

Analysis on the Problems and Countermeasures of Modern Enterprise Economic Management

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Keywords: Modern enterprise, Economic management, Problem, Countermeasure

Abstract: In recent years, with the rapid development of China's economic market, many enterprises in China have achieved remarkable results in economic management. However, in the fierce market competition, Chinese enterprises must strengthen their modern enterprises if they want to stand in an invincible position. Economic management. This paper first introduces the relevant knowledge of economic management, then analyzes the main problems in modern economic management, and finally puts forward effective measures to enhance the modern economic management of enterprises, hoping to provide reference for those in need.

1. Introduction

In the development of market economy, economic management plays a key role in promoting the stable and orderly development of enterprises, especially the premise of the normal operation of each business of the enterprise, and it can also enhance the competitive advantage. However, at present, there are still many problems in the development of Chinese enterprises. The key point is that managers do not fully realize the important role played by economic management, which causes many management problems. Enterprises want to develop better and better, should pay attention to the cultivation of advanced management ideas, and enhance the entire economic management process, otherwise it will easily hinder the long-term development of enterprises.

2. Introduction to Economic Management

2.1 The Essence of Economic Management

In fact, economic management can start from two aspects, one is the economy, and the other is the management planning business process, which represents the core of modern enterprise management. To a large extent, it highlights the management model and calendar, and effectively integrates activities from different angles to obtain more comprehensive and more realistic activities. The theory of economic management is the premise of establishing a modern economic management discipline [1]. The integration of management and economy is also the premise to promote the stable and modern development of enterprises. In the overall development of enterprises, it is conducive to enterprises to make correct decisions and improve their rationality. Thereby obtaining a more scientific and effective management method.

2.2 The Importance of Economic Management

For enterprise managers, only by obtaining the correct market information in time can they make scientific judgments on the market development, and then provide important opinions for promoting the stable development of the enterprise, and carefully analyze each management element to obtain more for the enterprise. The broad market creates the main route [2]. For example, through economic management, it can not only help managers to accurately grasp the actual operation of the enterprise, but also use different types of data information to enable managers to grasp the market changes, and accumulate rich management experience to improve the sensitivity to market reactions. In a more complicated situation, we will make a correct judgment on the direction of future market

development, appropriately adjust the business direction, ensure that we can make accurate business decisions, and bring more economic benefits to the enterprise.

The ever-changing market situation can not only bring opportunities for the development of enterprises, but also cause enterprises to face many challenges, that is, market measures and policy changes adopted by competitors in the same industry. This requires enterprises to strengthen their own risk awareness and take appropriate measures for different types of risks. Under the premise of comprehensively grasping information and market, enterprises adopt effective intervention measures, make rational decision-making, strictly control investment, properly handle internal management, save costs incurred in business process, etc., to a large extent. It can enhance the ability to prevent different types of risks, promote the healthy development of enterprises, and reduce the damage caused by market fluctuations [3].

For enterprises, they need to use reasonable cash flow for development and operation. Capital shows time characteristics. Excess and defects cannot achieve the fundamental goal of rational allocation of optimized capital. Therefore, the scientific nature of cash flow highlights the level of capital operation. Capital-intensive enterprises, if they cannot ensure the normal operation of capital, often cause serious shortage of cash flow and even hinder the normal operation of enterprises. Once there is a situation of excess capital, the goal of reasonable application cannot be achieved, and the opportunity cost of the enterprise will also be lost. As a company, it is necessary to take capital operation as the main content in management. By optimizing the allocation of each capital and capital, improve the overall management efficiency of the enterprise, enhance the operational capital capability of the enterprise, and ensure that the enterprise can obtain strong capital at each stage. stand by. The normal operation of capital can, to a large extent, lay a solid foundation for promoting the stable development of enterprises [4].

3. The Main Problems in Modern Economic Management

3.1 Weak Economic Management Awareness

Effective management and management activities can provide a strong guarantee for the healthy development of enterprises, and then promote the development of enterprises in a better direction. However, for some enterprises, because the company's own economic management awareness is relatively weak, it is difficult to carry out this work smoothly. Specifically, it is manifested in the following two points: First, the management's leadership in economic management is relatively weak. As the management leadership of the company, it has to deal with a lot of work every day, which leads to its lack of sufficient time and energy to actively participate in economic management activities, which will adversely affect the effectiveness of economic management. At the same time, many management leaders of the company did not fully understand the economic management, which led them to put too much energy into the relevant business operations of the company in the course of their work, which in turn led to a decline in their economic management. Second, grassroots employees have weak economic management awareness. In economic activities, grassroots employees act as executors, and if they can guarantee a strong sense of economic management, they can ensure that economic management work can be carried out smoothly. However, in practice, the grassroots employees of many enterprises do not accurately recognize economic management. They simply think that economic management has nothing to do with themselves. It is only the work that the enterprise management leader is responsible for, and thus does not actively enter the economic management.

3.2 The Economic Management Team's Professional Level is Generally Low

At this stage, many companies have established a corresponding team of personnel in their daily operations to efficiently complete the relevant tasks of economic management, and thus make the work more standardized. However, after investigation, some enterprises lack economic management personnel. The higher professional quality has led to the improvement of its work level. Moreover, some economic managers have never received specialized education and training.

They only have a simple understanding of the contents of economic management, and they have directly entered the work, resulting in these personnel not fully grasping the means and theories about economic management. There are often many problems in the process of economic management. At the same time, even if there are many people with more professional methods of economic management, but because of their low level of integration, they can not establish a correct world outlook, outlook on life and values, so that they often work to ease their work pressure, but not based on It is stipulated that doing its own work will cause problems in economic management and hinder the stable development of enterprises.

3.3 Management System Needs to Be Improved

China's enterprise management time is relatively late, and the management method has a certain lag. Managers can't fully understand the management concept. They often use verticalization to obtain management methods. They cannot fundamentally refine all work links, and do not conscientiously implement relevant The management responsibilities, the communication of management personnel in each department are hindered, it is likely to cause work conflicts, leading to a decline in operational level; the economic management model is lagging, the development planning lacks rationality and science, and excessive pursuit of short-term benefits, without considering To sustainable development, it is only to increase investment at will, so that in the subtle, it is easy for enterprises to bear heavy economic pressure; computer operation technology is not skilled, can not fully understand the advantages of Internet technology, and internal and external information is not truly shared. The goal is not only to waste resources, but also to reduce competitive advantage.

3.4 Economic Management Mode is Not Advanced

It turns out that the development model of China's economic market is dominated by extensive models. Enterprises want to achieve sustainable development in this context, and then rationally formulate corresponding economic management models. By comprehensively applying diversified economic management models, it is conducive to business management. . However, under the background of the rapid development of China's social economy, China's economic market has gradually changed from extensive to intensive development methods, and then put forward higher requirements for enterprise economic management. However, most enterprises in China attach great importance to economic interests in their operations. However, it is easy to ignore the necessity of economic management, which makes it not take into account the actual fluctuations of China's economic market when optimizing the integrated economic management model, resulting in the current economic management model is not advanced. Due to the above problems, the economic management development can not be carried out normally, and to a large extent, the development of enterprises is hindered.

3.5 It is Difficult for the Management Department to Achieve the Unity of Power

At this stage, the rapid development of the economy, the actual demand for management talents is more, and a company that wants to achieve stable development must pay attention to the management personnel of the enterprise. However, in the current enterprise development, the necessity of management personnel is not fully understood, and the professional quality of management personnel is also uneven. Many managers only use traditional management methods in their actual work, resulting in each department. There is no communication problem between them. As long as problems occur, each department will shirk its responsibility and it is difficult to solve the problem in the first time, which will easily make the problem worse. The lack of relevant regulations in the enterprise clearly categorizes the job responsibilities of business managers, so that they cannot clearly recognize their own work in the enterprise, which may reduce the level of enterprise management.

4. Effective Measures to Enhance the Modern Economic Management of Enterprises

4.1 Change Management Philosophy and Strengthen Risk Prediction Ability

In the actual management process, enterprise management personnel need to innovate and reform ideas, fully recognize the development trend of enterprises and the overall development of the industry, establish and improve the modern management and standardization mechanism, and consider the whole staff, and must upgrade the enterprise. The overall work consciousness of internal staff and the construction of a relatively relaxed management environment. And it is necessary to carry out education and training activities on a regular or irregular basis, and reasonably arrange employees to actively participate in business discussion meetings, which helps managers to understand the development trend of the industry and the actual business conditions of the company, and correctly guide employees to enhance their sense of responsibility and improve the business crisis. Consciousness, so that it can have a comprehensive understanding of market competition, and build a work idea to cope with market competition, while constantly tapping the potential of employees, put their own work in place, and carry out corresponding business training activities on a regular basis. At the same time, for enterprise managers, it is necessary to enhance the ability of risk estimation, accurately grasp the various risks arising in business management, integrate the latest economic management ideas from foreign or foreign excellent enterprises, clarify the core of work, and improve enterprises. Refine management efficiency and accelerate the transformation of the enterprise economic model to better meet the actual needs of modern development.

4.2 Form an Excellent Economic Management Team

In the enterprise economic management, the personnel team is the key implementer. Only by ensuring the high comprehensive ability of each staff member can the economic management work be carried out normally. Therefore, as a company, we must form an excellent economic management team. First of all, when selecting managers, enterprises must reasonably establish normative requirements, requiring candidates to be proficient in economic management methods, to ensure that they can cope with various problems in the actual work process, and to have a higher moral quality. I can correct my own work attitude and earnestly complete all work. In addition, for enterprise economic managers, it is necessary to attach great importance to the education and training of economic management, to ensure that they can master the advanced management theories and management methods in the world today, so that they can solve various economic management problems with ease. And after the training is completed, it is necessary to make a strict assessment for the management personnel. Only those who have passed the examination can enter the job, and for those who fail to pass the examination, they must participate in the second training. Give appropriate punishment.

4.3 Establish and Improve the Operation and Management Mechanism

In the modern enterprise economic management, because the mechanism needs to be improved, it is difficult to make this work play an important role. Therefore, as a modern enterprise, in order to ensure that all economic management work is done well, it is necessary to establish and improve economic management mechanisms. First of all, enterprises must systematically analyze existing mechanisms, and strive to find advantages and disadvantages. For advantages, they need to be fully applied. For shortcomings, they must be integrated and optimized to ensure that they can play an important role in the actual work process. Secondly, enterprises must actively participate in various international conferences on economic management. By actively participating in international conferences, they can learn the latest economic management knowledge at home and abroad, and learn from and learn from the economic management mechanisms of developed countries. The actual development of the market has been appropriately adjusted to form an economic management mechanism that is compatible with the application of Chinese enterprises.

5. Conclusion

In short, because the world economy has undergone great changes, many modern enterprises in China must improve their own management mechanisms, innovate corporate management methods, introduce the latest management concepts, and keep pace with the times. Take the most important strategic position. As far as the current development situation is concerned, in order to achieve better development, modern enterprises must innovate their own management methods and management mechanisms in order to achieve better development. They should combine advanced ideas with traditional business ideas to improve employees. Comprehensive quality, enhance the professional quality of employees, find problems in the operation of the enterprise, and develop the best methods, and strive to solve problems effectively, thus bringing more economic benefits to modern enterprises in China, and laying a good foundation for the sustainable development of enterprises. The basics.

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