

Research on the Innovation Mode of Modern Enterprise Economic Management in the Internet Era

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Abstract: with the Rapid Development of China's Social Economy, the Development of Information Technology is Also Changing with Each Passing Day. in the Era of “Internet +”, the Development of Financial and Economic Management of Enterprises Wants to Conform to the Trend and Keep Pace with the Times. We Must Integrate Information Technology and Integrate Big Data and Make Many Changes. At Present, Chinese Enterprises Are Facing the Transformation of Industrial Structure One after Another, and the Economic Management of Enterprises is Also Facing the Problem of Transformation. Internet Technology is More and More Widely Used in the Financial Management of Enterprises and Asia, But There Are Some Problems in the Original Financial Management of Enterprises in the Development of Internet Mode, Such as the Difficulty in Meeting the Needs of e-Commerce, the Technical and Security Problems of Financial Network Data and Network Financial Personnel, Etc., Which Make Enterprises Have Some Security Risks in the Financial Management Time Limits the Economic Development of Modern Enterprises. However, through the Innovation of Enterprise Financial Management Mode, We Can Improve the Level of Enterprise Information Financial Management. Aiming At the Disadvantages and Problems of Enterprise Economic Management under the Background of “Internet +” Era, This Paper Explores the Reform and Innovation Ways of Enterprise Economic Management Mode in the Era of “Internet +”.

1. Introduction

With the development of economy, the birth of information technology such as Internet provides many conveniences for people's life and work. At the same time, they are also changing people's working methods and ideas. For the enterprise economic management work, the development of information technology and Internet has a great impact on it. Various application software not only brings convenience to financial work, but also brings new development direction. As the staff of this industry, they also need to master various emerging network technology as soon as possible, and how to carry out modern enterprise economic management model in the Internet era Style innovation is a problem that modern enterprise managers should explore and think about.

2. The Main Influence of the Internet Era on the Economic Management Mode of Modern Enterprises

In the era of “Internet plus”, due to the rapid development of information technology such as cloud accounting platform and big data analysis system, the traditional economic management of enterprises has been impacted. In the era of highly developed information technology, the financial information and economic data of enterprises show explosive growth. The traditional data of manual accounting and recording of revenue and expenditure has not kept up with the development trend of the times. In addition, if the enterprise managers want to select the information and data that are beneficial to the development of the enterprise from the massive database, they must have the ability to analyze the data and statistics. The traditional economic management mode of the enterprise is obviously not competent for this work. It is mainly reflected in the following aspects:

First, in the context of the Internet era, great changes have taken place in the way of operation and management, the focus of economic activities, the long-term strategic development goals,

industrial structure and the flow of capital chain of enterprises, which are also changing with the times. In this case, the financial department and accounting work of an enterprise must plan and adjust its business strategic objectives, capital operation mode and organizational structure as a whole. The financial and economic management department of an enterprise should not simply summarize and collate the data, but should play its economic management function on the basis of induction and collation, so as to promote the development of the enterprise's Provide reference opinions and financial data for business decision-making and industrial structure transformation.

Second, in the Internet era, information technology such as cloud accounting platform, financial data sharing system, big data system, artificial intelligence, neural network can completely replace the traditional financial and economic management of enterprises, and compared with the artificial record and induction data, information technology can effectively ensure the authenticity and reliability of enterprise financial data. This means that the traditional economic management and accounting work of enterprises is replaced, some of the staff are facing the situation of being eliminated, and enterprises will increase the demand for economic management talents, and the core of market competition may be transformed into the competition for human resources to a certain extent.

Third, in the context of the Internet era, some of the original cost control and budgeting methods have not adapted to the current development and progress of enterprises. Even for economic management, the application of some management accounting tools must be combined with advanced information technology such as cloud computing and big data system to be effective. Therefore, it is necessary for enterprises to combine their own economic management mode with the Internet, reshape the enterprise economic management structure, so as to achieve scientific and effective cost control and budget management (Figure 1).



Fig.1 Economic Management Mode in the Internet Era

3. Innovation Strategy of Enterprise Economic Management Mode under the Background of Internet

3.1 Building an Economic Management Information System Based on Cloud Computing

If an enterprise wants to innovate the economic management mode under the background of the Internet, the enterprise managers should establish a correct understanding of the economic management, support the integration of the economic management with the information technology such as big data system, introduce the corresponding information technology equipment and application software system, and build the financial accounting and economic management information system based on cloud computing [1].

The degree of information construction of enterprise economic management affects the level of enterprise economic management. Under the background of Internet, enterprises should be good at using cloud computing technology to build financial accounting information system. Because financial accounting itself is the deep-seated processing of economic and financial data of enterprises. Different from the traditional economic management, the modern economic

management mode should not spend a lot of practice in sorting out and summing up the economic data of enterprises, but should deal with the financial data that has been sorted out and counted in a deep-seated way to mine the inner part of each data. In connection, combined with the current business results and development status of the enterprise, provide financial support for the business decision-makers [2]. Cloud computing technology is a tool for basic accounting treatment of enterprise economic management. Based on cloud computing platform and big data system, enterprises can collect and classify financial data, inventory, sales performance, production efficiency, cash flow, market fair value and other aspects of financial information [3]. These information can affect the investment decision-making of enterprises. Through the comprehensive and clear financial information provided by the cloud accounting platform, economic management workers can understand the business results and development status of enterprises in detail, so as to make the most reasonable investment decision.

In addition, the construction of economic management information system based on cloud computing can realize the sharing of financial information within the enterprise and strengthen the connection of financial information among various departments of the enterprise, which can greatly increase the timeliness and authenticity of financial information of the enterprise. Especially for large-scale enterprises, due to the different accounting mode and management system of each subsidiary, enterprises always face many difficulties in the preparation of consolidated financial statements. The establishment of a sound economic management information system can realize financial information sharing, avoid the mistakes of accounting work caused by human factors, and greatly improve the work efficiency of financial information presentation at the first level is shown in Figure 2.



Fig.2 Step Down Financial Information on the Internet

3.2 Establish Confidentiality System to Ensure Data Security

The stability of the internal network system is a strong guarantee for the financial management of enterprises. Due to the huge liquidity of data and information and the close relationship between data, the invasion of external viruses will cause huge economic losses to enterprises. Enterprise managers should not only see the convenience brought by internet background, but also see the disadvantages brought by internet background for enterprise development. Internet technology is a double-edged sword. In the era of rapid growth of information, enterprises adopt information technology to upload and store a large number of financial data to improve work efficiency, on the other hand, they should pay attention to avoid the risk of financial data leakage brought by the Internet. From the aspect of software and hardware management, enterprises should equip professional network security technicians for the economic management system to encrypt the internal financial information of enterprises. At the same time, the economic management personnel of enterprises should also deal with the financial data in layers, which can be divided into level 1, level 2 and level 3 data according to the confidentiality degree. Once the data leakage occurs in enterprises, they should let the professional technology Technicians take the lead in ensuring the

safety of primary data and try their best to retrieve secondary and tertiary data, so as to minimize the risk of enterprise network information [4].

3.3 Strengthen the Construction of Talent Team

In the current situation of low-speed growth of the global economy, the market competition core of various enterprises gradually turns to the competition of human resources. Among them, economic management talents are the most scarce type of talents in the context of the Internet. The quality and professional skills of economic management talents determine the work quality and level of economic management in enterprises [5]. There are two main reasons for the scarcity of high-quality talents in China's enterprise economic management. The first reason is that China's economic management started late, and the educational resources, management system and assessment system for economic management talents are scarce. The second reason is that our enterprises have poor awareness of training talents, especially in small and medium-sized enterprises. Managers of enterprises should be brave to become Bole if they want to make a thousand li horse. Enterprises should invest funds to create opportunities for excellent financial accountants to learn, train and exchange. They should invite experts and scholars to come to the enterprises to popularize the knowledge of financial management for relevant staff, so as to avoid the gradual loss of talent resources in the enterprises and keep the good talent resources in the enterprises Sexual cycle (Figure.3).



Fig.3 Virtuous Circle of Human Resources

4. Conclusion

There is a long way to go for the economic management of enterprises in the context of the Internet. When facing the trend of network information technology, enterprises should explore and study the loopholes and problems of the economic management mode in the context of the Internet. To solve these problems, enterprises should build an economic management information system based on cloud computing, establish a confidentiality system, and ensure data Security, strengthen the construction of talent team, so as to improve the comprehensive competitiveness of enterprises in the context of the Internet.

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