

# Research on the Construction of Enterprise Management Mode from the Perspective of Economic Structure Transformation

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**Abstract:** With the development of China's economy, the macro-control of national policies is increasing, and the transformation of economic structure has brought development opportunities to enterprise management, but also exposed the problems existing in enterprise management mode. Enterprise management mode plays a decisive role in the development of enterprises. Scientific and reasonable enterprise management mode can better promote the sustainable development of enterprises in the period of China's economic structure transformation, otherwise it will have a negative impact on the improvement of their own market competitiveness and hinder the development of enterprises. This paper mainly analyzes the current situation of enterprise management mode from the perspective of economic structure transformation, and studies the relevant strategies of enterprise mode construction.

## 1. Introduction

With the continuous reform of China's economic system, there is a trend of globalization in the market economy. The change of the market economy situation has brought an impact on the enterprise management mode. It is necessary to change and optimize the enterprise mode by constantly changing the enterprise management concept and improving the enterprise management efficiency, so as to better adapt to the changes brought about by the economic structure transformation, otherwise it may face the crisis of backward development and even being eliminated. To study the innovative construction of enterprise management mode, the relevant managers of enterprises must closely combine the development status of China's economy, the future development trend, the international economic situation with their own enterprises and the development status of the industry, find out the current problems existing in the enterprise management mode, and optimize the enterprise management mode according to the problems. Building a more scientific and reasonable innovative enterprise management mode that meets the development needs of the current situation of China's economic structure can better promote the transformation of enterprises, realize their own more long-term sustainable development, and play a better role in promoting the development of China's economy.

## 2. Analysis on the Current Situation of Enterprise Management Mode from the Perspective of Economic Structure Transformation

### 2.1. Outdated Concept of Enterprise Management

The concept of enterprise management is the ideological source power to realize the improvement of enterprise management and the innovation of management mode, but at present, many enterprises only emphasize the improvement of management ability in the process of their own management improvement, and focus on the specific links of production and operation, which lacks the integration of enterprises over the years. Such a situation makes the implementation of enterprise management lack scientific thought support, makes the departments have problems such as we do our own business, lack communication and cooperation and so on, makes the innovation of

enterprise management mode can't really play an effective role in promoting. The lack and backwardness of enterprise concept is not conducive to the formation of cohesion between enterprise managers and employees, which makes the enterprise development lack spiritual support. This is contrary to the enterprise cohesion required by the current economic structure transformation period, which makes the enterprise executive power and work efficiency can't be effectively improved.

## **2.2. Inaccurate Positioning of Enterprise's Own Development**

With the transformation of the market economy structure, the degree of close integration between enterprises is increasing, and the interaction between different enterprises and even different industries is becoming greater and greater. If enterprises want to realize their own development, they must pay attention to the integration and development of their related industries and enterprises. However, many enterprises lack the awareness of development position or have inaccurate position, which makes it impossible to make full use of the resources brought by the cooperation between enterprises in the process of enterprise development, resulting in the lack of source power in the process of enterprise growth and hindering the development of enterprises.

## **2.3. Incomplete Understanding of Market Economy Situation**

With the continuous transformation of China's social economy and the change of economic structure, the dominant position of the market in the process of economic development is gradually emerging, which plays a guiding role in the direction of enterprise development. If modern enterprises want to realize their own healthy and sustainable development, they must pay attention to the needs of market development and closely combine enterprise management with market demand. But at present, many enterprises do not have a deep understanding of the impact of market economic changes on enterprise development, resulting in the separation of enterprise management and market economic development. The incomplete understanding of market economic situation has seriously hindered the development of enterprises.

## **2.4. Enterprise Production Technology Limits Enterprise Management Improvement**

At present, under the social background, the overall productivity of our country is still in a relatively backward state. Some enterprises in our country are backward and insufficient in production technology to a certain extent, especially in small and medium-sized enterprises. This objective situation makes many enterprises unable to make better use of the scientific and advanced nature of the innovative management mode in the process of economic structure transformation.

# **3. Research on the Construction of Enterprise Management Mode from the Perspective of Economic Structure Transformation**

## **3.1. Update the Concept of Enterprise Management and Promote the Innovation of Enterprise Management Mode**

To realize the innovative construction of enterprise management mode, enterprises must pay attention to their own development level, and the enterprise management concept is an important ideological power to promote the enterprises' development level. The main strategies can be divided into the following aspects. The first is to innovate the enterprise management concept, pay full attention to the improvement of the enterprises' own development needs, industry development trends and customers' needs during the period of China's economic structure transformation, and integrate the enterprise management concept and enterprise culture, so as to better promote the formation and stability of enterprise cohesion. The renewal of enterprise management concept should also pay attention to the people-centered management principle, pay attention to personnel

management and talent construction inside the enterprise, and enhance the personalized needs and service satisfaction of main customers outside the enterprise. The second is to improve the management ability of relevant managers. Through the improvement of enterprise managers' own ability, they can better find the problems existing in the process of enterprise management, and formulate effective solutions. The third is to pay attention to the development trend of the industry. Through in-depth research on the development of the industry, enterprises can better grasp the development trend of the industry and find out the innovation and direction for the enterprises to realize their own development. The fourth is to strengthen the unity and cooperation among enterprises, fully aware of the changes of enterprise development in the process of economic structure transformation, pay attention to the integration with relevant enterprises, so as to better enhance the driving force of enterprise development, use the joint efforts of enterprise cooperation to achieve their own development, and fully learn from the advanced management experience of other enterprises.

### **3.2. Carry out In-depth Market Research and Reposition Enterprise Management**

In the process of development, some enterprises lack the overall positioning of themselves and scientific understanding, which makes their own development and business discovery fuzzy, and then restricts the innovation of enterprise management mode. To better promote the sustainable development of enterprises in the context of economic structure transformation, enterprises must carry out in-depth market research, find the accurate direction of enterprise operation and industry development trend, comply with the market development needs, and improve enterprise management. Through scientific positioning, enterprises can better find the shortcomings and defects in the current management mode, so as to find the path of enterprise management innovation and realize the optimization of enterprise resources. For example, for production enterprises, they must pay attention to the change of market demand for their products and the improvement of service requirements. In view of the change of market demand, they should pay more attention to the personalized characteristics of market demand in the production process of enterprise products, and provide products and services that are more suitable for market needs. In addition, enterprises should set short-term and long-term goals according to the current situation and trend of China's social and economic development, so as to promote enterprises to achieve more efficient development under scientific management and target management.

### **3.3. Establish and Improve the Management System, Promote the Innovation of Enterprise Management Mode**

A sound management system is the premise for enterprises to realize standardized management. The establishment and improvement of relevant management system plays an important role in management breakthrough and improvement of enterprises under the development of market economy in the new era. In the management experience of enterprises, enterprise managers should pay full attention to the normative, scientific and reasonable role brought by the system construction. Through the establishment and improvement of various rules and regulations, the management ability of enterprises can be improved and the management mode can be innovated. For example, the establishment and improvement of enterprise-related technical standards, supervision and management system, product quality standards, employee behavior norms, etc. can improve the overall development level of the enterprise. A good management situation makes the employees have stronger execution, promote their overall work efficiency. The establishment and improvement of enterprise management system must also combine with enterprise culture and management concept. If an enterprise wants to achieve long-term development, it must pay attention to the construction of cultural spirit. The spirit of science and culture, the sense of unity and cooperation, and strong implementation can make the enterprise have a strong development power and is the basis of enterprise development.

### **3.4. Improve the Production Level of Enterprises, Comprehensively Enhance the Development Speed of Enterprises**

The improvement of production level of enterprises can better promote the development of enterprises. The improvement of productivity level of enterprises is mainly implemented from the following aspects. The first is to pay attention to talent construction. Talent cooperation and construction is the driving force for enterprises to improve production level. Talent construction can be divided into internal talent construction and external talent introduction. The establishment of talent training system in the enterprise can improve the working ability of enterprise personnel, provide promotion channels for enterprise talents, promote their self-improvement, adopt advanced talents in the industry and strengthen the enterprise talent team. The second is to strengthen the introduction of advanced production technology and equipment. In the process of enterprise development, they should pay attention to the strong driving force brought by the technical force to the enterprise, and must not blindly compress the investment of technical capital to save costs.

## **4. Conclusion**

Under the background of social development in the new period of economic structure transformation, enterprises must fully realize the impact of economic structure transformation on their own development. Through the continuous study of market development trend to combine with their own development characteristics, the innovation of enterprise management mode can better comply with the trend of market economy and realize the healthy and sustainable development of enterprises. This paper analyzes and studies the innovative construction of enterprise management mode from the aspects of updating enterprise management concept, carrying out in-depth market research, establishing and improving management system and improving enterprise production level. Through the analysis and research, we can see that the implementation of these effective measures can better promote the enterprise to carry out a more comprehensive market positioning, enhance the speed of enterprise development, so as to drive the enterprise to realize the innovation of management mode.

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