Analysis on Innovation of Enterprise Management Model in the Era of Big Data

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Abstract: At present, information technology has permeated into various fields and created advantageous conditions for the development of big data. Meanwhile, enterprise management model has changed a lot, and traditional model has failed to adapt to the modern enterprises. Therefore, enterprise managers should have overall awareness with big data, analyze and apply its characteristics, excavate more information with commercial values, and enhance managers' judgment ability. Enterprises should be ensured to have a wide prospect, stable status and increasing influence.

1. Introduction

Enterprise operation and management model have been greatly influenced by the era of big data. Most enterprises have access to searching and integrating related information resource, and acquiring benefits through big data technology. Thus, enterprise managers should make full use of big data and make its advantages expressed in the management, which is good for the future development on creating economic profits and enhancing social images.

2. Implicit meaning and characteristics of big data

As the result of information technology, big data has its own characteristics. Its premise is mass data. Big data can be used to organically integrate and comprehensively analyze data resource, and make more accurate decisions for leaders' reference. The competition among enterprises have been the fiercest in the new era. A wrong decision made by the manager is more likely to result in a constantly lowering enterprise competitiveness and heavy loss for enterprises. It is necessary for mangers to correctly treat big data, know its characteristics and advantages, and promote its use value. The characteristics of big data mainly include: firstly, mass data amount. People have been more dependent on information technology along with the advent of big data era. They can search, convey and instantly share lots of information. According to the data survey result, data has been multiplied since the concept of "Internet plus" was put forward, which can not only create beneficial conditions for cloud computing but provide significant information resource for enterprise development and make managers know lots of resources.

Secondly, high-speed transmission. There exists close relationship between mass data and high-speed transmission. If there is only the foundation of mass data without transmission speed, data validity will be reduced and original value of data resource cannot be given full play to. It is the close relationship that makes workers acquire information resource. Related staff found that data flow every minute changes a lot and new information appears. While high-speed transmission requires people to pay close attention to information and have strong sensitivity with data information, which can help seize some advantages and enhance competitiveness for enterprises. Thirdly, integration. Just as we said before, big data can integrate related data, which is not only helpful for workers to integrate information and enhance working efficiency, but good for comprehensively researching and systematically analyzing data. For instance, financial management is rather important for managers to manage enterprises. In general, managers mainly check the accountant and statement to master enterprise financial conditions[1]. But in the new era, managers can take advantage of data, which makes it possible to comprehensively reflect financial capital, master enterprise operation condition, make management efficiency dramatically improved.

It is significant to foster enterprise management and full of high application value.

3. Existing problems in current enterprise management

3.1 The lack of comprehensive awareness with big data

Big data has brought current enterprises with both favored conditions and certain challenges. If enterprise managers fail to have a whole awareness with big data and timely analysis with market environment, enterprises will be eliminated from the market, let alone the long-term development. Most enterprises adopt the rough management mode rather than fine one, greatly reducing the management effectiveness. Such mode is harmful to enterprises by missing the anticipated purpose of enterprise management and decreasing the initiative of staff[2]. Although big data has been applied in some enterprises, they are still constantly exploring it. They lack enough understanding with big data and fail to establish related concepts. As a result, the value of big data cannot be fully expressed to provide enterprise management with help, making enterprise decisions rather backward and affected in market development. In addition, it will make enterprises lack necessary sensitiveness and fail to timely master the changing condition of market environment. Eventually, enterprise management will be hindered.

3.2 The shortage of professional talents

Big data comes from the development of society, information and technology. For those enterprises that want to follow with society and better adapt to market environment, it is necessary to make efforts to train professional talents and then construct a skilled data talents team. They can skillfully use big data and scientifically manage enterprises to ensure all the work systematically done. However, in dealing with significant information and technology tasks, related workers are often borrowed from other departments due to the lack of attention to information management and professional talents. It not only reduces the general efficiency on dealing with information, but negatively affects other work and results in the timeliness reducing of decisions. In oder to control cost input, some enterprise leaders don't employ enough technical staff. So the information department just has a small number of workers who mostly lack systematical learning and training, sufficient cognition with cloud computing and storage, and equal application ability, all of which are bad for the sustainable development of enterprises.

3.3 Prominent safety issues

Even though big data has various advantages such as multiplying information amount and enhancing the efficiency of information communication, its safety issues have also been considered by enterprises. Some illegal workers invade enterprise information system and steal the data archives, which makes enterprise production and operation hindered, causes immeasurable loss for enterprises[3] and reduces enterprise competitiveness. For enterprises, information system security is especially important. Generally, data is stored in the system. Once the system firewall is broken by hackers, they can directly enter the system of managers, while it usually covers significant decisions and secrets of enterprise. The loss will be obvious if these contents are stolen. Therefore, senior leaders must pay attention to safety issues, and employ professional staff to have safe management and effectively mend the loopholes of technology, which can ensure the safety of information system.

4. Methods to innovate enterprise management model in the era of big data

4.1 Strengthen information intelligence

Intelligence level of enterprises must be enhanced to keep a sTable status and have long development. Information here is not limited in the narrowing meaning, more from the wide sense of automation and management. Strengthen the information construction, and improve the information awareness of staff to make sure that they can work with big data and guarantee work

quality[4]. And information system is rather important. After collecting related data through bid data, workers can upload them to the system and store data, which is convenient for later viewing and analysis, and able to keep data more reliable. In addition, managers should strive to find more professional talents and provide data platform for workers. This way, they can have an access to effectively coordinating all work, sharing knowledge and increasing commercial value.

4.2 Strengthen the construction of data platform

Big data is closely related with data platform. And the former is the most significant carrier for the latter, as its function cannot be given full play to without the former. Oppositely, the purpose of enterprises to properly use data will not be reached if enterprises fail to construct data platform and integrate related data[5]. Therefore, managers should be aware of the function of data platform, and make workers transmit related data to data platform. Effective storage of data is good for the sharing of other departments and solving problems in enterprise management. Data platform serves as the supporter and jointer, so it is a very significant tool for enterprise management. Thus, it is necessary to correctly treat data platform and invest capitals to make it more perfect and valuable.

4.3 Innovate management concepts

When carrying out management, managers are supposed to get rid of traditional concepts, make analysis with feasibility, fully consider various factors of enterprise human resource, and establish correct concepts. This way, the anticipated result of management can be reached and efficiency can be enhanced. Firstly, pay more attention to big data. The advantages of big data in current reforming enterprises are undoubted. So managers should take advantage of big data to add new creative elements in management model and ensure constant expanding of enterprises development space. Secondly, strengthen the innovation of enterprise culture. In the new period, enterprise culture has become vital to enterprise soft power. Construction of enterprise culture can help staff have a deep understanding with the background and whole development of enterprises, strengthen their sense of recognition and loyalty, and contribute to enterprises wholeheartedly[6]. But in traditional enterprise culture, contents are still not complete, which requires managers to innovate and perfect enterprise culture. Its effective penetration into management model can make staff autonomously influenced by enterprise culture and improve management result. Finally, staff should be given high respect, which means that managers should equally treat all workers, establish people-oriented concept, go into the grass-roots workers' life and understand their various demands. The realization of their individualized development can help manifest their values, avoid brain drain and enhance talent team level. In addition, managers should learn to use big data to master workers' demands, formulate specific team building activities, and close the distance between managers. If staff are more familiar with managers, they will be full of vigor, enthusiasm and efficiency with work.

5. Innovate channels to acquire information

Digitalization has been essential to enterprise environment in the era of information, which requires staff to equip with certain skill abilities and meet with related demands of modern enterprises. In addition, manages can use information methods to effectively supervise staff, like mastering their work conditions and performance. Such method can enhance the reliability of decision, avoid some drawbacks in the traditional management and strengthen validity of management. Due to the widespread availability of big data in enterprises, workers are supposed to use big data to search materials, acquire related information and make information acquiring channels more convenient in their daily work. What's more, enterprises should pay attention to network management. They should have effective maintenance with enterprise systems and ensure system security to avoid the heavy loss on enterprise by the intrusion of system and leakage of enterprise information[7]. Besides, managers should focus on staff training to improve their knowledge level. On the one hand, staff can constantly expand their knowledge scope, and improve their thoughts and innovative awareness; on the other hand, they can come up with important

suggestions for enterprise construction and contribute to enterprise development. When hiring new employees, managers should take various factors into consideration, such as the quality, work ability and good professional quality. It is helpful to improve the level of the whole staff team. Current workers should have an access to learning professional skills and enhancing their own value from the activities organized by enterprises according to the development situation.

6. Conclusion

Recent years have witnessed the continuing reform of enterprises, especially in the era of big data. Innovating management model is necessary to promote the long-term development of enterprises. Therefore, managers should rationally use of big data, innovate ideas and concepts, form the thinking of big data, which can not only make the data analysis result more accurate but help enterprises get a new promotion.

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