

Analysis on the Problems of Enterprise Management Mode in internet plus Times and Countermeasures for Improvement and Innovation

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Abstract: With the development of science and technology in recent years, our country has entered the era of network information, and computer technology has also been greatly improved. Enterprises have ushered in the "Internet +" era background. The implementation of enterprise management activities needs more comprehensive reform. Enterprises should fully rely on and utilize network information resources and apply Internet technology to various business of enterprise management. In order to make full use of the advantages of Internet technology, develop the Internet economy of enterprises and promote the development of enterprise financial management, enterprises must make reforms and innovations. The Internet+ era has arrived, and computer technology and network technology have covered all aspects and fields of society. The enterprise management model in the Internet era is constantly improving and innovating, further promoting the development of enterprises. This paper mainly describes the Internet + era enterprise management model, combined with the Internet + era management model innovation.

1. Introduction

The Internet + this new era has changed the original economic development form, providing infinite vitality for the improvement and upgrading of enterprises. In the era of Internet plus, the commercial social ecology is undergoing disruptive changes. The traditional management mode of enterprises will inevitably encounter new opportunities and challenges [1]. Only by keeping pace with the times can we achieve new development in the new social and technological environment. With the rapid development of Internet technology, network technology has gradually penetrated into all aspects of people's production and life. Many traditional industries have actively used the Internet + this trend to reform their own backward economic models, constantly adjust their development strategies, and strive to achieve victory in the new economic era [2]. The innovation of enterprise management mode begins with the management concept, then the management organization, and the management method, so that the basic management serves the strategy and business management [3]. In the management mode innovation, we must combine Internet technology, in order to adapt to the development and needs of the times. Nowadays, the country's society and economy are developing at a rapid pace, and modern enterprises must be transformed in time to be eliminated by the times [4].

The financial management of enterprises must also keep pace with the times and use Internet technology to transform traditional financial management models. In the process of human science and technology development, no technology has ever surpassed the tremendous changes that the Internet has brought to humans [5]. Enterprises want to emerge in the same field, and improving the efficiency and effectiveness of the management model is the key. The user's advantage in product experience is particularly prominent, the main way is the collection of user feedback through the user [6]. And then encourage users to participate in product design. Virtual economy is not an invisible economic situation, it mainly refers to the online economy, Internet products in the market [7]. The new development concept of the Internet has broken people's traditional thinking and understanding, but also subverted people's imagination of time and space [8]. The Internet plus era has arrived. Computer technology and network technology have covered all aspects and fields of society. Managers must clearly understand the opportunities and challenges [9] brings in the Internet era.

2. The Status Quo and Problems of Traditional Enterprise Management under the Internet+ Era

Domestic contact with business management concepts lags slightly behind international ones, and many enterprises' internal management systems are not yet mature and do not have their own style. In the Internet + era, the amount of data in the world is increasing every day. The traditional judgement, analysis mode and available tools are undergoing major changes. Cloud computing, big data and other new science and technology continue to emerge, the transformation of various industries is also increasingly in-depth. Internet technology has a profound impact on all aspects of enterprise management. Facing the increasingly fierce market competition, many enterprises want to occupy the market share. Selling goods at low cost leads to insolvency and eventually bankruptcy. Users' advantages in product experience are particularly prominent. The main way is to collect feedback information from users. The financial sharing service is mainly realized through the financial sharing service center, which mainly uses Internet technology. Optimize the funds, data, and other financial-related content of all subsidiaries and departments that are dispersed within the group.

The enterprise should start from the improvement of the management system, combine the advanced enterprise management concept, and break through the original old-age route with the promotion of products as the core. The accounting management accounting method of enterprises under the Internet+ era must be continuously improved according to the development of computer and network technology and the application degree in enterprise financial management. If a company has a high market share and the entry barriers of the industry are high, then the company has a strong monopoly power. A considerable number of group companies suffer from loose management of funds due to restrictions on management models and means. The operating results of a company in 2011-2018 are shown in Figure 1.

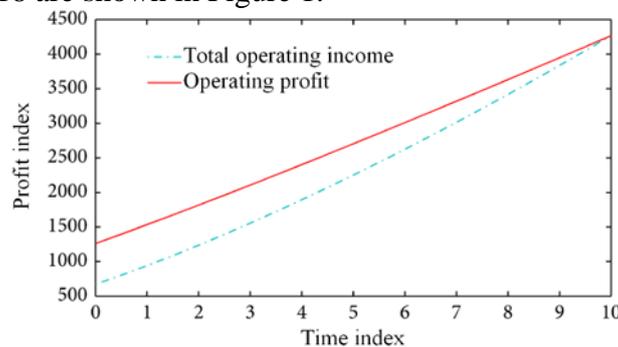


Fig.1. Business performance

In this era of superiority and elimination, the development of enterprises is in jeopardy, and it is necessary to pay attention to the monitoring and evaluation of similar products in the market. Analyze the nature, advantages and disadvantages of new products of similar enterprises, learn from each other's strengths, and vigorously improve product quality. Under the Internet+, the value sources of enterprise products are gradually changing [10]. If traditional companies want to continue to be a century-old company, they can't be left behind. With the further popularization and development of the concept of financial sharing, the Financial Sharing Center of enterprises will become the sharing center of business and financial integration. Networking platform can integrate the unique resources of each enterprise, and each enterprise can see the unique advantages of each enterprise on the website. For managers, it is necessary to give full play to the role and value of Internet technology. Realize the information exchange, and then realize the sustainable development of the enterprise itself.

3. Countermeasures and Suggestions for the Innovation of Traditional Enterprise Management Model

Operation mode is the core of the whole business model. Increasingly expanding value networks

and social networks have gradually become new ways of value creation, providing opportunities for greater allocation of resources. The current Internet technology has been difficult to integrate with the accounting management of enterprises. Many enterprises still use manual accounting in their financial statements and accounting, and the role of computerized accounting has not been brought into full play. In the context of the Internet, core employees hold the lifeblood of the entire enterprise. It is necessary to constantly improve the sense of belonging of core employees to the company. To fundamentally improve the loyalty of core employees to the company, we can ensure the sustainable development of the company. The rectification within the modern enterprise is imminent, and it is necessary to bid farewell to the hierarchical management structure and make the management system of the enterprise truly modernized.

If enterprises want to achieve refined management and change their own financial management model, they must implement and implement a financial sharing system within the enterprise. Only by constantly innovating can we adapt to the trend of the times and survive in the fierce market competition. We should adopt incentive measures to reward those who perform well in work and study. This incentive system can play a good role in the work and study of accounting staff. Data mining process in financial analysis is generally composed of five main stages: determining the object of financial analysis, data preparation, data mining, result analysis and knowledge assimilation, as shown in Figure 2.

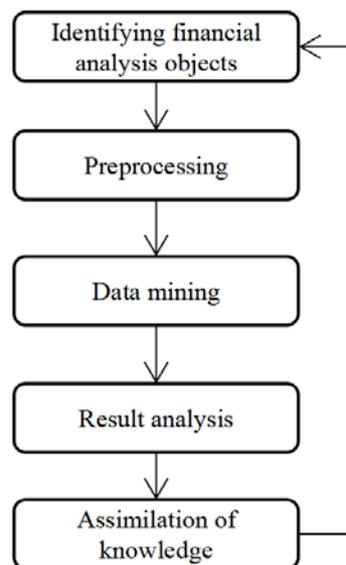


Fig.2. Data mining process in financial analysis and management

With the gradual development of mobile internet, big data, cloud computing and other technologies, traditional enterprises must change their management concepts. Most of the traditional large-scale enterprises in our country have a huge organization, but the actual efficiency is low. Financial sharing can not only help enterprises to sort out and reconstruct the management problems in financial management, but also to a large extent realize the automatic management of corporate finance. The new type of commodity trading activities breaks the boundaries of time and space, and no longer sticks to the traditional trading mode and market. Employees are the mainstay of business operations, and the adjustment of human resources is a key factor in the success of modernization of corporate management. The introduction of shared services by enterprises has largely changed the financial operation mode of enterprises, requiring enterprises to develop or introduce new software or modules. When conducting core personnel management, it is necessary to guide their personal development to be consistent with corporate development, and to pay attention to their psychological dynamics and behavioral tendencies in real time. In order to carry out the smooth management of the enterprise, it is necessary to pay attention to the adjustment of human resources within the enterprise.

4. Conclusions

The Internet + era is a double-edged sword. It not only brings opportunities and platforms for development, but also brings turbulence and risks to it. The key lies in how enterprises can grasp them. With the development and popularity of the Internet, the Internet has now penetrated into our daily lives and has had a profound impact on the way we live and work. Many companies are using the development opportunities of the Internet + era to enhance their development capabilities. Today's enterprise development is gradually moving towards order-based production that meets customer needs. Enterprises should understand customer needs and strengthen communication. In the case of large orders to achieve mass customization, accelerate the transformation of enterprises. In the Internet era, not only has the dominant position of producers been changed, but also the one-to-many business model has been changed. Only by better integrating the business management mode of Internet + age culture can we better boost the Internet + development of enterprises. Modern enterprises must keep pace with the times, adjust the management mode in time according to the actual situation, and rectify the cultural atmosphere of enterprises. Strive to improve the management system, in line with the requirements of modernization. Make enterprises contribute to the economic development of the country.

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