

Research on the Innovation Path of Enterprise Strategic Management Based on the “Internet +” Era

Cao Xianqiu¹, Cao Yiwei²

¹China University of Geosciences (Wuhan), Wuhan, Hubei, China

²University of British Columbia, Vancouver, Canada

Keywords: “Internet +” era, Enterprise, Strategic management, Innovation path

Abstract: In the context of the rapid development of Internet technology, enterprises are increasingly using Internet technology, and the competition between enterprises is intensifying, which requires enterprises to carry out active strategic management innovation to meet the requirements of social development in the new era. This paper analyzes the necessity of enterprise strategic management innovation in the “Internet +” era, and then discusses the methods of enterprise strategic management innovation from multiple dimensions.

1. Introduction

The development of the times has higher requirements for enterprise management, which requires enterprises to constantly innovate management concepts and methods in the process of development, so as to better stimulate the vitality of enterprises. The management innovation system involves all aspects, including human resource management system, financial system, risk management and so on. Only when enterprise managers take various factors into account can they better promote the development of enterprises. In addition, in the process of innovating management system, enterprise managers should always keep in mind that employees, as the main body of enterprise development, play an important role in enterprise production activities. In the process of development, enterprises need to formulate reasonable systems to mobilize the enthusiasm of employees to the greatest extent, so as to give better play to the subjective initiative of employees, and better promote the healthy development of enterprises while realizing self-worth. In the Internet + era, enterprises also need to strengthen the application of information technology, so as to better improve the quality and efficiency of strategic management.

2. The Necessity of Enterprise Strategic Management Innovation in the “Internet +” Era

2.1. Increased Uncertainty in Market Competition

With the rapid development of Internet technology, all walks of life are actively applying Internet technology to participate in the increasingly fierce market competition. Based on the Internet platform, the transmission speed of information and data is faster, the competition between enterprises is more transparent, and the market situation has become more severe. In such an environment, enterprises face more uncertainties, which requires enterprises to strengthen the innovation of strategic management. On the one hand, in the context of economic globalization, the stable development of enterprises and the world political pattern are more closely linked. In the new development environment, the world political pattern changes more, and the political pattern in some regions is not stable enough, which brings more risk factors to the operation of enterprises. On the other hand, in the “Internet +” environment, consumers’ consumption habits have changed significantly, their dependence on the Internet has deepened, and consumers can access more products through the Internet. For products with strong substitutability, cost performance has become a key factor for consumers’ consumption. Due to the increasingly transparent commodity information, consumers’ loyalty to the brand is reduced. At the same time, consumers’ personalized consumption demand is more significant, and consumption diversification has also become an

important feature of market development in the new era. This requires enterprises to keep up with the pace of development of the times to meet the requirements of market development in the new era.

2.2. The Increasing Needs of Employees

In the development of market economy, employees become the key factor to determine the core competitiveness of enterprises and the most important asset in the development of enterprises. In the new development period, employees' self-awareness is gradually enhanced, and the requirements for personalized work are constantly improving, which requires enterprises to better meet the personalized development needs of employees, change the previous management mode, and adapt to the development requirements of enterprises in the new period. The new generation of employees is a group of people who grew up in the Internet environment, and Internet technology has penetrated into all aspects of people's life, which makes people increasingly dependent on the Internet. In the process of the continuous development of the market, enterprise employees can learn relevant information from many ways, which will have an impact on the values of employees, and employees' personalized awareness is constantly enhanced. This requires enterprises to strengthen the innovation of strategic management to meet the personalized needs of employees. In addition, in terms of traditional employee management, technical ability is the key to determine the comprehensive ability of employees. In the "Internet +" environment, enterprises have higher requirements for employees' innovation ability and management ability, which requires enterprises to innovate strategic management at a certain level, so as to meet the development needs of enterprises and employees.

2.3. Requirements for the Development of New Information Technology

In the "Internet +" era, advanced technologies such as big data and cloud computing have played an increasingly significant role in the development of enterprises. Their application is an important method to realize the sustainable development of enterprises and improve the comprehensive competitiveness of enterprises in the market. With the continuous development of information technology, innovative strategic management has become an inevitable trend of enterprise development. At present, there are many new operating platforms in the market, such as cloud network platform. Enterprises can innovate strategic management mode on the basis of these platforms, so as to innovate the development system of enterprises and meet their own development requirements. On the one hand, the application of big data technology and cloud computing technology can improve the ability of enterprises to collect and integrate data information, so that relevant data information can be collected from more angles, and then the value of this part of data information can be deeply mined, so that enterprises can better understand the reality of market development and enterprise development, which is of great help to enterprises in making scientific development decisions. On the other hand, the application of new Internet technology by enterprises can supervise the effect of enterprise strategic management, help enterprises find possible problems in their own development process in time, and then formulate solutions according to the actual development of enterprises, so as to ensure that enterprises have sustainable competitive advantages in market competition.

3. Innovation Path of Enterprise Strategic Management Based on "Internet +" Era

3.1. Innovation of Enterprise Management Concept

When carrying out management concept innovation, enterprises need to adhere to the customer demand as the center. In the process of the continuous development of the national economy, the needs of consumers began to show diversified and personalized characteristics. In all links of enterprise management, integrating consumer demand factors can better meet the requirements of enterprise development. For example, in catering enterprises, if it is found that enterprise consumers are mainly young groups through data analysis, enterprises can formulate products according to the

consumption characteristics of these consumer groups, which can not only save consumers time to buy products, but also improve consumers' consumption satisfaction.

3.2. Innovation of Enterprise Management Structure

Digitalization and informatization are important features of the development of the “Internet +” era. In the actual development process of enterprises, they need to face a lot of data information every day, and enterprises need to screen out valuable information in order to provide data support for enterprise decision-making. In the traditional pyramid management structure, the speed of information transmission will be greatly affected, which will adversely affect the development of enterprises. In the “Internet +” era, enterprises can adopt a flat management structure, which is simpler and more practical than the traditional enterprise management structure. From the perspective of enterprise managers, enterprises can simplify the enterprise management structure to make the communication between the top management more convenient and efficient. Adopting a flat management structure can change the situation of transferring information level by level in the traditional management structure and improve the efficiency of information use, which plays an important role in improving the market response speed of enterprises.

3.3. Innovation of Enterprise Management Mode

In the “Internet +” environment, enterprises should give full play to the role of Internet technology as much as possible, expand the enterprise service mode, and integrate the people-oriented management concept into the enterprise management mode. When innovating the enterprise management mode, enterprise can actively use Internet technology, adhere to the customer-centric development mode, and then build a Customer Relationship Management (CRM) system. Using this system, enterprise can collect information comprehensively, analyze the relationship between enterprises and consumers, determine the development trend of enterprises' and consumers' needs, and provide data support for enterprises to make development decisions.



Figure 1 Login interface of enterprise customer relationship management system.

3.4. Innovation of Enterprise Management Technology

In the “Internet +” era, technology is the core factor and the key to management innovation. The technologies in the “Internet +” environment mainly include big data technology, cloud computing technology, etc. these technologies are applied in all links of enterprise management, and their functions cannot be replaced by other technologies. Taking the management innovation of the finance department as an example, in the era of “Internet +”, the enterprise finance department should improve the utilization of financial resources and use Internet technology to make financial management more meticulous. At the same time, enterprises can create a financial cloud service platform and implement a unified financial management mode according to the needs and nature of work of the enterprise's financial department, so as to realize the integration between the remote processing mode and the centralized processing mode of financial work. Through the cloud service platform, enterprises can realize the internal financial management of enterprises, and effectively integrate the internal financial resources of enterprises, so as to help enterprises make scientific development decisions. In addition, enterprises also need to innovate in the content of financial

management. In the “Internet +” era, enterprises must attach great importance to cost management to maximize the benefits of costs.

3.5. Innovation of Enterprise Human Resource Management

Human resource management innovation is an important part of enterprise management innovation in the “Internet +” era. Compared with other innovations, human resource management innovation cannot be replaced, and it plays a very important role in enterprise management. In the “Internet +” era, society has higher requirements for talents, and enterprises are facing challenges in human resource management. In order to give full play to the role of human resources, we must pay attention to the innovation of human resource management. Enterprises can pay attention to the following contents in human resource management innovation. Firstly, innovating the concept of human resource management, adhere to the principles of fair and democratic management, and integrate these contents into the values of enterprises. Secondly, establishing a scientific salary management system, and incorporate the employees’ working attitude and working state into the assessment index system, so as to formulate the salary management system on this basis. Finally, providing space for employees to display their abilities. High quality talents will improve their comprehensive quality and ability in the continuous learning process, which requires enterprises to provide efficient training for them, so that the comprehensive quality and ability of employees can be continuously improved. At the same time, enterprises should also provide sufficient development space for employees to ensure that the value of all employees can be realized.

4. Conclusion

With the rapid development of Internet technology, it has been involved in all walks of life, and its impact on the development of enterprises has become increasingly prominent. At the same time, under the influence of Internet technology, the development environment in which enterprises are located has also undergone major changes, and the competition between enterprises is intensifying day by day, which requires enterprises to follow the pace of the development of the times, face the challenges and opportunities brought by the development of the times, and actively carry out innovation in strategic management. This paper discusses the innovation of enterprise strategic management in the “Internet +” era, which has positive practical significance for the sustainable development of enterprises. In the future development, the effective use of Internet technology and the innovation of strategic management according to market changes are the key to the sustainable development of enterprises.

References

- [1] Wang Zixia. Research on management innovation of small and medium-sized enterprises from the perspective of strategic management [J]. China business theory, 2019 (23): 87.
- [2] Yuan Yingxuan. Analysis of enterprise strategic management innovation in the “Internet +” era [J]. Chinese and foreign entrepreneurs, 2019 (33): 19-21.