

Research on Effective Innovation Measures of Enterprise Economic Management Based on Innovation Ability Training

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Abstract: In the fierce market competition, survival of the fittest is the survival principle of enterprises, innovation is the driving force for sustainable development of enterprises, private science and technology enterprises to develop and grow, it is necessary to take the road of innovation and development. However, while welcoming opportunities, it also brings more new challenges, and the innovation of economic management of enterprises has gradually attracted more attention. Therefore, based on the cultivation of innovation ability, the author conducts in-depth research on effective innovation measures of enterprise economic management. The study found that the economic management department of the enterprise not only controls the economic flow of the entire enterprise, but also affects the actual situation of the efficiency of the entire enterprise. It is one of the most important departments of the enterprise. Moreover, the economic management innovation of enterprises has a tremendous impact on the development of enterprises. More and more people have realized the importance of innovation in economic management of enterprises and gradually increased their emphasis on them.

1. Introduction

The rise of private technology enterprises is the product of reform and opening up and a direct result of the reform of the science and technology system [1]. However, in practice, many companies do not have a good sense of original voucher management, and do not conduct rigorous inspections. The content of the original voucher often does not conform to the specifications, such as the lack of information on the amount of the original voucher, signature or seal, invoice, etc. [2]. The emergence of these vulnerabilities will create opportunities for people with low moral character and low moral quality to create the national property of the people or cause other hidden dangers [3]. The economic management department is one of the core departments of the normal operation of the enterprise, and controls the economic and financial power of the whole enterprise. Therefore, the actual effect of the management of the enterprise economic department also affects the potential and motivation of the enterprise development [4]. In today's fierce market competition, if enterprises want to further develop, they must conform to the trend of the times and innovate their economic management methods. Although China's enterprises have achieved certain development on the whole, in the actual situation, there are big problems in the economic management of enterprises, and the process of capital circulation is not standardized, which ultimately brings great disadvantage to the normal operation of enterprises. From the perspective of development trend, the traditional enterprise economic management mode in the past has long been unable to keep up with the development needs of the times [5]. Scientific construction of innovative mechanism of private scientific and technological enterprise management, mobilization of various factors to promote the initiative of innovation, and formation of innovative synergy have a positive effect on improving the quality of private scientific and technological enterprise management innovation and ensuring the success of innovation.

The lack of standardization of enterprise economic management is mainly manifested in the loopholes in the original voucher management, which is the key content of enterprise economic activities. Only when the original vouchers are presented and the data and seal of the original vouchers conform to the relevant norms, can the enterprise's economic activities be carried out

normally [6]. Especially in the past 10 years, China's private science and technology enterprises have developed rapidly. Economic management is the key content in the daily work of enterprises, and plays a key role in the normal operation of enterprises [7]. In order to maintain the competitive advantage in the market economy, enterprises need to put forward new and higher requirements for the economic management of enterprises, which plays a core role. They must actively explore innovations in the concept, system and human resources of the economic management of enterprises under the new situation [8]. The economic management of an enterprise not only manages the internal funds of the enterprise, but also includes management of human resources, internal audit of the enterprise and other aspects of management activities [9]. It can be seen that the reform of education and teaching based on reform and innovation, adaptation to development, and enhancement of students' "four capabilities" will inevitably be carried out in higher education institutions [10]. However, due to various factors such as ideological concepts, social environment, quality and ability, many enterprises have also experienced problems such as insufficient management innovation power, which has hindered the development and growth of enterprises to a large extent. Therefore, enterprises are now paying more and more attention to the management problems of their own economic sectors, trying to improve the efficiency of the economic flow of enterprises through effective management of the economic sector, so that the interests of enterprises will maximize results.

2. Analysis of problems and causes in enterprise management

There is no clear management innovation development strategy. The glory of most private technology companies with their keenness in the market and the flexibility of the mechanism at the time of starting a business is something that entrepreneurs did not expect. Therefore, quite a few successful entrepreneurs simply do not know how to proceed. . On the one hand, the establishment of corporate accounting books to a certain extent is also the performance of corporate economic management is not standardized, the state has a clear requirements for the preparation of corporate accounting books, and strict requirements for enterprises to do things according to the law. Secondly, in the account management of specific work, many enterprises' economic management departments also lack corresponding management norms, and can not strictly review all kinds of invoices submitted, or even the problem of not reimbursing the original documents. Original vouchers are the key content of enterprises' economic activities. Many economic activities run by enterprises require relevant departments or personnel to produce original vouchers. In addition, it is necessary to ensure that the relevant data and official seal of the original vouchers meet the requirements of relevant norms, so that the economic activities of enterprises can be carried out in an orderly manner. There are some loopholes in the amount, signature, invoice and other contents of some original vouchers. In this case, it is easy to create chances to erode state property for some people with low moral quality, and eventually produce a variety of hidden dangers. Some enterprise leaders face the tremendous pressure of marketization, which has aroused enough attention and recognition, but they do not know how to apply advanced economic management concepts scientifically and flexibly to the specific work of enterprises.

The backwardness of the concept of enterprise economic management is a major problem in the current enterprise economic management, and also the biggest obstacle to the innovation of enterprise economic management. Most private science and technology enterprises are keen on projects that can be effective in the short term, but do not attach importance to projects that have long-term effects with high content of innovation and product science and technology. The reason is that most private science and technology enterprises do not have a clear strategic plan at the beginning of their entrepreneurship, and can not provide favorable guidance and guarantee for their strategic decision-making. Although the short-term results are good, they often lack the stamina for development. The old methods of enterprise economic management can not meet the development trend of society, slow down the normal development of enterprise economic activities, do not actively seek new opportunities for development, seek stability and ease, and eventually be eliminated. However, it is not enough to fill in the account on the reimbursement voucher, so that it

will reimburse the personal private account for many fake job reimbursement opportunities, thus causing economic losses and financial loopholes. Although the relevant laws and regulations have made corresponding provisions, many enterprises do not operate in full accordance with the "Accounting Law" and other regulations when compiling the accounting books. There is a certain randomness, and the accuracy of the data is not strictly examined. As a result, the accounting books do not reflect the actual situation of the enterprise. What's more, some enterprises do not produce original vouchers in accordance with relevant regulations when conducting economic activities. The existence of these phenomena poses huge risks for the economic activities of enterprises and seriously affects the development of enterprises.

3. Specific measures for enterprise management innovation

Strengthen strategic management of management innovation. Management innovation is accompanied by the whole process of enterprise development and is an important part of the company's development strategy. First, the enterprise needs to clarify the operational process of the entire enterprise economic management. conducts budget review and accounting process specific requirements for other departments, and clarifies the specific vouchers for each department to carry out budget and settlement. In order to regulate the relevant requirements of other departments for financial activities, financial management is more convenient. Eliminate the omissions in the original system, such as the preparation of accounting books, the inefficiency of employee work, etc., streamlining the activities of the activities, using information technology to make more direct guidance to the economic management of enterprises. This requires relevant enterprise management personnel to combine the diversified new management concepts, constantly improve and innovate the internal management concepts, and finally form a management philosophy suitable for the enterprise and promote the stable development of the enterprise. Enterprise managers reasonably analyze the actual development of enterprises, regularly review the relevant data of financial work, and implement the daily report system of funds, so as to better guarantee the accuracy of economic data. In the process of innovation of enterprise economic management concept, enterprise leaders and managers should keep pace with the times, get rid of the traditional economic management concept, and use the concept of meeting the needs of modern enterprise economic management to guide the daily operation and development of enterprises. In the enterprise, we should strengthen the propaganda of the spirit of solidarity and cooperation, make the employees in the enterprise cooperate consciously and form a quality team, so as to ensure the smooth progress of the work of the enterprise.

The following are the results of innovation since the establishment of a company: Fig. 1 shows that the company's total revenue and net interest rate have increased substantially every year since its listing in 2018.

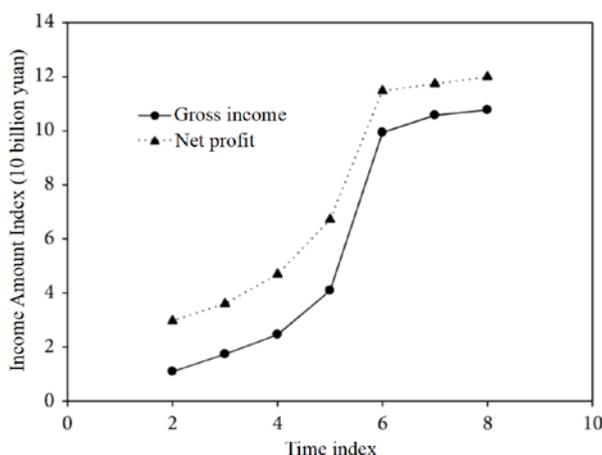


Fig.1. Income of a company

Strengthen the cultivation and encouragement of talents. Under the condition of market economy,

the decisive factors for the development and growth of enterprises are scientific and technological talents and managerial talents. For example, to give scientific and technological personnel a certain amount of personal time and greater autonomy, so that they have the space to play their imagination, and promote their formation of new product ideas. For accounting, accounting can collect data more quickly and upload data in a shorter time through the data network within the enterprise. The introduction of accounting software will greatly improve the efficiency of financial aspects in enterprise economic management. Therefore, the relevant business managers should not only improve the existing management system, but also scientifically promote the application of emerging information technology in enterprise economic management, and promote the improvement of enterprise economic management level. Enterprises must reasonably analyze the actual situation of employees, provide targeted training for employees, improve the professional quality of economic managers from various aspects, and implement the responsibility system. Improve the quality awareness of employees so that they can operate in strict accordance with relevant regulations to maintain business development. Business operators must develop long-term development and overall heights to develop their development strategies so that they can stand out in a highly competitive market environment and achieve long-term development with a unique attitude. Give certain funding to creative and promising individual research projects and turn them into products with market value. In addition, recognizing the value of intellectual property, the intellectual contribution of scientific and technological personnel in the process of developing products can be reflected in the benefits, which is the new management mode of knowledge participation and distribution.

Figure 2 shows a network social product launched by a company. Although there have been many chat tools before it, this product adds many other functions. From the active account in 2015 to a higher return in 2018, the company's influence in the industry can be seen.

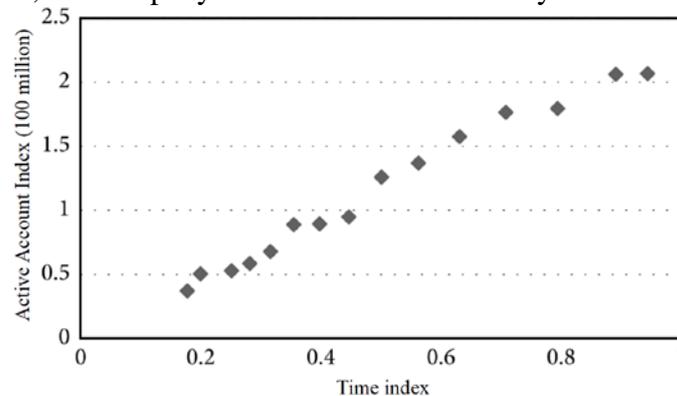


Fig.2. The number of monthly active accounts of the company's products

4. Conclusion

The increasingly fierce economic globalization trend and the information explosion in the new situation have brought more new challenges and opportunities to the development of modern enterprises. It also shows the difference in the nature of the specific enterprise and the quality of the staff. However, there is no doubt that enterprises need to standardize the relevant systems and systems in the economic management work, to standardize the specific operations of the staff with a sound system, and to continuously promote the quality of the staff. Promote the efficiency of staff in specific ways to promote the promotion of relevant legal content. Thereby ensuring the normal operation of the enterprise's economic management, and ultimately promoting the long-term development of the enterprise, enabling the enterprise to mobilize its vitality and constantly seize the opportunity in the market competition. In order to establish and develop in today's market situation, Chinese enterprises must increase their emphasis on corporate economic management and combine the actual situation of the enterprise itself. We should innovate in management concept and mode, optimize the existing management system and management system, meet the needs of the

development of the times, ensure the normal operation of enterprises, and lay a solid foundation for the long-term development of enterprises. But in reality, due to the influence of human factors and objective factors, many enterprises have bigger problems in economic management, which has a greater impact on the smooth progress of the work of enterprises. After analyzing the current situation of enterprise economic management, this paper explains the necessity of its reform and innovative reform measures, hoping to bring a little help to the existing enterprise economic management.

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