

Research on Enterprise Value Network Innovation under the Internet Economy

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Abstract: The arrival of the information age is difficult for us to change. The emergence of the current era of big data requires us to use the times to keep up with the times. Big data brings us a lot of convenience for our lives and work, and also gives us more challenges. From the current people's living habits, the Internet should become the most difficult part of social life, and the Internet has gradually become a habit of life. With the development of the Internet, China's economic market has also changed. The gradual development of the network economy requires and tells us that we need to pay attention to the Internet economy. How to use the Internet to complete economic innovation as a market enterprise has become a problem that needs to be considered at present.

1. Introduction

With the rapid development of China's economy, the overall competition of the market economy in the current society is very fierce. Both the competition mode and the competition means between enterprises and enterprises have changed. How to improve the competitiveness of enterprises has become a The focus of business development. The emergence of the network economy has given many enterprises new development paths. How to combine the operation of enterprises with the network economy and realize the innovation of network economy has become the focus of many enterprises' development and competition. Completing the innovation of network economy under the Internet economy is an important direction to help enterprises improve their own value. Although many enterprises have used the Internet economy to complete the improvement of overall corporate profits, there are still many problems to be solved in China.

2. The importance of the enterprise value network

Completing the innovation of the enterprise value network of the Internet economy can directly promote the overall allocation of the enterprise's own resources, improve the economic development effect of the enterprise, open up new channels for the operation and management of the enterprise, and increase cooperation with other enterprises to promote healthy competition in the market.

3. The path of enterprise value network innovation under the Internet economy

3.1 Innovation in development concepts

As a business manager, in the face of the current market development, one must realize that the arrival of the era of big data is irreversible. The Internet economy has become an inevitable model of market development, if the enterprise blindly follows the traditional The completion of development will lead to the development of enterprises, how to change the business philosophy, and the use of the Internet economy to complete the enterprise value of network innovation is a problem that enterprises must solve. Many companies' own business philosophy has nothing to do with the Internet economy. Many companies have not considered using the Internet economy to improve the overall economic value of enterprises. From the current market environment analysis, it is not difficult to find that if the enterprise does not complete the Internet economy under the Internet economy, the economic share of the enterprise in the market will gradually decline, and the traditional enterprise development concept and the Internet economy have mutual constraints. The

traditional corporate development concept is different from the development philosophy under the Internet economy, but many corporate managers and employees in the enterprise are not aware of this. Even many old employees are unwilling to learn the development of Internet economic enterprises. The concept, this kind of sticking concept also makes it difficult for enterprises to develop more actively. In the game of new and old concepts, as a business manager must realize that it is necessary to make enterprises gain greater economic benefits in the current market. To complete the network innovation of enterprise value, this is an inevitable outcome of the development of the times. The background of the Internet economy is difficult for enterprises to change. As a company wants to obtain economic benefits, it must adapt to its existence, and rely on the Internet economy to formulate a corporate development strategy that meets the requirements of the Internet economy and make new contributions to the overall development of the enterprise. As a manager of the enterprise, it is necessary to actively promote and apply the economic concept of the Internet economy within the enterprise, and play its leading role as the core leader of the enterprise, actively helping the internal employees of the company to complete the transformation of the concept and let more Enterprise employees realize that they want to improve their core competitiveness in the current market. It is especially important to use the Internet economy and choose the most suitable Internet economy strategy according to the actual situation of enterprise development. Only when it conforms to the development model of the Internet economy can it be effective. The completion of the internal economic benefits of the company, and let the company occupy more market share in the market.

3.2 Development ideas

The current manager of the enterprise should realize that the market environment in which the enterprise is located is the background of the Internet economy. To build and innovate the network value of the enterprise in this environment, it is not only necessary to innovate the concept of the enterprise, but also more Change the development of the company. In the process of changing the development of enterprises, it is necessary to pay attention not only to the degree of integration of the business situation of the enterprise itself with the Internet economy, but also to pay attention to the changes in the development of the external market environment of the enterprise. As a business manager, it should be aware that the market development is changing rapidly. Once the changes outside the market are neglected, even if the enterprise changes its development concept and development ideas under the Internet economy, there is still no way to use the Internet economy to obtain the maximum profit. As a corporate manager, in the process of integrating the development ideas of the enterprise with the Internet economy, we should grasp the overall characteristics of the development of the Internet economy, and at the same time comply with the trend of the times and constantly adjust the development ideas according to the development of the enterprise itself. In the process of developing the Internet economy, enterprises will lack relevant talents. Therefore, enterprises can continuously seek external help, use cooperation between enterprises and enterprises to form a win-win situation, and promote more professional development of enterprises and help enterprises. The ability to quickly transition from the traditional economic model to the Internet economic model in the Internet economy. But companies seeking external help in the Internet economy model cannot rely entirely on external help.

As a company, it also needs to select professional talents to continuously develop and innovate the network value of the company itself. It must ensure that the company can independently and flexibly complete its own creativity under the Internet economy. Once an enterprise relies too much on external help, it will be difficult for the enterprise to develop in the long-term under the Internet economy. If you want to truly improve the core competitiveness of the enterprise, then under the Internet economy model, enterprises must find and play their own enterprises based on their own characteristics. Unique advantage, occupying market share. In the past, many enterprises have had a problem in completing the transition from the traditional development model to the Internet economic development model. Many enterprise managers have neglected how to choose the enterprise supply chain under the Internet economic model. Different from the Internet companies

that exist in the market, enterprises that have changed from the traditional economic model to the Internet economic model are likely to ignore the problems of their own supply chain and industrial chain in completing the innovation of the Internet economic model.

Many traditional companies choose only one or two long-term suppliers in the process of selecting suppliers. In the Internet economy mode, in order to maximize profits, it is necessary to conduct continuous analysis for suppliers. As a manager of the relevant departments of the enterprise, it is necessary to select more suppliers and analyze the data using the form. Help companies choose the most suitable supplier to complete the daily production and operation of the company. Once the enterprise is separated from the single supplier model, the enterprise can use the Internet economy to complete the dynamic development and help the enterprise to continuously improve the competitiveness of the enterprise under the Internet economic model. In the Internet economy, the idea of consumers is particularly important. As a manager of enterprise-related data, it is necessary to constantly adjust the effects of the products according to the actual needs of consumers to ensure that the products produced by the company can fully meet the consumers. Actual needs. In the Internet economy, enterprises must realize that because of the characteristics of this economic model, the competition between enterprises and enterprises has been increased, so that meeting the actual needs of consumers has become a must of enterprises in development. aspect.

In addition, as a manager of the enterprise, it is necessary to find its own unique value according to the actual development of the enterprise, that is to say, as the manager of the enterprise, it is necessary to find the reason why the enterprise cannot be replaced in the Internet economy. Only in this way can the enterprise be guaranteed. Long-term development under the Internet economy model and earn more economic profits. Once the enterprise is difficult to find its own market position in the development, then the enterprise will be swallowed by the market, and the enterprise needs to continuously improve its own industrial technology and continuously complete technological innovation. In the current social development, innovation has become the most important way for enterprises. Once enterprises lose innovation, they are likely to be eliminated by the market. Under the development strategy and development concept, the enterprise can help enterprises to complete economic growth quickly by combining the actual characteristics of the Internet market economy model, and enterprises can use the Internet to complete progress and effectively promote the rapid growth of the enterprise economy.

3.3 System construction

3.3.1 Enterprise Value Network Benefit Distribution System

Under the Internet economic model, in addition to the need to develop new ideas and new ideas, enterprises need to develop new ideas and new ideas, and also need to reform according to the current development system of the enterprise, so that the enterprise's system conforms to the Internet economic model. At present, there are five main ways for Chinese enterprises to complete the distribution of benefits: corporate co-investors, price linkage, long-term contracts, joint R&D, and cross-shareholding. However, in the context of the Internet economy, in order to ensure the rapid development of enterprises, it is necessary to carry out certain reforms in the interest distribution system. The purpose is to ensure that the interests of enterprises can be more rationally distributed. This is a difficult point for current business development and the most important boundary to help companies innovate. This point also directly leads to the process of assigning different interests in the process of completing the Internet model. It is necessary to select different distribution methods according to the actual situation, which increases the difficulty and complexity of the distribution of enterprise benefits. It is difficult for many enterprises to quickly complete the transformation of the traditional economic model and the Internet economic model under the Internet economic model. For this reason, enterprises need to cooperate with the outside. In the process of cooperation with the outside, the enterprise must complete the science of interest according to the actual contribution. Distribution can not only help enterprises to obtain more benefits, but also help enterprises to complete technological innovation and help enterprises to

quickly get used to the speed and mode of market development under the Internet economy. All enterprises are required to complete the distribution of interests in the context of the Internet economy. They must choose a diversified distribution of benefits according to the actual situation, adapt the distribution method to the Internet economy, and help enterprises to obtain more economic value and complete the development of the enterprise. .

3.3.2 Enterprise Value Network Intellectual Property Alliance Mechanism

With the advent of the Internet economic model, although it has provided more development opportunities for China's market economy, it has brought many challenges to China's market economy. Because the Internet is in the process of disseminating information, it is difficult to ensure that information is not plagiarized. This has led many companies to plagiarize innovative concepts in the process of completing the Internet economy. This is also the main reason why many companies are not willing to complete the transformation of corporate development concepts under the Internet economic model. How to ensure that enterprises in the Internet economy mode, their innovation results are not plagiarized, is an important issue in the current economic development, and is one of the problems that China's relevant departments need to accelerate. As a copyright of knowledge, innovation must be protected and the protection of innovation results is not only related to the economic interests of enterprises but also to the enthusiasm of innovation in China. Once the innovation results are plagiarized indefinitely, the enthusiasm for innovation will be dispelled. The current need to solve this problem can enable enterprises in the market to complete the intellectual property alliance of enterprises, not only to protect the innovation results, but also to enable the market to develop positively and benignly. Completing the creation of the enterprise value network knowledge alliance in the market can bring the following positive promotion effects to the market: First, since the knowledge alliance is jointly created by multiple enterprises, the innovation achievements or innovative technologies are completed for this purpose. In the process of R&D, there are more innovative talents, which can directly reduce the cost of innovation. It has a very positive significance for the development of enterprises and industries, and the sharing of innovation results is also a reward for R&D personnel. In the market development, once the cost of innovation results decreases, the value that consumers need to spend will also decline. For plagiarists, their profits are relatively low, so it is difficult to use plagiarism to obtain profit in the market. This approach directly reduces the possibility that consumers will choose the products produced by the plagiarists. Second, the completion of the establishment of the intellectual property rights of the enterprise knowledge alliance can promote the market to complete the benign competition. Due to the sharing of innovation results, the innovation results in the market can be reduced. The vicious competition between enterprises and enterprises caused by the competition has led to the economic downturn in the market. Moreover, the sharing of innovation results can lead to the completion of legal sanctions against plagiarists by the entire knowledge alliance when the innovation results are copied. This practice increases the protection of intellectual property rights.

4. Conclusion

In summary, the Internet economy has become a way of development for many companies today, and has become an indispensable part of people's daily lives. Many people are accustomed to using the Internet to complete purchases, which requires enterprises to improve themselves. Competitiveness must choose the most suitable enterprise network innovation development according to the Internet economy and the actual development of the enterprise. Improve the value that enterprises can create by using the Internet economy, and improve the overall competitiveness of enterprises while selecting the Internet economy strategy of the most enterprise development. In many aspects, improving the competitiveness of enterprises can also enhance the economic value of enterprises. Through the market analysis of the current Internet economy, it is found that the innovation direction exists, combined with the actual situation of the enterprise and its own advantages and values to select the most innovative way to develop the enterprise, which has a very positive significance for improving the overall economy.

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