Research on Enterprise Management Model Innovation in the Age of Big Data

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Abstract: The development of information technology has constantly affected people's way of life and work. The arrival of the era of big data has greatly improved the computing and processing capabilities of information. The information-based enterprise management model based on big data will have a profound impact on the development of enterprises. The paper briefly describes the meaning of the era of big data, analyzes the changes of enterprise management mode in the new era, builds a new enterprise management model, aiming to find out the existence of enterprise management mode through the innovative research on the current enterprise management model of big data era, finds out problems and proposes solutions in a targeted manner.

1. Introduction

The development of information technology is the most important technological breakthrough in the 21st century. It not only effectively promotes the development of the Internet and computer fields, but also infiltrates informational thinking into all aspects of social life and production. In recent years, the breakthrough of server hardware performance and the development of software processing technology have led to an exponential increase in data traffic and processing volume. The development of information technology has ushered in the era of big data. At the same time, the improvement of the degree of socialism marketization has also intensified competition among enterprises. Therefore, in the era of big data, optimizing the enterprise management model through information technology and actively promoting the structural change of enterprises is the demand for enterprises to adapt to market competition in the new era. It is of great significance to promote better profitability and development of enterprises.

2. The Meaning of the Era of Big Data

Big data is the result of information technology innovation after the 1980s. In a broad sense, it is basically defined as: the process of intelligent analysis, centralized organization and data planning for large-scale spatial data using information technology in the current rapid growth of data volume.. Compared with the information processing technology in the traditional mode, big data has the characteristics of large data volume, strong processing capability and strong integrity. The first is the amount of big data. The arrival of the era of big data relies on the improvement of hardware performance and the improvement of information processing capabilities. Because the sending and receiving of information is more convenient in the network environment, people from all walks of life can receive and send information through the Internet and clients. According to the technical statistics of the Global Information Technology Resource Management Bureau, after 2005, the annual information growth of the world has reached more than 200%. With the development of mobile Internet and smart phone technology after 2011, the growth of data volume is even more alarming. The land provides a soil for the development of big data technologies such as cloud storage and cloud computing, and also provides important technical support and resource support for the penetration of information technology in various industries. In the era of big data, high-speed transmission and huge amount of information are two complementary technical features. Thanks to the speed of information transmission and update, everyone can become a source of information in the era of big data. In fact, in fact In the Internet, every hour of information traffic can make huge changes, and the high-speed circulation of information also prompts people to

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maintain continuous attention and sensitivity to data information, providing new opportunities for information development. The third is integrity and high value. Big data technology not only effectively improves the speed of information transmission and reception, but also uses database technology to highly integrate information. People's information has been upgraded to a new height, that is, the information processing perspective has changed from a single event to a series of event correlations. For example, in the aspect of corporate financial management, accounting accounts and statements can be compiled and collected by big data, reflecting the financial chain and cash flow of corporate finance in the first quarter or a certain period of time, and more intuitively making decisions for business managers. Providing the necessary information support, greatly optimizing management efficiency, has important potential value for enterprise development.

3. The Change of Thinking in Business Management

Enterprise management is inseparable from data support. The arrival of the era of big data has subverted people's perception of existing data analysis. Traditional management thinking has been unable to cope with the rapidly changing external environment. To make good use of big data, you must first make a change in your mind. In the analysis of data under big data, there must be three changes in thinking.

Limited by technology, the analytical data collected in the small data environment is limited, so random sampling methods have emerged. Sampling is to obtain more useful information with less data. Random sampling is a choice under small data, but it has certain defects, and its absolute random sampling environment is generally difficult to achieve. But in the era of big data, all the data needed can be easily obtained due to the availability of information. Therefore, big data refers to the analysis method that uses all data to truly reflect the correlation between things.

As the amount of data continues to grow, it is inevitable that some erroneous data will be mixed in, resulting in inaccuracies in the data results. The pursuit of accuracy in the era of small data is due to the fact that errors must be minimized to avoid serious deviations caused by small errors. In the big data environment, subtle errors do not affect the inherent laws of things. Therefore, inaccuracy is acceptable and is a bright spot. Due to the relaxation of fault tolerance standards, we can use more data, extract valuable things from these data, and do more things. 95% of the data is uninstitutionalized and confusing. To use this data, you must learn to embrace the mix. Hybridity includes increased data error rates, inconsistent data formats, and uneven data quality. In the era of big data, instead of spending a huge price to eliminate all the uncertainties and miscellaneous, it is better to accept the data and benefit from it.

The data analysis process of small data environment is generally to find the causal relationship between the two. The core of data prediction in the context of big data is the correlation analysis method. The former seeks “why”, while the latter only needs to know “is What is it; that is, by processing and analyzing massive data, it is not to find out its internal working mechanism, but to identify the related substances that can analyze a certain phenomenon, and to use the association as an intermediary to analyze Tracking associations to help us capture the present and predict the future will provide us with a way to analyze things that are easier, faster, and clearer than before, such as Amazon's book recommendation system.

4. Problems in the Enterprise Management Model under the Era of Big Data

The arrival of the era of big data has made many enterprise managements also greatly supported by big data, and has been well developed, but due to the short time of the big data era, plus some The influence of traditional concepts and models and various other reasons have led to some important issues in the current enterprise management model under the era of big data, which are worthy of our attention, as follows.

The arrival of the era of big data has made many companies' management more orderly, but on the whole, big data cannot be truly integrated into the management of enterprises. This is because business leaders don't pay enough attention to big data, and can't correctly recognize the great value

of big data. Due to the influence of traditional concepts, companies have not paid much attention to the in-depth study of big data, and still use the traditional management model. As we all know, the traditional management model plays a very limited role in the process of business management. It simply collects the required information data through a single channel, and cannot guarantee the integrity and reference value of these information data. This background has gradually highlighted the drawbacks and cannot really promote the effective management of enterprises.

In the context of big data, marketing is no longer a simple transaction process under the planned economy. Instead, it should integrate the service with the culture and reputation of the company in the marketing process and sell it to the consumer in a packaged form. And some potential customers, the ultimate realization of the spread of corporate culture, improve the economic efficiency of enterprises, and promote the purpose of enterprise development. However, from the current point of view, many companies have not really reformed their marketing methods, and even did not correctly recognize the development of marketing in the era of big data, but still adhere to the traditional marketing methods. In the era of big data, the traditional marketing methods obviously cannot adapt to the development of the times and hinder the development of enterprises.

While bringing great convenience to enterprises, big data also brings certain information security risks, especially under the current popularization of computer networks. Whether it is the impact of natural disasters or the improper operation of staff, or the invasion of hackers or viruses, it may bring huge problems to the information of enterprises. As we all know, enterprise information and other data related to the company's archives, development data, operational information or important trade secrets, once a big data security incident occurs, it may bring irreversible harm to the enterprise. In recent years, many companies have leaked news of business secrets, which is a prominent performance of enterprise data security in the era of big data.

Although big data exists and develops through the Internet and computers, people are still the main implementers of enterprise data analysis and processing, and because data information processing is a technically strong and complex task, people with professional knowledge are required. However, at this stage, many enterprises in China still lack some excellent data analysis and processing professionals. They often mobilize personnel from other positions to participate in data analysis and processing, or in order to save costs, recruit some staff who understands computers slightly. All of these make the efficiency and quality of enterprise data information processing not high enough, which has a certain negative impact on the development of enterprises.

5. Research on Enterprise Management Model Innovation in the Age of Big Data

We should combine the characteristics of the era of big data with the most scientific spirit, the most rigorous attitude and the most professional knowledge.

Business leaders should accelerate the transformation of ideas and attach importance to the use of big data in the context of the era of big data. The traditional management model of enterprises has gradually highlighted its drawbacks. This requires that business leaders must accelerate the transformation of ideas and correctly understand the connotation and commercial value of big data. , make full use of big data. First, business leaders should increase investment in big data research, conduct in-depth research on big data, collect, organize and analyze big data that is conducive to enterprise development. Second, business leaders should pay attention to employees' social networks and let enterprises data can be circulated more efficiently within the enterprise, and promote the efficient management of enterprise management; once again, enterprises should appropriately reform the traditional management model, and even abandon it when necessary, I believe that only the development of the times, A management model that promotes the development of a company is a good model.

Since big data has updated the connotation of marketing, companies can no longer use the previous marketing methods, but should make appropriate improvements to marketing methods. In the process of marketing or cooperating with other companies, the culture, concept and reputation of the company should be combined with the service and packaged for transaction. The products or services that are traded are no longer just products or services, but also products and services. The

corporate culture, concept and reputation behind it, namely brand marketing. In order to better market, companies should continuously increase their brand value, and can show them through publicity and practical actions, and ultimately make enterprise marketing management keep up with the development of the big data era.

In order to ensure the security of enterprise data information in the era of big data, enterprises should increase the intensity of information security management. First, enterprises should take precautions against natural disasters in advance, such as placing computers in locations that are not vulnerable to flood attacks and lightning strikes. Second, enterprises should increase supervision of information management personnel to prevent them from being competing for their own interests. Opponents buy and disclose the behavior of leaking corporate secrets; again, enterprises should take anti-virus and hacking measures against computers, such as installing firewalls and anti-virus software, and testing the U disk and CD-ROM that are in contact with the virus. In addition, the enterprise also A complete backup of some important data information should be carried out to prevent the loss of information due to accidents or planned information theft, which ultimately leads to the phenomenon of harming the interests of the company.

In the context of the era of big data, enterprises should pay more attention to the training of information analysis and processing personnel. This first requires companies to increase their investment in talents, introduce excellent information analysis and processing specialists, and recruit employees with professional backgrounds and rich work experience. Of course, in addition to the introduction of excellent talents, enterprises need to increase the training of all information analysis and processing personnel. Experts can be hired to teach employees on a regular basis, or employees can be arranged to participate in some professional lectures or seminars outside the company for employees to pass. Systematic learning or professional academic atmosphere infection, constantly enrich yourself improve their professional quality, and contribute to the development of the enterprise.

6. Conclusion

In summary, big data, with its large capacity, diversification and rapid development, has brought many new challenges to enterprises while bringing development opportunities to enterprises. In this regard, enterprises should innovate management models, adopt reasonable and effective development methods to seize development opportunities and avoid risks. Finally, the purpose of improving the competitiveness of the enterprise market and improving the economic efficiency of the enterprise is achieved.

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