Analysis on the Innovation of Small Business Management Theory based on Cloud Model

Xiaohong Zhao

Xijing University, Xi'an, Shaanxi, 710123, China

Keywords: Small Business Management, Cloud Model

Abstract: Since the reform and opening-up, with the rapid development of economic construction and the continuous advancement of science and technology, a number of large, medium and small enterprises have emerged in China, which have further promoted social and economic growth. If enterprises want to develop and cannot do without scientific management, China's research on business management theory begins in modern times. During this period, it has experienced numerous innovations and changes in enterprise management. Some enterprises have tried to create according to their actual conditions and new management model, and achieved brilliant achievements. This paper mainly reviews the perspectives and methods of Chinese enterprise management innovation theory research, hoping to help the development of Chinese enterprises.

1. Introduction

In the current era, in the context of global economic growth and accelerating enterprise development, Chinese companies are paying more and more attention to corporate management, because a large part of the gap between domestic enterprises and advanced enterprises in many developed countries is due to the gap in management efficiency. Caused. With the continuous development of social development and market economy, enterprise management is also in constant innovation and change. Some excellent enterprises in China have realized the importance of enterprise management innovation earlier, so they took the lead in management innovation, such as Alibaba. Taobao business model, Wanda's "order real estate", Wahaha's "interest sharing joint sales" and so on. The following authors will talk about the perspectives and methods of Chinese enterprise management innovation theory research.

2. The basis of theoretical research on Chinese enterprise management innovation

In the early stage of the research on enterprise management innovation theory, China mainly focused on the experience summary and the innovation content, but lacked the deep research. So when we studied this problem in depth, we borrowed the foreign research results for our own research. basis. Foreign research on enterprise management innovation theory is divided into five parts: 1 process research: research organization realizes the time series process of management innovation, summarizes the regularity of refining process, summarizes the main activities of management innovation; 2 effectiveness research: pay attention to different enterprises Different management management implementation results, study the role of organizational learning in management innovation effectiveness, and propose strategies to improve the effectiveness of management innovation; 3 role research: focus on the role of management innovation in improving organizational performance, research between management innovation and organizational performance Relationships; 4 Communication Studies: The management fashion genre aims to study how management innovation between supply and demand sides can create new management ideas and methods and promote their popularity, while the innovation diffusion genre aims to study existing new management concepts and How the method spreads among potential users; 5 Influencing factors: Study the factors that influence the introduction, production and diffusion of innovation management. However, although some relevant research results abroad have laid a good foundation for the study of Chinese enterprise management innovation theory, there are still some

Copyright © (2018) Francis Academic Press, UK DOI: 10.25236/icemct.2018.047

problems, such as more research on multi-dimensional perspectives, insufficient research on single-dimensional perspectives, and research between dimensions. Lack of consistency, lack of uniformity in internal research within the same dimension, and some research results are not suitable for China's national conditions. Therefore, China needs to be further strengthened in the research of enterprise management innovation theory.

3. The perspective of Chinese enterprise management innovation theory research

At present, there are two main types of research on enterprise management innovation in China: one is to study some specific types according to the management innovation function, and it has formed many research schools. The more mainstream ones are “strategic management innovation” and “comprehensive”. “Quality Management”, “Supply Chain Management Innovation”, “Business Process Reengineering” and “Marketing Management Innovation”, and the other is to study the commonality and regularity between them for various types of management innovation. Compared with the two types, the former pays more attention to the differentiated characteristics of different management innovations. It mainly studies the internal mechanisms of different management innovations and constructs independent theoretical systems. The latter aims to study management innovation. Commonality and reveal its commonality.

Before delving into the theory of Chinese enterprise management innovation, it is necessary to define management innovation. Different scholars have different definitions of enterprise management innovation. For example, Bing Mingjie believes that it is a process of creating a more effective resource integration paradigm. Xiuze believes that it is a process of introducing new management methods to reduce transaction costs. Lin Haifen and others believe that it is a process of introducing or creating new management methods to more effectively use resources and improve organizational performance. Although there are many definitions of enterprise management innovation, the management innovations embodied in it are basically the same: through the innovative changes of management methods to improve the operational efficiency of the organization; at the same time, different definitions of the scope of enterprise management innovation Basically consistent: Enterprise management innovation covers almost all non-technical innovations.

For foreign research, it generally only focuses on new-type innovation practices, and since China's research on this aspect started late and developed slowly, it is also very important to introduce existing management practices. The enterprise organization in China is very complicated, which makes the research of Chinese enterprise management innovation theory become a very huge systematic project. The most important point in studying this problem is to avoid blind follow-up. Furthermore, since the management of Chinese enterprises has the characteristics of relative centralization, the role of entrepreneurs in management innovation decision-making and the synergy between management innovation and organizational elements should be highlighted when studying the theory of enterprise management innovation. Considering that enterprise management innovation is a long and complicated process, its research should also focus on process research. When constructing the process model, it should pay attention to the inherent logic of clear management innovation, but also pay attention to Deepen research and lay a solid foundation. The more common process model is the “Wish-Positioning-Creativity and Program Selection-Action-Evaluation and Summary” model jointly constructed by Sun Yan and Tao Xueyu, and the “Perception-Evaluation-Decision-Implementation-Conventionalization” model jointly constructed by Su Jingqin and Wang Hechun. and many more.

4. Chinese enterprise management innovation theory research perspective

China's enterprise management innovation theory research type At present, China's enterprise management theory mainly has two forms. The first is to analyze and study specific types of functions from management innovation, and to form a variety of research genres and methods, such as mainstream. The management innovation method of marketing management of a comprehensive

supply chain business process is that the commonality and regularity between them must be found for various types of innovation research. The first form is the study of the independent theoretical systems in all aspects of innovation management, and the second is to study the commonalities in management innovation and reveal commonalities. The comparison between the two types has the value of innovation management research.

The definition of China's enterprise management innovation theory with the development of new management innovation theories and practices of Chinese enterprises, the content and form of innovation management are gradually complicated and diverse. Different research directions have different management characteristics for their enterprises. Therefore, before devoting to the study of the theory of enterprise management innovation, it is necessary to make a specific definition. Some scholars believe that the overall enterprise management research innovation is to create a more effective and comprehensive integration of resource specification process, but some believe that citing other new management methods can reduce costs. Others believe that the use of specific or new management models can effectively use resources to improve performance. Different research scholars have different views and understandings. But the goal is to be consistent and the meaning of management innovation is consistent. By dividing the overall definition, different companies have different ways of innovation and change, so that the overall operational efficiency will be significantly improved and improved.

China's enterprise management innovation theory research focuses on foreign theoretical research. China focuses on new types of practice innovation, because China's development process is relatively slow compared to foreign countries, and the practice research development process is relatively slow. Therefore, Chinese enterprises are all in the process. In the process of progress, we must not follow the trend of actual enterprise management, see the situation of the enterprise itself and various problems, and effectively carry out research on enterprise management practice. The internal composition of the enterprise is relatively complex. Miscellaneous, so we should explore the correct path of management innovation from specific research, and focus on the innovative decision-making of entrepreneurs and business managers, as well as between organizations. Coordination, therefore, enterprise management innovation is a long research process, and the perspective must be innovative. The overall broad and clear logical thinking is clear so that we can lay a good foundation for innovative practice.

China's case study method and questionnaire survey method are the main research methods. The research on the theory of enterprise management innovation in China mainly focuses on these two types of methods. In the specific research process, the case analysis method is the main theoretical basis, and the questionnaire survey method is the auxiliary role. The case analysis method is a typical and obvious case for the specific analysis and research of the actual enterprise, and the data is usually collected. Selecting the second-hand case through the various aspects of the actual management process of the enterprise to analyze the specific case, and then according to the specific modification of the case to form a new management theory, the advantages of the case analysis method is here. The conclusion of the questionnaire method is more accurate than the case analysis method. It is a relatively mainstream empirical proof research method. The advantage is that it can clearly study the subtle correlation between variables and play a very good auxiliary role.

At present, China's enterprise management innovation theory research has made continuous progress in ideological innovation and practice innovation, and it has also made research efforts continue to increase. The breadth of research is also constantly stretching. On the basis of combining foreign research, companies can take specific theoretical analysis functions according to their actual situation and existing problems, especially in case studies and questionnaires. In the way, learn from management innovation and practice, and find reasons from the company's own management. Looking for deficiencies, thus refining and perfecting the development of the enterprise as the goal, under the system of building China's management innovation, laying a solid foundation for the realization of the management system with Chinese characteristics. Innovative research in business management is an ongoing task that requires managers and departments in China's corporate management to pay attention to it and continue to do so through the future. Good,

China's enterprise management level will be further stepped up. On the whole, the system of management innovation seems to be somewhat complicated, but the unique cultural symbols in China will make the whole management innovation theory research an ongoing task. Targeted implementation. The effective research under the current system finds a breakthrough in management innovation, breaks the limitation, and maximizes the management efficiency of the enterprise.

5. Conclusion

The study of enterprise management theory has a very important research significance for enterprise management. At the same time, the management of enterprises has great influence on the development of enterprises. It is necessary to selectively study the specific development trends of different enterprises in China. Enterprise management innovation has a crucial traction. At present, China's overall enterprise management innovation needs to further strengthen research efforts, find the best innovative means and practical application. It can be said that the enterprise management methods in line with China's national conditions will promote the further development of Chinese enterprises as a whole.

References

[1] Lin Haifen, Su Jingqin. A review of the perspectives and methods of Chinese enterprise management innovation theory research [J]. Research and Development Management, 2014, (2): 110-119.

[2] Su Jingqin, Cui Wei. Research Framework of Management Theory with Chinese Characteristics Based on Adaptation Theory: An Innovation Perspective [J]. Chinese Journal of Management, 2009, (7): 853-860.

[3] Lin Haifen, Su Jingqin. Analysis of Management Innovation Research Methods: Combination of Exploratory and Interpretive Case Study Methods [J]. Science and Science and Technology Management, 2010, (6): 59-65.

[4] Lu Jiashi, Kan Yang, Ji Feng. Evaluation Structure and Method of Job Satisfaction [J]. China Human Resources Development, 2012, (3)