

# Research on the management of innovation driven enterprises

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**Abstract:** Since China's reform and opening up, the economy and science and technology have developed in an all-round way. Enterprises need to strengthen the innovation of enterprise management in order to better face the changing market environment and enhance the core competitiveness of enterprises if they want to stand firm in the fierce market competition. In view of this, this paper studies the management of innovation driven enterprises, deeply understands the connotation, significance and main content of innovation driven, and combined with the actual situation, puts forward reasonable management countermeasures, so as to promote the long-term and stable development of enterprises and occupy a favorable position in the fierce market competition. At the same time, it also provides certain reference value for other related theoretical researchers.

**Key words:** innovation driven; Enterprise; Management; work

With the development and changes of the times, the market competition environment is increasingly fierce. If enterprises want to gain a firm foothold in the market and develop stably for a long time, they should not only formulate the enterprise development plan according to the development trend of the times, but also innovate the enterprise management under the changeable environment, strive for a new management mode, and lay a solid foundation for enterprises to adapt to the changes of the times. At present, many enterprises' management work is relatively traditional. Although it can follow the development and changes of the times, it is easy to be eliminated in the market competition, affecting the stable development of enterprises. In this regard, enterprises should innovate management work, focus on developing into an innovative enterprise driven enterprise, give full play to their own innovation ability for environmental changes, and reform enterprise management work, so as to achieve the goal of "controlling change with change and braking with action" Enterprise management system. Not only that, enterprises should adhere to the innovation driven strategy in the primary position of development, pay attention to the construction of enterprise culture, and improve the ability of enterprise management innovation in combination with the development trend of the times. This can not only make enterprises better adapt to the changing environment of the times, but also improve the economic benefits of enterprises and ensure the long-term and stable development of enterprises.

## 1. Connotation of innovation driven

On the whole, innovation driven refers to those enterprises that obtain development power from personal creativity, skills and talents, as well as those activities that can create potential wealth and employment opportunities through the development of intellectual property rights. In short, the innovation drive of enterprises needs to rely on the benefits brought by scientific and technological innovation to achieve an intensive growth mode, and use technological change to improve the output rate of production factors.

## 2. The significance of enterprise management innovation

### 2.1 Help to improve the market competitiveness of enterprises

With the advent of the new era, enterprises are facing increasingly fierce market competition. It is necessary to innovate the enterprise management mode, so as to make enterprises adapt to the diversified development environment. At the same time, the stable and healthy development of enterprises is inseparable from the scientific management mode. In order to realize the renewal of products and technologies, it is necessary to improve the core competitiveness of enterprises. Therefore, the innovation of enterprise management work is helpful to improve the market competitiveness of enterprises and lay a solid foundation for the long-term and stable development of enterprises.

### 2.2 Contribute to the sustainable development of enterprises

It is difficult for enterprises to fully display the value of their own brand only by relying on their own technology, which requires the help of enterprise management to improve their business development ability. Therefore, under the background of innovation driven strategy, enterprises should timely carry out all-round management on the value of their finished products, personnel, materials, funds, etc., to help the sustainable development of enterprises. It can be seen that the application of advanced science and technology and management methods can enable enterprises to gain a firm foothold in the fierce market competition and promote the long-term and stable development of enterprises.

### 2.3 Contribute to the transformation and upgrading of enterprises

Only through continuous innovation and reform can enterprises better develop in the market competition for a long time. Under the background of market economy, enterprises' adjustment of economic structure and upgrading and innovation of products are the key ways to play the market value of enterprises. In this regard, driven by the innovation driven strategy, the innovation of enterprise management can transform the production and operation into the development direction of intensive and technology centralization, help to realize the transformation and upgrading of enterprises, and ensure that enterprises can follow the pace of development of the times.

### 3. Main contents of enterprise management innovation

#### 3.1 System innovation

If enterprises want to improve economic benefits, they should not only develop new products, but also innovate the enterprise management system, adhere to the practice of basic theory to promote system innovation, build a scientific and perfect management system, and lay the foundation for enterprise management innovation. The innovation of enterprise management system mainly includes property right system, operation system and management system. The three are interrelated and restrictive, and the relationship is complex. In general, the property right system can determine a certain sub management system, but when the property right is unchanged, the enterprise's management system and mode can also be adjusted, and the enterprise's management system can also be innovated and improved. however

#### 3.2 Functional innovation

Enterprise management needs to innovate its functions, adopt diversified management methods in the aspects of enterprise planning, organization, control and coordination, ensure that the internal operation of the enterprise can follow the pace of development of the times, and promote the improvement of enterprise management efficiency. Its main innovations are the innovation of plan, control mode, employment, incentive mode and coordination mode.

#### 3.3 Structural innovation

Enterprises should innovate the structure so that they can establish a more efficient organizational structure. It mainly focuses on technological structure innovation and economic and social structure innovation. Technological structure innovation refers to the adjustment of the division of labor and cooperation mode of employees, so that employees can play their own value with more efficient technology, and promote the improvement of economic benefits of enterprises. The innovation of economic and social structure refers to the adjustment of the responsibilities and rights of employees, so as to improve the organizational efficiency of enterprises.

#### 3.4 Environmental innovation

The development of enterprises is inseparable from environmental innovation. Only environmental innovation can promote the operation and development of enterprises. Enterprise environmental innovation mainly refers to market innovation, promoting consumption and creating market demand through diversified enterprise activities. It can be seen that enterprise management innovation is very important for the survival and development of enterprises, related to the strategic innovation of enterprises, and is the main guarantee to promote the economic benefits of enterprises.

### 4. Countermeasures of innovation driven enterprise management

#### 4.1 Establish efficient enterprise management system and improve enterprise management level

At present, China is in a critical period of economic development, which is also the main stage for enterprises to realize upgrading and transformation. In this context, enterprises should formulate diversified management systems, improve relevant management mechanisms, and timely update management concepts and methods according to the development needs of the times, so as to gain a firm foothold in the market competition and promote the sustainable development of enterprises. Therefore, innovation driven enterprises should establish an efficient enterprise management system, constantly standardize the property right system and management system of enterprises, make the system develop harmoniously, improve the level of enterprise management, and effectively realize the long-term development of enterprises under the background of economic transformation. At the same time, enterprises should combine their products and other production factors through management innovation to form a joint force and improve their core competitiveness. In addition, enterprises should establish a diversified supervision and management system to allow departments to supervise and restrict each other, so as to form a sound management system and realize the innovation driven development of enterprises.

#### 4.2 Strengthen enterprise technology and product innovation and promote stable development of enterprises

If enterprises want to occupy a favorable position in the market competition, they should not only formulate diversified business plans, but also innovate the enterprise management, so as to promote the economic development of enterprises and realize the stable growth of benefits. In this regard, enterprises should strengthen the innovation of technology and products, continuously improve the production efficiency of enterprises' products, and promote their stable development. Enterprises can communicate with other excellent enterprises, learn from their excellent management experience and methods, improve their product innovation ability, and on this basis, strengthen technological innovation, establish a perfect technological innovation system, and enhance the core competitiveness of enterprises. In this way, enterprises can not only develop more products of their own brands, but also promote industrial upgrading and development, expand their influence in the market and enhance the overall development ability of enterprises. In addition, enterprises should combine the innovation driven strategy, establish an effective management innovation mechanism, deepen the talent management system, and lay a solid foundation for the innovation driven development of enterprises.

#### 4.3 Establish an information communication platform to follow the pace of development of the times

Under the background of the new era, information technology has become an indispensable part of enterprise operation and management. It can not only facilitate the communication with other enterprises, but also obtain more data support for enterprises, so that enterprises can follow the pace of development of the times to make business decisions. Therefore, if enterprises want to better adapt to social development, they need to establish an information communication platform and establish international development goals

in combination with the development trend of the times, so that enterprises can obtain more development opportunities in the market competition. For example, enterprises can build an enterprise communication platform with the help of big data and cloud computing technology, and incorporate personnel management and production and operation plans into the platform to help enterprises carry out comprehensive management. In this way, it can not only make the internal communication of the enterprise more smooth, but also ensure the development of the enterprise with the times and calmly face the changing market environment. In addition, enterprises should establish a management consulting system and a reasonable economic operation mode to fundamentally improve the management level and management innovation ability of enterprises and effectively meet the development needs of the new era.

#### 4.4 Strengthen staff training and improve the overall quality of enterprises

Corporate culture is the core of the internal development of an enterprise and the key to the healthy and stable development of an enterprise. Therefore, when managing innovation, enterprises should understand the working conditions and daily life of employees, give substantive help and support according to the difficulties of employees, improve the work enthusiasm and satisfaction of employees, and increase their sense of identity and belonging to the company culture. They are more willing to work for the enterprise for a long time. At the same time, enterprises should establish their own corporate culture and integrate it into the enterprise management work, comprehensively manage the internal of the enterprise and improve its management ability. In addition, enterprises should carry out training for them to improve their comprehensive ability, and give them more development opportunities, let them go out to study, continuously accumulate work experience, provide talent support for enterprise management innovation, and fundamentally improve the overall quality of enterprises.

#### 4.5 Accelerate industrial transformation and upgrading, and respond to the development and changes of the situation at any time

If enterprises want to further accelerate industrial upgrading and transformation and promote economic development, they should formulate a diversified management system in combination with the development and changes of the times, drive enterprise management innovation through science and technology, ensure that they can respond to the development and changes of the new situation at any time, and promote the comprehensive development of enterprises. At the same time, when innovating the management mode, enterprises should take the intensive and connotative development path according to the direction of industrial transformation, actively follow the development pace of the times, give full play to the management efficiency, and realize the overall growth of enterprise economy. In addition, enterprises should fully realize the importance of innovation driven development strategy, firmly innovate science and technology, and take the path of green development, which can not only accelerate the pace of industrial transformation and upgrading, help enterprises obtain more economic benefits, but also enable enterprises to occupy a favorable position in the fierce market competition.

#### 4.6 Prediction of innovation opportunities and formulation of business strategies for innovative enterprises

During the development period, enterprises should formulate development strategic objectives, timely innovate traditional management ideas and methods, integrate innovation driven strategy into enterprise management, effectively eliminate various factors that hinder enterprise management innovation, and fundamentally improve enterprise management level. At the same time, enterprises should innovate management system, strengthen basic management and on-site management, and promote enterprises to establish modern enterprise system. The most important thing is that enterprises should seize the innovation opportunities in time, predict and manage their growth, so that enterprises can calmly cope with new challenges and changes, and maintain a stable state of development. In addition, enterprises should formulate innovative business strategies according to the development trend of the times, enhance the core competitiveness of enterprises, bring business opportunities for the development of enterprises, and lay a solid foundation for them to adapt to environmental changes in the fierce market competition.

## Conclusion

With the continuous development of social economy, science and technology, the market competition is increasingly fierce, and the environment of enterprises is also changing. The traditional enterprise management is not enough to support the stable development of enterprises. Therefore, under the background of the new era, enterprises should take innovation driven enterprises as the development goal, and innovate the management work in time, so that enterprises can adapt to the changes of the times, gain a firm foothold in the fierce market competition, effectively improve the economic benefits of enterprises, and lay the foundation for promoting social and economic development.

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