# Innovative Exploration of Enterprise Management Mode Based on the Background of Big Data Era

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**Abstract:** Since the reform and opening up, my country's comprehensive national strength has increased significantly, and its economic and technological levels have continued to improve. With the advancement of technology, the advent of the era of big data and the maturity of Internet technology have provided opportunities and challenges for many Chinese companies. Nowadays, some enterprises in our country still have a series of problems in the management mode. Based on the background of the big data era, how can enterprise managers find out the problems in the management mode of the enterprise and how to use big data technology to manage the enterprise mode Improve and innovate, Are the problems to be solved by current enterprise management.

## 1. Introduction

The concept of the big data era was proposed by McKinsey in 2012. It has applications in fields such as physics and ecological environment. It has also been used for a long time in finance and communications industries. Due to the increasing maturity of Internet technology in recent years, Big data in more and more multi-enterprise vision. Big data is generally used for people's research and analysis of a certain problem or a certain phenomenon. The method of sampling analysis is mainly adopted to obtain the law and then reflect the overall situation. However, the error of this analysis result is large. Big data avoids these shortcomings. Because of the large amount of data storage, special servers are used for data analysis, and the server performs centralized analysis of the data, so the results obtained are more accurate and stable. Big data storage data has the characteristics of massiveness, diversity, value and rapidity. Its massiveness enables data to be concentrated, and the results of data analysis are correct and comprehensive; its diversity allows people to choose to store relevant data according to their needs; the value characteristics of data are mainly manifested in that the stored data is all analysis The valuable data of the past, the amount of these data is huge, and its value is displayed when people are extracted; the rapidity of big data needs to be combined with Internet technology to achieve, in the context of the Internet information age, data storage and extraction are both It's fast. These characteristics of big data make the storage and extraction of data fast and convenient, and promote the development of big data.

The development of the big data era is showing a rapid trend, which is mainly reflected in the following development aspects:

(1) The development of diversified resources in the era of big data. In the era of big data today, the development of big data has brought many opportunities and challenges, because big data stores massive amounts of information and the diversification of stored information, it provides companies with a source of data information. Companies select relevant data for analysis according to their own needs, such as production, packaging, and sales. Based on the characteristics of big data, companies can refer to the data to make more comprehensive and accurate decisions, so that the company's benefits can be effectively improved. Because the characteristics of big data make it an important basis for enterprises in decision-making, through the data ecological chain, enterprises can obtain a large amount of data to study and analyze the feasibility of decision-making.

(2) Improve the security of big data technology. With the development of Internet technology, the leakage of information security has become a common phenomenon. The leakage of data information not only involves the security of personal information, but also involves enterprise and state secrets. Therefore, the security of big data technology has received widespread attention. For

this reason, the country has issued relevant laws and regulations to protect the security of data information, ensure that the information of enterprises and individuals is not leaked, and safeguard their interests. Once the company's data information is leaked, the company's confidential documents and customer information will be exposed, which will seriously cause the company to face the risk of bankruptcy. Therefore, companies will set up some security mechanisms when building their own large databases. In addition, with the joint application of big data and cloud computing, cloud computing provides the necessary conditions for the operation of big data, making the big data ecological chain more complete.

## 2. Problems in Enterprise Management Models under the Background of the Big Data Era

At present, there are not many opportunities for corporate management to apply big data. Corporate management involves a wide range of areas, including capital management, cost budgeting, etc It is good research and analysis in these areas all need to rely on data. However, some companies only use random sampling in related management. The results obtained are not conducive to financial analysis, resulting in lack of practicality in management work, deviation in management direction, and subsequent impact. The development of the entire enterprise. Although there are many enterprises in our country, there are not enough professional data analysis talents in the field of enterprise management mode. Under the background of the era of big data, data processing and analysis are crucial. In order to get rid of traditional information and marketing, my country needs to train more talents to complete the task of unified integration and verification of big data. The status of most companies in my country is the same now. Even if companies attach importance to the construction of large databases, they pay too much attention to the form and lack the correct understanding and understanding of the globalization of big data. Therefore, companies should actively introduce and cultivate large databases in their management models. Talents related to data technology combine the status of the enterprise with big data to give professional and scientific decisions on the direction of enterprise development and a certain issue. Enterprise development strategies should be clear. Based on the background of the era of big data, if an enterprise wants to develop better and make itself stronger, it needs to do a good job of management, especially in the context of a globalized economy, the internal environment of the enterprise and its development Close integration, which also highlights the importance of big data.

## 3. Innovative Strategies for Enterprise Management Models under the Background of the Big Data Era

Facing the good trend of big data development under the advancement of science and technology, enterprises must bravely seize the opportunity to carry out new challenges, stop to discover, correct the problems in enterprise management, and make full use of big data technology to innovate the enterprise management model , And then comprehensively promote the rapid and good development of the enterprise.

(1) Big data supports enterprise management. Under the old corporate management model, corporate leaders only make decisions on the development direction of the company and related systems based on their work experience. This is likely to cause empirical errors and make decision-making lack of practicality. In the era of big data, big data should be used. The method of analysis, using data to verify decision-making, is more scientific and rigorous.

(2) Establish a complete data collection and analysis system. Data collection is the basis of big data analysis. Data collection must be comprehensive, complete, and valuable to ensure that the collected data has a good reference value for the enterprise. After data collection, professionals need to analyze it. Therefore, companies need to strengthen the introduction and training of data analysts so that database resources can become effective support for corporate decision-making.

(3) Strengthen the attention of relevant government functional departments. The large database of the enterprise supports various decisions made by the enterprise. However, due to information security issues, which poses a threat to the data security of the enterprise, relevant government

functional departments must strengthen the management of information security and issue relevant laws and regulations to ensure confidence and safety. .

## 4. Conclusion

Based on the background of big data, the various decisions of enterprises are no longer based on traditional experience, but based on database data analysis, which will make the enterprise's decision-making more scientific and rigorous and promote the development of the enterprise.

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