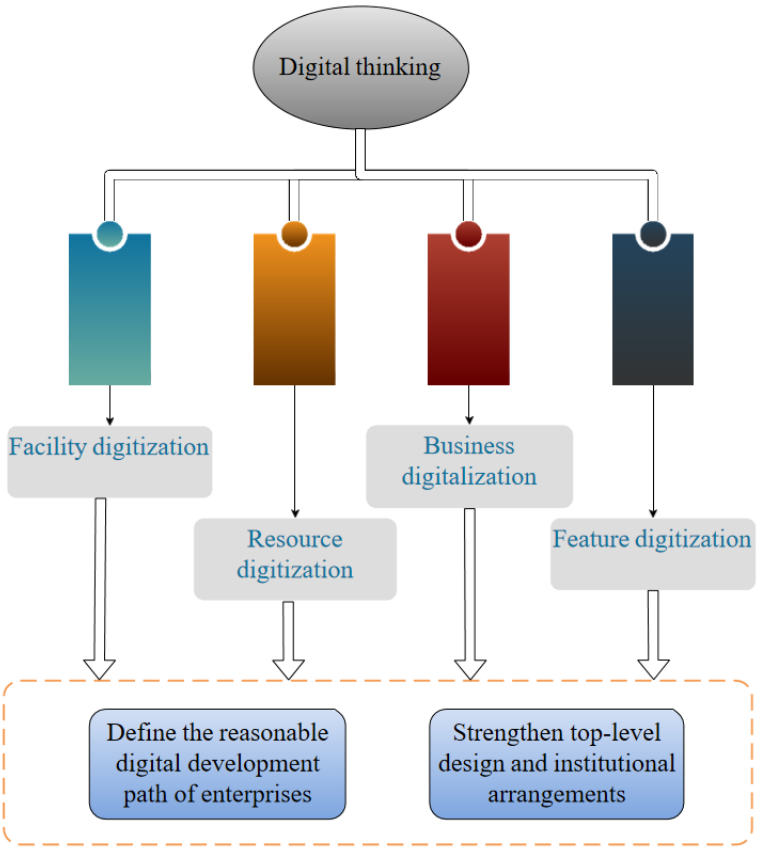

Figure 1 Enterprise digital economic management framework

Resource digitalization is the virtualization of enterprise facilities and processes, which is transformed into digital language to form the basic architecture of digitalization and intelligent control, and to promote the virtualization and structure of the whole process of production and operation resources, including systems, equipment, materials, etc., to migrate resource data to the platform cloud, and form a resource pool and data pool shared by the industry chain, so as to achieve efficient aggregation, mobilization and allocation of resources. In fact, many enterprises' personnel engaged in political work lack relevant training due to insufficient capital investment, lack of understanding of their work content, lack of solid business foundation and basic ideological education ability. Provide diversified products to meet the needs of consumers, build an intelligent supply chain, realize the information and resource sharing of upstream and downstream enterprises in the supply chain, strengthen the relationship between cooperative enterprises, enable enterprises to allocate relevant information resources, complete the update iteration of technology, and realize the rational use of information resources.

3.3. Improve the management and control methods of enterprise economic management

Enterprises should carefully study various economic management methods to clarify their respective advantages and disadvantages and their logical relationship, and should combine their own actual situation. First of all, leaders of enterprises and managers of various departments are required to have a new understanding of political work, increase support for human and economic resources of political work, and take the initiative to carry out various trainings for political work departments, especially pre-job training. Cost-volume-profit analysis, cost behavior analysis, life cycle cost method, responsibility cost method, quality cost management, business process method, strategic cost management and other cost control methods are applied to the practice of modern enterprise cost control. In order to solve the problems of low production efficiency and insufficient

innovation ability of traditional enterprises. By decomposing and refining each stage, we can deeply understand the process mechanism of digital transformation of platform-enabled enterprises. The strategic model of digital economic management of enterprises constructed in this paper is shown in Figure 2.

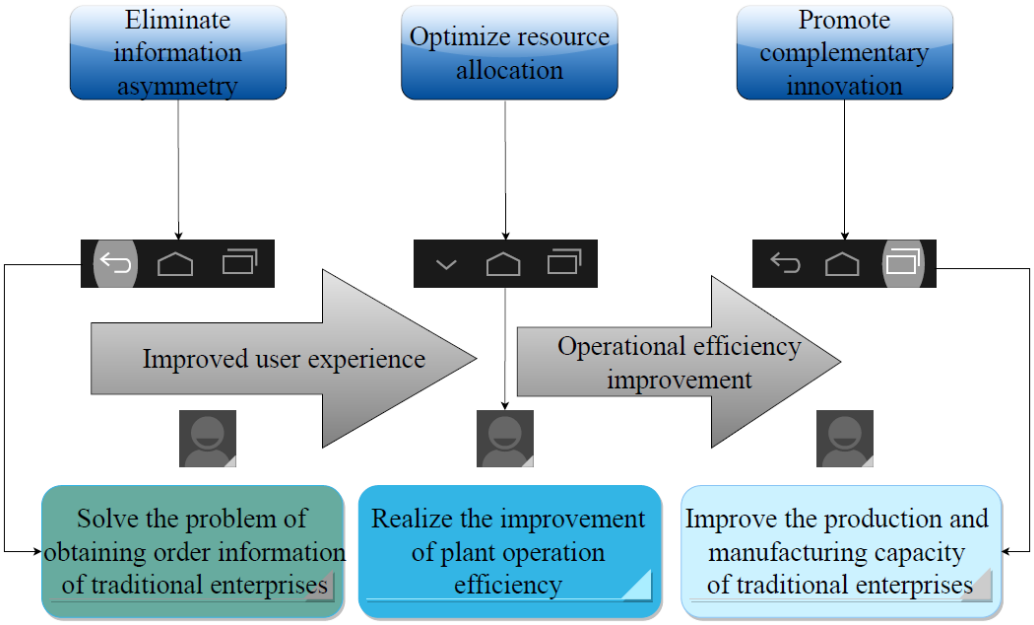

Figure 2 Strategic model of enterprise digital economic management

Digital technology enables economic entities to significantly change the way of product production, value interaction and commercialization, and helps enterprises understand the complex transaction relationship of value network, thus reducing transaction costs and improving flexibility. Digitalization of business model, namely digital business model, has increasingly become an important source of value for enterprises to survive and flourish in the market. Enterprises should choose appropriate evaluation criteria according to the characteristics of evaluation indicators, such as the number of annual plans, the index value of competitors, the average level of the same industry, etc., and should compare the actual number of each evaluation index with the standard value, not only vertically in different periods of the enterprise, but also horizontally with competitors in the same industry, so as to judge the quality of enterprise cost control performance.

4. Conclusions

Because the digital economy has the distributed data integration control, the openness of network construction, the collaboration of technical innovation services, and the cloud-based and centralized data analysis and processing, the construction process of enterprise digital application system is the interactive shaping process with the industry value chain digital ecosystem. The core strategy and long-term plan for enterprise digital transformation should be formulated in accordance with the principles of organic integration of management and technology, acceleration of digital infrastructure construction, promotion of industrial digital ecological coordination, and construction of a more open and shared industrial ecology. Through digital technology, the internal control efficiency of enterprises can be improved and the unit transaction cost of enterprises can be reduced, so as to realize the high-quality integrated development of the digital economy and the real economy. As the value realization subject of the innovation chain and the application subject of digital technology, enterprises can extend the value chain and increase the added value through digital empowerment to realize the creation, transformation, amplification and multiplication of innovation value. Finally, enterprises should seize the opportunity of the digital era, promote the process of digital economic management of enterprises, formulate a reasonable digital development strategy based on the development stage and industrial cycle of enterprises, use digital tools to accurately mine and develop market demand, provide comprehensive information for scientific

decision-making, and obtain more innovation opportunities and innovation paths for enterprises.

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