

Economic Management Innovation Strategy of Enterprises under New Situation

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Keywords: new situation, enterprise, economic management

Abstract: With the rapid development of China's economy and the acceleration of economic globalization, enterprise development has ushered in a fresh opportunity and also faces huge challenge. Accordingly, for the purpose of occupying an important position in social economy, the enterprises must strengthen the core competitiveness thus to realize stable and sustainable development. Therefore, the enterprise managers must fully recognize the important role of reform and innovation. In order to meet with the development demand of globalization, they must innovate and transform their economic modes.

1. Importance of effectively innovating the economic management mode of enterprises in new stage

The effectiveness of economic management is an important factor to directly affect the core competitiveness of enterprises, which is the important basis to guarantee enterprises to realize sustainable development in the rapid development of social economy. Economic management system can guarantee normal operation of enterprises. But owing to rapid development of social economy, traditional economic management mode of enterprises can not meet with the development demand of enterprises, which hinders the future development of enterprises to some extent. Therefore, in order to meet with the economic development demand in new stage, the enterprises must innovate and transform their economic management modes, which is not just in form but innovation in idea, human resource and system. The effective implementation of these specific reform measures can not only promote the effective competitiveness of enterprises but also can make them realize the objective of sustainable development in the new stage.

2. Current development situation of economic management of Chinese enterprises under new situation

Firstly, influenced by traditional economic management mode, there exists with the problem of unreasonable organization structuring in the economic management work, which is more obvious in the middle and small-sized enterprises of our country. Owing to limitation of development scale, the enterprises still adopt traditional organization structuring without timely adjustment and transformation. In view of traditional organization structuring, the enterprises usually adopt the basic organization structures including office, logistics department, afforestation management department and daily administration department, which can not meet with the enterprise development demand to some extent but seriously limits the enthusiasm and creativity of the employees. Meanwhile, such kind of traditional organization structuring is easy to cause ambiguity of economic management responsibility. In the organization structuring process, the departments are not assigned with clear responsibilities, therefore, they tend to face the problem of duplication of efforts and fail to perform their own functions. As a result, once there appears with work mistakes in economic management, it is difficult to find out deeper reasons and is not helpful to cultivate the sense of responsibility of the employees.

Secondly, because most of economic activities of enterprises target at pursuing more economic benefits, the economic management system and mechanism are insufficient in improvement and perfection, which causes the employees to have no corresponding basis and standard in the economic management work. Currently, many enterprises in our country exist with the problem of

economic management mechanism not adapting to enterprise development, management personnel lacking of correct cognition on future development orientation of enterprises and deviation in economic management system establishment. Meanwhile, the enterprises lack of investigation on enterprise development situation in the formulation process of economic management system thus to make the system difficult to be implemented. In this way, the economic management resources will be wasted thus to cause larger influence on economic benefit.

Thirdly, in the long-term economic activity process, the enterprises have formed the economic management idea which can not be changed easily, such kind of traditional and long-term management idea will cause serious influence on the economic management level of enterprises thus to cause information delay. Under the backgrounds of deepening globalization and fierce market competition, some enterprises exist with various problems in their economic management. Because the enterprise managers and the employees pay less attention to economic management, they lack of certain crisis awareness in economic management work. In addition, the enterprises pay much attention to economic benefit brought from economic activities but neglect the management idea transformation and innovation, which causes economic management work of enterprises to enter a vicious circle.

Fourthly, the economic benefit is the objective of enterprises, therefore, the enterprises tend to neglect the improvement and perfection of the internal management system establishment. From perspectives of definition and corresponding work content of economic management, it refers to internal management and control on enterprises. But in reality, there exists with the problem that the enterprise departments fail to give play to their roles owing to lack of improvement and perfection of the internal management and control system. Meanwhile, owing to influence of wrong management idea, most enterprises think internal management and control aim at some employees not all employees, which will cause non-perfection of internal management and supervision easily as well as the phenomenon of power and interest exchange. In order to realize long-term development, the enterprises need to rely on the internal management and control system to supervise and control the related management departments effectively, avoid management resource waste and enterprise development difficulty.

3. Analysis on economic management innovation strategy of enterprise under new situation

Firstly, as the institutional guarantee for economic innovation of enterprises, economic management system is the top design for enterprise development innovation, therefore, the enterprises need to innovate their economic management systems to adapt to their development. Economic management system innovation refers to that the enterprises should fully consider the important factors of current market economy and market economy environment change in the enterprise management system formulation process, and then conduct scientific measurement on these factors to formulate suitable management system for enterprise development, establish more perfect internal system and form powerful competition mechanism. Based on perfecting the operation of economic management mechanism, the enterprise managers can recognize the problems and insufficiency existed in the economic management work from more professional and comprehensive perspective, adopt correct decision to conduct timely adjustment and realize sustainable development of enterprises. What's more, in view of the marketing management strategy, the enterprises should fully combine with the development of the current internet era to innovate the marketing management strategy, which requires the internal employees to coordinate with each other, make full use of the advantages of information technology and network platform, formulate innovative plan and scheme for product marketing thus to realize the economic management objective of enterprises better.

Secondly, as the action guide for enterprise employees in management activities, management idea can be improved and innovated to realize innovative development of economic management. In face of the phenomenon of the enterprise employees having backward management ideas to affect the economic management efficiency, the enterprises need to improve and perfect their economic management work idea and method positively. In the economic management idea

improvement and perfection processes, the enterprises can conduct internal publicity and explanation of the advanced enterprise development idea to make employees know and recognize the internal meaning better thus to facilitate them to establish advanced management idea. Meanwhile, the enterprise managers should pay attention to cooperation of employees, put improvement and perfection of management idea into practice, make the employees recognize the advantages of advanced management idea thus to develop and carry out the new management idea better. Though economic benefit is the development objective of enterprises, they should not center on economic benefit only but should pay attention to long-term development, transform enterprise development strategy positively, create good and relaxed environment for economic management innovation.

Thirdly, under the new situation of economic development, the enterprises should strengthen internal management and control, especially they should strengthen supervision and control on economic management innovation. In the economic management system establishment and perfection processes as well as the system innovation process, the enterprises should fully combine their actual development situations with their future development objectives, incorporate the economic budget management into appraisal standard. Meanwhile, the enterprise supervisors should manage and supervise the management innovation work of economic managers timely thus to form certain constraint on their behaviors. The above-mentioned measures can effectively help the economic management personnel strengthen cognition and understanding of the management innovation system and mechanism, which will further enhance the economic management ability of the related personnel. In addition, the enterprises should carry out the self-examination and correction system on internal employees, and conduct layered examination on the economic management personnel, conduct appraisal on them for the management system, strengthen the effectiveness of economic management system innovation.

Fourthly, smooth implementation of economic management innovation has direct relation with the comprehensive quality of economic management personnel. Under the new economic development situation, the enterprises can innovate the economic management work to enhance management efficiency. And enhancing the comprehensive quality and management level of the economic management personnel is the effective guarantee for smooth implementation of management innovation work. The enterprises can conduct entry training on the new employees to cultivate their most basic work idea, invite economic management innovation specialists to offer corresponding course training to strengthen the cognition of the employees on advanced management idea and experience. As the subject of economic management work, the employees should strengthen theoretical knowledge learning, establish positive work style and strive to enhance their economic management ability. In daily work, the new employees should consult from the old employees positively in face of problems to summarize certain work experience and innovate the economic management mode thus to further improve the economic management work quality and efficiency. The enterprise managers, as the leaders, should abide by the related regulations and systems strictly in daily work, make examples for subordinates, promote economic management innovation as well as stable and long-term development of enterprises.

4. Conclusion

In summary, under the background of socialist economy, enterprise development faces new opportunity and fresh challenge. In order to occupy an important position in the market economy, the Chinese enterprises must pay attention to economic management system and fully combine with their actual operation situations to innovate and transform the economic management system, enhance the core competitiveness, guarantee normal operation, lay a solid foundation for long-term development and realize sustainable development.

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