

Research on enterprise management mode under the background of digital economy

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Abstract: from the perspective of the vigorous development of social economy, all kinds of modern technologies have been continuously optimized and upgraded. At the same time, the era of digital economy has ushered in. Under the background of digital economy, the reform of enterprise management is deeply concerned and valued by economic experts and management scholars at home and abroad. Therefore, domestic enterprises should incorporate the reconstruction of enterprise management mode into important development strategies, and learn from foreign advanced management concepts to optimize management mode and innovate management methods, so as to ultimately maintain the internal stability and normal operation of enterprises. However, due to the lack of targeted and systematic research, at this stage, the enterprise management has not formed a perfect digital management mode. Based on the analysis of the significance of enterprise management mode optimization under the background of digital economy, this paper proposes specific construction paths, which can provide reference for researchers to carry out research.

Key words: digital economy; Enterprise management; Model research

Under the new situation, the innovation and development of science and technology and the wide application of digital economy play a vital role in promoting the domestic social economy. At the same time, it also makes the enterprise management face various difficulties. Therefore, enterprise managers should seize the development opportunities, break through the development difficulties, and optimize the internal environment of enterprises by building a new management mode, So as to promote the long-term development of enterprises. In order to meet the requirements of social development for enterprise management reform, enterprises should take advantage of the east wind of digital economy to change the enterprise management mode, in which 5g communication technology, cloud platform technology, Internet of things technology and other technologies can be introduced to achieve management reform, so as to meet the various needs of customers for enterprises, so as to subvert the original development mode of enterprises, Promote people's life from material information to digital information. How to optimize the enterprise management mode under the background of digital economy is an important issue to be solved by the current enterprise managers. This paper will carry out in-depth exploration around this issue, in order to benefit the development of enterprises.

1. The significance of optimizing enterprise management mode under the background of digital economy

1.1 Highlight the role of intellectual capital

With the innovation and development of digital technology, the application scope of computer technology is more extensive and the application role is more prominent. Based on the background of digital economy, enterprises should actively build an intelligent working mode and apply digital technology in enterprise management, so as to promote the extension of digital machinery and equipment to the front line of production and continuously optimize the financial capital performance of enterprises, Improve financial performance. In addition, enterprises' incorporation of data into the whole production management can significantly improve production efficiency. In other words, digital transformation can promote the cost reduction and efficiency increase of enterprises. The procedural technology of enterprises is replaced by automation equipment, which can deepen the understanding and cognition of enterprises on labor demand, and continuously improve the stable value of enterprises. In addition, in order to avoid the development dilemma of enterprises, it is necessary to scientifically adjust the management work in combination with the operation dynamics and production standards of enterprises, so as to fully highlight the role and value of enterprise intellectual capital.

1.2 Optimizing enterprise equity system

Enterprises' active application of digital technology can realize the cooperative system, successfully build a dual ownership structure, integrate and use user information, and ultimately enable the service business to expand and extend to different fields. Based on the background of the new era, meituan, didi and other Internet enterprises have good development opportunities and have formed a high-speed development trend. These enterprises can provide high-quality services for customers in the process of development. At the same time, they will also bring great impact to traditional enterprises. In the context of digital economy, the above phenomena emerge in endlessly, which is vividly compared to "cross-border robbery" in the field of economics. 2. The emergence of this phenomenon will affect the market order and even the competition between different enterprises, which can promote the reform and development of enterprise product organization structure and management mode.

2. Construction path of enterprise management mode under the background of digital economy

2.1 Optimize the internal structure of enterprises to ensure the good development of enterprises

The introduction of digital technology by enterprises can effectively improve the circulation of external environmental resources, and the rapid development of digital technology also provides a strong boost for the development of enterprises and brings development opportunities for the innovation of organizational structure. Based on this, enterprises can undertake the digital development opportunities to re evaluate and divide the human resources, financial resources and material resources within the enterprise, and ultimately achieve the maximization of economic benefits by enhancing the collaborative operation with counterpart enterprises and the collaborative cooperation with competitive enterprises. In traditional enterprise management, enterprises lack the user base, but with the support of digital economy, they can collect rich information resources and data resources. Under the background of the interaction and influence between various enterprises and the economic market, the market economic activity environment is affected by many factors. Enterprises should pay attention to the market development trend and actual demand in time, so as to get the first chance in the fierce market competition. Based on this, enterprises should pay more attention to management, integrate and analyze the existing data and information, and make scientific optimization and flexible adjustment on the basis of analyzing the obstacles to development, so as to finally enable enterprises to adapt to the development of market economy. With the rapid development of the market economy, the enterprise management mode should also be reformed in the direction of flexibility and flattening. The smooth organizational structure can not only improve the attention and attention of customers' needs, but also promote the integration and interaction of enterprise resources, so that digital technology has become an undetermined effective measure within the enterprise. Under the flat architecture, enterprises can apply sustainable user value to value integration and value supply, so as to optimize the user's product experience through the reform of management mode, and promote the communication and cooperation between teams through innovative management methods.

2.2 Formulate digital management strategy and make full use of digital technology

Under the background of digital economy, enterprises should formulate digital management mode for this purpose, that is, they should not only increase the investment in digital infrastructure construction, but also provide powerful guarantee resources for digital management, which can promote the sustainable development of enterprises. First, based on the background of digital economy, enterprises should actively develop and transform towards informatization and digitalization. In this process, they should not only clarify the future development direction, but also refine the management mode, so as to improve the correct understanding of digital technology. Enterprise leaders and managers should also actively participate in professional training activities, or face-to-face communication with experts, in order to improve their digital thinking, lead the internal management of the enterprise to obtain systematic re education, and ultimately ensure the optimization of the enterprise organization and management model. Second, enterprise leaders should be fully aware of the positive impact of digital technology, and invest more resources and funds to build supporting facilities. At the same time, they should also actively understand the advanced experience of different enterprises, so that they can choose digital equipment that is consistent with their own development strategy, so as to upgrade and transform the software and hardware of enterprises. For example, small and micro enterprises can cooperate with third parties to manage and analyze data with the help of cloud platform, so as to optimize the management strategy of enterprise leaders and innovate the internal management architecture of enterprises.

2.3 Cultivate digital management talents and optimize digital management mode

Based on the background of digital economy, enterprises should actively promote the digital transformation scheme, and build a digital management team on the basis of understanding their own development needs and development characteristics, so as to lay a talent foundation for enterprises to promote digital development. For example, enterprises can organize managers to participate in targeted training activities, take effective measures to improve their digital thinking, stimulate their digital consciousness, and enable them to become the talents required for digital development. Nowadays, due to the limited management ability, some enterprises can hire a large number of high-quality and highly skilled talents during the digital reform, and retain talents through performance appraisal, so as to shorten the talent cultivation cycle, save talent cultivation resources, and provide a large number of talent support for enterprises' digital transformation. In addition, enterprises should gradually transform from traditional knowledge-based management to modern management, and pay more attention to data collection and analysis, so as to promote the development of enterprises. Under the background of the digital era, enterprises should reconstruct the service mode, collect data according to the diversified needs of users, so as to innovate the management mode, refine the management plan, understand the needs of users and predict the market development through collecting data, and ultimately improve the quality of enterprise operation and economic benefits. Enterprise managers should have certain data analysis and processing capabilities when carrying out digital management, and should also have the ability to collect data, which can ultimately provide a reference for the formulation of the best management plan. Under the background of digital economy, enterprises should innovate the management mode, develop towards the direction of comprehensive telephone management, and finally give full play to the application value of digital technology in enterprise management and development, and improve the development architecture of enterprises in the digital reform, so as to help enterprises meet the digital economy era.

2.4 Stimulate the power of digital management and enhance the strength of digital management

Under the background of digital economy, enterprises can use advanced technology to innovate management motivation and expand management scope, so as to improve the quality of enterprise management and promote the benign development of enterprises. First, when

formulating development strategies, enterprises should transform the tradition to improve economic benefits. First, when formulating development strategies, enterprises should take improving economic benefits as the only development goal. They should not only formulate long-term development plans and short-term development plans for enterprises, but also improve the social benefits of enterprises while improving the economic benefits of enterprises. In the development of enterprise management, economic growth and internal control should be included in important management contents, so as to enhance economic benefits for enterprises. With the advent of the era of digital economy, enterprise managers should break through the traditional management mode in combination with the market environment and industry innovation, and introduce advanced technology in management work, so as to give full play to advanced technologies such as big data, cloud computing and artificial intelligence, and ultimately improve the quality of enterprise economic activities. Enterprises can use the Internet platform to collect more data and information, so as to safeguard the legitimate rights and interests of users and improve the service quality of enterprises. In the process of development, enterprises should also be fully aware of their social responsibilities, should not take the economy as the yardstick, and formulate long-term development strategies, so as to enhance the social popularity and international competitiveness of enterprises. Second, the advent of the digital economy era pushes enterprises to apply various digital technologies to break the traditional closed management mode and actively build an open management mode, so as to ensure that various departments within the enterprise can cooperate and influence each other, and ultimately improve the coordination between departments. Digital economy itself plays a vital role in enterprises. Therefore, enterprises can use technology to enhance data sharing within enterprises, so as to break the time and space constraints, ensure effective communication and interaction between various departments, and ultimately improve the quality of internal management, provide good services for customers, so that enterprises can occupy a position in the market competition.

Conclusion:

In a word, based on the background of the digital economy era, the leadership and management of Chinese enterprises should be fully aware of the important role of digital technology in the development and operation of the whole enterprise, and try to ensure the good development of the enterprise by optimizing the internal structure of the enterprise; Formulate digital management strategy and make full use of digital technology; Cultivate digital management talents and optimize the digital management mode; Stimulate the power of digital management, enhance the strength of digital management to give full play to the application value of digital technology, which can promote the connection between departments, improve the quality of enterprise management, and finally continuously optimize the management strategy, promote the healthy development of enterprises, at the same time, it can effectively improve the social core competitiveness of enterprises.

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