

Innovative Thinking on Enterprise Management in the Age of "Internet +"

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Abstract: Based on the "Internet +" development strategy, this paper puts forward the importance and necessity of facing the new development trend of enterprise management innovation, and it exists from the aspects of enterprise management concept, organizational structure, management mode and talent management. The problem was analyzed, and finally the recommendations for innovative enterprise management were put forward.

The "Internet +" development strategy has been proposed in recent years and has played a pivotal role in boosting China's economic development and corporate management innovation. Faced with new development trends, fierce market competition has made the defects in the enterprise management process gradually become prominent, and innovation has become the only way out for enterprise development. In this context, the author has carried out a series of researches on the problems of enterprise management in the new era, hoping to provide some reference for enterprise management innovation and adjustment development strategy.

1. The Importance and Necessity of Enterprise Management Innovation based on "Internet +" Background

1.1 "Internet +" Mode Promotes the Transformation and Upgrading of Traditional Enterprises

With the advent of the Internet, the most important feature is that the process of purchasing goods by consumers is more convenient and more selective, and the cost advantage is also difficult to compare with traditional enterprises. In recent years, the influence of the "Internet +" model has gradually reduced the share of traditional enterprises in the market, and has been affected by different degrees in business models, product types, marketing methods and services [1]. In this development context, the transformation and upgrading of traditional enterprises has become an inevitable trend. In order to survive in the fierce market competition, gain competitive advantage and win market share, enterprises must establish enough Internet to realize innovation in management mode and promote the development of traditional enterprises to modernization and informationization. Therefore, in the face of the trend of "Internet +", it has brought both development threats to traditional enterprises and an opportunity for development in the market competition.

1.2 The Development of "Internet +" has Spawned Many Emerging Industries

Taking the data of the first quarter of 2015 as an example, in the computer, communication and other electronic equipment manufacturing industry in China, the economy has been affected by the Internet, and the economy has increased by 12% year-on-year; the consumption of communication equipment has increased by 38% year-on-year, in addition to the nationwide online service and retail of goods. The amount is as high as 760.7 billion yuan. Through this data, we can understand that the impact of the Internet on the economy is significant, and even with the development of the Internet and related industries, it has gradually become the main force driving the national economic development and household consumption [2]. This is also an important advantage of the development of the "Internet +" model in the market competition. Moreover, TCL has also proposed the development strategy of "smart + Internet", which not only reflects the importance of

the Internet for the development of enterprises, but also coincides with the new model of “Internet +”. After adopting the new development strategy and model, in 2014 alone, TCL Group's operating income exceeded 100 billion yuan. It can be seen that traditional enterprises based on the Internet, the transformation of business management concepts, will inevitably get better development, and the success of TCL Group is undoubtedly the most typical example of successful transformation and upgrading of enterprises. In addition, under this development background, traditional enterprises will inevitably drive the development of more emerging industries under the influence of Internet thinking, realize the comprehensive transformation and upgrading of enterprises, and better meet the development needs of the times.

1.3 Cross-Industry Cooperation Promotes the Possibility of Unlimited Innovation

At this stage, China's economic approach has not completely changed. Relying on "Internet +" to promote the sustainable development of traditional industries, we must promote the integration between the Internet and the industry, and finally the new value chain and industrial chain. This is the current Key issues that need attention. For example, taking hospitals as an example, it is well known that China's medical resources are characterized by uneven distribution and information asymmetry. Therefore, it is a major problem in the medical industry to see that it is difficult to see a doctor and expensive to see a doctor. However, with the combination of the Internet and the medical industry, this situation has undergone major changes, effectively integrating medical resources and information, providing more protection and convenience for more patients to see a doctor. At present, we only need a smart phone to get basic medical services. We can use APP software to register, pay and view inspection reports. Even some diagnosis and treatment can be done on the network, breaking the time and geographical area. Restrictions have greatly improved the efficiency of medical assistance. Therefore, in the context of the rapid development of the Internet, not only does it combine with the medical industry to create the possibility of unlimited innovation, the Internet can also be combined with various industries, thus driving the innovation and development of various industries in the direction of modernization and informationization. Moreover, we should clearly understand that the importance of "Internet +" for the development of society in the new era and "Internet +" still have great market development potential and we need to explore.

2. The Main Problems of Enterprise Management Innovation under the Background of "Internet +"

2.1 Many Enterprises have not Yet Formed a Unified Management Concept

In the face of the development of the new era, there are still many enterprises that have not yet formed a unified management concept. Whether they are borrowing Western countries in management theory or management methods, or blindly borrowing the management models of other enterprises, the management of the enterprises is not targeted. Sex, management effect is not optimistic. There are even some enterprises that are still self-centered in the process of business management, lack of Internet thinking, and the integration of Internet and enterprise management needs to be strengthened [3].

2.2 Still Adopting the Traditional Organizational Structure of Enterprises

At present, in a large part of enterprises in China, the organizational structure still adopts the traditional pyramid multi-level model. However, it is clear that under the Internet thinking, the traditional organizational structure is difficult to effectively respond to changing market trends. Because in the traditional organizational structure, the transmission of various types of information is very slow, and the efficiency of each department is not high, and the ability to cope with market changes is not good, it is difficult to form a competitive advantage, and it is difficult to form a strategic advantage. In the long run, it will inevitably have an adverse impact on the development of the company.

2.3 Traditional Enterprise Management Mode

Under the background of rapid development of the Internet, some enterprises will still be deeply affected by the planned economy and lack of innovation awareness. The traditional marketing model of an enterprise is based on advertising. It uses advertisements to spread the information of the company and let customers know about the company and products, but the information between the company and the customers is asymmetric. However, with the use of the Internet, customers only need a mobile phone or computer, they can find relevant information of the enterprise from the Internet, have a deeper understanding of the enterprise, and also contribute to the future development of the enterprise.

2.4 Lag of Enterprise Talent Management

Enterprise talent management lags behind, mainly in the traditional way of human resource management. In the traditional human resource management mode, the company mainly conducts strict supervision and control on employees, which often gives employees a feeling of distrust, and excessive management and centralized power will also affect employees' work enthusiasm and ability improvement, and in the enterprise. The internal working atmosphere is formed [4]. Facing the development trend of "Internet +", the innovation of enterprise human resource management mode is inevitable, otherwise it will inevitably hinder the further development of enterprises because of the lack of talent competitive advantage.

3. The Proposal of Enterprise Management Innovation under the Background of "Internet +"

3.1 Actively Innovating the Concept of Corporate Management

In the traditional management concept, the management pays more attention to the production of manufacturers and products, and blindly pursues the expansion of production scale in order to win market share through the lowest cost advantage[5]. However, in the new era of development, enterprises must correctly recognize that customers are the key to the survival of enterprises and the formation of competitive advantages. They should take the needs and interests of customers as the guiding direction of enterprise development and meet the ever-changing needs of customers. Therefore, enterprises should first actively innovate management concepts, truly advance with the times, synchronize with customer needs, and conform to market trends. Such management concepts can promote sustainable development of enterprises in the new era, and rely on the Internet to realize enterprises as soon as possible. Upgrade,

3.2 Actively Innovating the Organizational Structure of Enterprise Management

In the traditional enterprise management organization structure, the information needs to be transmitted layer by layer, which directly affects the employee's work efficiency. On the basis of Internet technology, enterprises should innovate the management organization structure and information transmission methods, realize the flattening of the organizational structure, eliminate the hierarchy, and ensure the real-time and scientific decision-making of managers. Moreover, in the flat organizational structure, direct communication between employees and management can be realized, which can effectively improve the enthusiasm of employees and solve problems encountered in employees' work.

3.3 Accelerating the Innovation of Enterprise Management Mode

At present, the development of the Internet in enterprises has penetrated into many links of product production, marketing and distribution, and promoted the development of newer management technologies. For example, real-time production management, business process reengineering, and collaborative supply chain management are all inseparable from the use of Internet technology, and greatly improve the efficiency of enterprise management. Because market competition is intensifying, winning customers can survive better, and enterprise management model innovation should be customer-oriented, meet customer's individual needs, and effectively

improve service levels and customer satisfaction with products.

3.4 Emphasis on Management Technology Innovation

No matter whether it is enterprise product development, production or influence, it is inseparable from advanced technology. Through the innovation of management technology, it can effectively integrate internal resources of enterprises and enable enterprises to quickly respond to market changes. Moreover, in addition to talents and customers, the technological innovation of enterprises is also an important manifestation of core competitiveness. The introduction of advanced management technology to realize the information management of enterprises can also improve the efficiency of enterprises' access to information and facilitate the timely adjustment of strategic goals. However, innovation in management technology must require enterprises to invest a lot of energy and funds, so it is important for business managers to have a long-term vision, and to actively introduce advanced talents.

3.5 Talent Management Innovation

For modern companies, talent management is also an important part. In enterprise management innovation, we should break the shortcomings of traditional talent management, not only to create a good working atmosphere for employees, but also to adhere to the "people-oriented" management philosophy, to safeguard the interests of employees, that is, to safeguard the interests of enterprises, in order to be Enterprises lay a solid talent guarantee in the market competition.

In summary, although the development of "Internet +" has brought difficulties to the development of traditional enterprises, it is more an opportunity and a need for the development of the times. Therefore, enterprises should face up to this development trend, seize the opportunity, actively carry out management innovation, explore the management model suitable for enterprises, and realize the transformation and upgrading of enterprises and sustainable development in the market.

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