

# Research on Enterprise Information Construction and Enterprise Management Innovation

Xudong Xing

Shandong Institute of Commerce and Technology, Jinan, Shandong, 250000, China

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**Abstract:** At present, China has entered the era of knowledge economy. Under the background of the continuous development of the Internet, China's computer information technology has been widely used, not only playing an important role in our daily life, but also in daily production. The field also has a very critical position. The continuous development of society has promoted the general improvement and progress of China's various technologies. At the same time, under the background of increasingly strong market economy competition in China, information technology has played a role in it, an extremely critical role. This paper mainly studies and discusses the related issues of enterprise information construction in China, and studies the related issues of enterprise innovation management in China. China's research on enterprise information construction and enterprise management innovation can be better. It finds many problems existing in China's information construction and enterprise management innovation process, and proposes targeted solutions to effectively promote the development of Chinese enterprises, improve the management level and information level of Chinese enterprises, and improve the competitiveness of enterprises.

At present, the Internet has been widely used in the world, and with the further popularization of the Internet, computer information technology has been widely used in all aspects of our lives. At all levels of society and various enterprises, more and more attention is paid to computer information technology. Enterprises are paying more and more attention to the construction of their own information and the continuous innovation of enterprise management, so as to continuously improve the management level and resources of enterprises. The degree of sharing, in order to better enhance the competitiveness of enterprises, but in the process of China's enterprise information construction and enterprise management innovation development, there are still some problems, these problems seriously hinder the construction of China's enterprise information Speed, as well as continuous innovation in business management, requires action to resolve.

## 1. Overview and role of enterprise information

Enterprise informatization means that modern enterprises in China can realize the transmission of various information resources in enterprises through the full use of information technology. In other words, it is to improve the sharing degree of enterprise resources through the application of information technology. Realize enterprise resource sharing. The main functions of enterprise information construction are:

### 1.1 Is conducive to improving the management efficiency of enterprises

The continuous acceleration of enterprise informatization construction has great benefits for the development of enterprises. Firstly, through the continuous strengthening of the construction of enterprise informatization, it can better improve the management efficiency of Chinese enterprises and apply enterprise information construction. Enterprise resource sharing accelerates the circulation of internal resources of the enterprise, so as to ensure that all levels and departments of the enterprise can obtain the information they need in a timely and effective manner, and shorten the time for collecting information, so as to better enhance the enterprise's Work efficiency.

## **1.2 Reduce the work pressure of the staff**

The second advantage brought by enterprise informatization construction is that it can effectively reduce the work pressure of enterprise staff, because the information construction of enterprises mainly relies on computer information. In short, information construction is mainly based on Technology, and with the wide application of technology, it can achieve a certain liberation of human resources, and many tasks such as work processes and calculations can be better carried out through informationization, thereby greatly reducing the number of enterprise staff. pressure.

## **1.3 Laid the foundation for enterprises to implement e-commerce projects**

The continuous acceleration of enterprise informatization construction has laid a solid foundation for enterprises to implement e-commerce projects. At present, China has developed into an era of knowledge economy, and the application of science and technology in our daily life has been extremely extensive. Therefore, information construction is An indispensable development trend in the development of contemporary Chinese enterprises is not due to the main achievements of China's scientific and technological development, but also China's e-commerce industry. At present, China's e-commerce is developing rapidly in various industries. And achieved very good development results, and, information construction has laid a solid foundation for Chinese enterprises to carry out e-commerce projects.

## **1.4 Strengthen the implementation of the enterprise management system**

The continuous strengthening of enterprise informatization construction can better strengthen the implementation of enterprise management system for enterprises. With the rapid development of enterprises and the continuous acceleration of enterprise informatization construction, the information resources of enterprises are more and more shared. In every department and every level, the time for obtaining the required information resources is getting shorter and shorter, and the original structure of the ending sentence is also more strict. The construction of enterprise informationization is continuously strengthened, and the further development of the enterprise management system is played. The most important role, because information construction can better improve the efficiency of enterprise management, and at the same time can better reduce the mistakes caused by manual operations, in order to better improve work efficiency.

## **2. Management innovation content in enterprise information construction**

In the process of information construction, accompanied by the change and creativity of enterprise management, it is very important for enterprises to implement the enterprise management concept and the current enterprise information construction. It is necessary to combine the actual situation of your own development and introduce management concepts to promote effective change. Enterprises must combine their own actual conditions, clarify what they need, how to do it, how to do it, and not be able to act rashly. For enterprises, in order to better carry out information construction and management innovation, and effectively combine the two, we must find a reasonable entry point. The management model mainly refers to various descriptions of the relationship between the internal mechanism of the enterprise and the management elements during the process of management activities. We are moving from the era of big industry to the era of knowledge economy. In this process, the management model will inevitably undergo a certain transformation. From different perspectives, the main aspects of the enterprise management innovation model include the following:

### **2.1 Transformation of communication methods**

The management control in traditional enterprises is mainly from the top to the bottom of the command chain, in order to achieve management of this model. However, with the rapid development of the economy and society, the further acceleration of the pace of globalization and the further concentration of the corresponding geopolitical space make it difficult to achieve its true role in enterprise management. However, the current network is a process of constantly keeping in

touch with others. People can directly and effectively access the current information resources without being bound by the command chain. Information technology is provided between various departments and staff of the enterprise. A connection method can provide an ideal communication and contact platform between employees and different departments. It can effectively realize the sharing of information resources and timely feedback of information, and break through geographical and spatial restrictions more quickly and conveniently. In order to achieve the goal, increase the further use of resources, effectively improve work efficiency, and thus promote the further development of enterprises.

## **2.2 Change of managerial role**

The strict command-and-command mode in the enterprise mainly refers to the personnel from the top and the grassroots level. It is difficult to exert initiative, subjective initiative and creativity, and with the changing requirements of the times, the enterprises are between the various departments of the enterprise and There is also a certain change in the requirements between the staff, requiring coordination among the staff, and this advanced nature, for the development of enterprises, the strict hierarchical enterprise has a command and control structure, the instructions come from the top, and the grassroots are very It is difficult to exert subjective initiative and creativity. Modern companies require coordination between relevant work and middle-level personnel. This coordination performance makes the company a powerful team.

## **2.3 Management Process Transformation**

In the process of management of production activities in those days, the main trend is a serialization process, and the processes and processes are basically separated from each other. This is very unfavorable for the overall development of the company to coordinate and communicate between various departments. However, with the continuous progress of society, many changes have taken place in the production management of modern enterprises in China. In the process of modern enterprise production management, it means not only the simultaneous operation of every department in the enterprise, but also the communication between different departments of the enterprise. There are also certain requirements.

For the management innovation in the modern information construction, management integration and management integration is the best mode of management among Chinese enterprises. In fact, the main management mode of enterprise management lies in the main application contents of enterprise management, including, firstly, overall optimization, in accordance with the requirements of system theory, in the game box of each production factor in the enterprise, and for the different departments to learn from each other, comprehensive utilization of various departments The resources and information between them to play the best advantage of the whole and exert the overall effect. The second is to form a chain interaction method through this management model. If each of these links promotes each other and form a comprehensive and effective chain reaction, it will form a huge thrust for the development of the enterprise and promote the continuous development and progress of the enterprise.

## **3. Effective ways to improve the construction of enterprise information construction and management innovation**

### **3.1 Strengthen the participation of personnel at all levels of the enterprise**

In the process of enterprise information construction, we must achieve continuous innovation in management. First of all, we must ensure that all levels of the enterprise, different departments should actively cooperate with the construction of enterprise information, and at the same time continue to achieve in the process of work. Innovation. And the leaders of the company must actively play its leading role in the process of enterprise management and construction, strengthen the emphasis on enterprise information construction, the propaganda of the enterprise information construction of the classmates, and the corresponding planning and layout work. . At the same time,

each internal organization and department in the enterprise must make effective adjustments to clarify the relationship between each department. The relationship strengthens the communication between various departments, and at the same time clarifies the responsibilities of the departments themselves, so as to effectively promote the construction of enterprise information and the smooth development of management innovation. As a business leader, we must realize that it is difficult to complete the informatization construction within the enterprise, relying solely on one department and one person. It is necessary to make specific construction planning and construction plans based on the current development of the enterprise, so that the internal All personnel can work together to truly realize the enterprise information construction within the enterprise, improve the work efficiency and work quality of the information construction in the enterprise, improve the core competitiveness of the enterprise, and make positive contributions to the long-term development of the enterprise. Leaders are required to actively promote the use of modernization within the enterprise to ensure that all personnel within the enterprise are aware of the importance of completing the enterprise information construction.

### **3.2 Effectively deal with practical problems related to enterprises**

The second point is to effectively deal with the practical problems related to enterprises. In the process of enterprise information construction, we must proceed from the actual development of the enterprise and from a realistic perspective. Timely solutions to real problems in the process of enterprise management and enterprise information construction. In the process, we must adhere to the principle of overall planning, strive to achieve truth-seeking, and carry out in stages, and at the same time, effective and effective measures for the quality of weak links within the enterprise. In fact, for large and medium-sized enterprises in China, we must formulate effective marketing strategies, improve product quality, pay effective attention to the procurement of product products, and strive to minimize the number of vulnerabilities and errors in the work of various departments of the enterprise. At the same time, it is necessary to strengthen the management of human resources of enterprises, continuously increase the research and development of production technology, realize the continuous innovation of products, promote the innovation of enterprise management, and enhance the comprehensive management level and market competitiveness of enterprises. The human resources department of the enterprise can also complete the selection of personnel within the enterprise according to the actual situation of the development of the enterprise, and provide training for the information construction of employees who have the ability and accept new things, and regularly assess the professional quality of the talents. Prevent the emergence of talent selection errors in order to help enterprises to build information management quickly.

### **3.3 Taking the management innovation of enterprises as the foundation of development**

In another aspect, the informatization of enterprises is to achieve a high degree of professionalism. The content involved in the informatization construction process is very extensive, including the construction of the internal control system of the enterprise, as well as the problems of the enterprise hardware facilities and software facilities. Therefore, in the selection process, it is necessary to make a full consideration of the qualification level and business experience of these companies, to ensure that the qualification company can effectively deal with the human resource structure of washing and the irrational flow of suspected personnel. In the process of enterprise development, we must take enterprise management innovation as the fundamental of development, give full play to the leading position of enterprise information construction, and avoid blind follow-up. Therefore, enterprises must do all aspects according to the actual situation of their own development. At the same time, we must effectively consider and research the cooperation projects, so as to better based on the reality, continue to achieve innovation, better accelerate the speed of enterprise information construction, and promote the further development of enterprises. Innovation in the current society is a necessary condition for ensuring social progress and development, and it is also an inevitable change brought about by social development. If enterprises fail to continuously complete innovation in completing information construction, they will be easily replaced by other enterprises in the market, and it is difficult to be in the market. Standing firm and

helping the company to develop positively and improve its core competitiveness.

#### **4. Conclusion**

The information construction of enterprises and the innovation of enterprise management are very important tasks for the development of enterprises. Therefore, in the process of business operation, we must strengthen the construction of enterprise information, continuously achieve breakthroughs, and realize management innovation. In order to better improve the management level of the enterprise and realize the new development of the enterprise.

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