

Research on Innovation and Practice of Enterprise Economic Management Based on New Situation

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Abstract: with the Continuous Development of China's Social Economy and the Acceleration of Economic Globalization, China's Current Market Economy Environment is Also Facing Great Changes. Enterprise Managers Must Pay Attention to the Dynamic Changes of the Market, Grasp the Market Characteristics, Seize the Development Opportunities and Reduce the Development Risks. under the New Situation, There Are Still Many Problems in the Economic Management of Enterprises in Our Country. We Must Take Certain Measures to Innovate the Economic Management in Order to Create More Benefits for Enterprises. the Innovation of Enterprise Economic Management Mode is the Key to Enhance the Competitiveness of Enterprises in the Market and is Also an Important Prerequisite to Ensure the Sustainable Development of Enterprises. Based on the Actual Market Environment, This Paper Analyzes the Problems in the Process of Economic Management Innovation and Practice Faced by Enterprises. So as to Ensure That Enterprises Can Achieve the Goal of Improving Their Market Competitiveness under the New Situation on the Basis of Maintaining Their Own Operation Direction.

1. Introduction

Enterprise Economic Management is a Management Mode That Organizes, Plans, Coordinates and Directs the Related Economic Activities of Enterprises, and is Used to Improve the Economic Benefits of Enterprises. It is Also a Management Measure for Enterprises to Realize the Value of Resources [1]. the Economic Management of an Enterprise is Affected by External Factors, Including Not Only the Development Goals of the Enterprise, But Also the Coordination of the Internal Organizational Structure of the Enterprise [2]. Enterprise Economic Management is the Main Content of Enterprise Management and Plays a Guiding Role in the Organization and Operation of Enterprises. Enterprise Economic Management Includes Comprehensive Management of Enterprise Organizational Structure, Department Setup, Human Resources, Internal Control, Etc. the Internal Control of Enterprises and the Utilization of Human Resources Are Closely Related to the Efficiency of Economic Management of Enterprises. with the Help of Foreign Advanced Economic Management Theories and Management Methods, Chinese Enterprises Have Improved Their Economic Management Level to a Certain Extent. However, There Are Still Many Problems in Business Management [3]. the Innovation of Enterprise Economic Management Mode is the Key to Enhance the Competitiveness of Enterprises in the Market and is Also an Important Prerequisite to Ensure the Sustainable Development of Enterprises [4]. under the New Situation, the Development of Enterprises Faces Many Competitions and Challenges. How Should Enterprises Adapt to the Development Environment and Needs under the New Situation and Gain a Place in a Highly Competitive Market. This is a Problem That All Enterprises Must Seriously Consider and Explore in Depth [5].

The Economic Management of the Enterprise Has Continuously Enhanced the Operational Efficiency of the Enterprise, Set a Clear Goal for the Development of the Enterprise, Explores the Potential of Each Employee's Work in the Details of Internal Control, and Promotes the Financial Operation of the Enterprise More Clearly and Rationally [6]. Because China's Traditional Concepts Have Had a Certain Impact on Economic Development, Many Enterprises Still Use Traditional

Enterprise Management Methods and Development Concepts in Terms of Economic Management, Which Leads to the Actual Development of Enterprises and the Needs of the Modern Economic Market. 7]. Enterprise Managers Must Pay Attention to Market Dynamics, Grasp Market Characteristics, Seize Development Opportunities, and Reduce Development Risks [8]. Chinese Enterprises Are Facing More and More Competition and Challenges, But the Management Strategies and Management Concepts of Chinese Enterprises Are Still Relatively Backward [9]. Especially under the Influence of the Economic Crisis, in Order to Make Enterprises Have a Place in the International Market, It is Necessary to Strengthen the Innovation of Enterprise Economic Management and Improve Various Management Modes That Hinder the Development of Enterprises, So as to Promote the Steady Development of Enterprises under the New Situation [10]]. Based on the Actual Market Environment, This Paper Analyzes the Problems That Enterprises Face in the Process of Economic Management Innovation and Practice. Therefore, to Ensure That Enterprises Can Improve the Efficiency of Enterprise Economic Management on the Basis of Maintaining Their Own Operations in the New Situation, and Achieve the Purpose of Enhancing the Competitiveness of the Enterprise Market.

2. the Importance and Necessity of Enterprise Economic Management Innovation under the New Situation

2.1 Demand for Deepening Reform of Economic System

From a Macro Point of View, the Main Function of Enterprise Economic Management is to Maintain the Normal Internal Operation of the Enterprise. the Integration of Economic Resources is the Core Power of the Enterprise's Future Development, and the Ability to Coordinate the Relationship between Development and Capital is the Top Priority of the Enterprise's Long-Term Development. the Innovation of Enterprise Economic Management is the Management Way That Enterprises Introduce New Ideas in the Management Background. the Core Issue of Enterprise Economic Management Innovation is to Promote the Comprehensive Competitiveness of Enterprises and Improve the Overall Economic Benefits of Enterprises. Enterprise Economic Management Can Clearly Define the Development Direction of the Enterprise, and Only When the Enterprise Implements the Economic Management Can It Carry out Other Economic Activities [11]. through the Implementation of Economic Management, the Role of Corporate Rules and Regulations Can Be Fully Utilized to Mobilize the Enthusiasm of Staff and Improve the Economic Efficiency of Enterprises. in Today's Market Economy and the Development of a Globalized Economy, the Popularization of Science and Technology, as Well as the Sharing of Information and the Circulation of Goods Around the World, Make It Necessary for Enterprises to Innovate in Economic Management Models. the Scope of Modern Enterprise Economic Management is Relatively Wide, Involving All Aspects of Enterprise Management, Because the Management of Enterprises is Related to the Use of Funds, and Economic Management Affects the Interests of Enterprises and the Income of Employees. Therefore, Good Economic Management is Conducive to Improving the Enthusiasm of Employees, Thereby Improving Work Efficiency and Ensuring That Companies Obtain More Profits.

2.2 Development Demand in Knowledge Economy Era

With the coming of the era of knowledge economy and network information, enterprise economic management must achieve innovation to meet the development needs. There is a close relationship between the level of economic management and the development of the enterprise. In order to realize the stability of the internal working environment of the enterprise in the new situation. As far as the definition of knowledge economy is concerned, it belongs to the economy of sustainable development, which requires enterprises to apply information technology in the process of implementation and management, pay attention to mastering and applying decision support system in operation decision-making, and rearrange or comprehensively update operation procedures. The methods and contents of economic management are also different. The specific

modes and methods of economic management should be determined according to the nature of different enterprises, different business environment, business objectives and specific conditions of management system. It is self-evident that the innovation of economic management, ensuring the rational use of every fund, achieving the maximum utilization rate, is conducive to reducing the operating cost of enterprises, improving the efficiency of enterprises, and good economic management in enterprise management. Enterprises must pay due attention to economic management, allocate funds rationally, and optimize the structure of fund use to maximize the effectiveness of funds. Knowledge economy also belongs to information and network economy, which requires enterprises to reduce the management level, improve the efficiency of information transmission and feedback, and further improve the quality and efficiency of economic management.

Comprehensive economic strength is all the economic strength and development potential, as well as economic status and influence in the region. If only one of the variables is considered to replace the original two variables in order to reduce the dimension, it is obviously not ideal. Because no matter which variable is considered to be retained, a large amount of information contained in another variable will be lost. Each group after grouping represents a structure respectively, but this structure is represented by an unobservable invisible comprehensive variable. Figure 1 shows the multivariate analysis process in financial analysis and management.

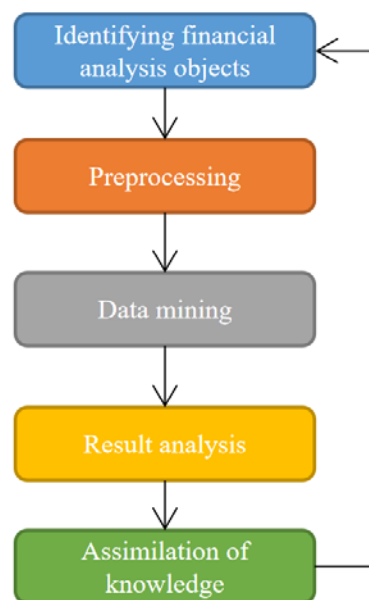


Fig.1 Multivariate Analysis Process in Financial Analysis and Management

3. Innovative Strategies of Enterprise Economic Management under New Situation

3.1 Carry out Advanced Management Concepts

Enterprises should deeply understand the macro and micro connotation essence of economic management in manager management, and combine the innovation of economic management with economic globalization and economic informatization. New strategies and management procedures should be established in economic management to make the management organization flexible. The core of an enterprise in the process of operation is to create more profits. With the development and change of the social situation, the degree of economic globalization is deepening. Building a long-term development management mode is the key point that an enterprise needs to consider at all times. In order to promote the development of enterprises and improve their competitiveness, the top management of enterprises must attach great importance to economic management and analyze the current problems of enterprises [12]. A good atmosphere is conducive to promoting the innovation of enterprise economic management, which requires the joint efforts of all staff in the enterprise. First of all, the leadership and management of the enterprise must have innovative economic management concepts and implement them into the practice of economic management

through the efforts of the staff. Enterprise economic management is the springboard to promote enterprise economic leap, making internal control of enterprises clearer and achieving the best state in terms of order and efficiency.

The traditional organizational structure of enterprises can no longer meet the development needs of the market economy. Facing the fierce competition and unpredictable market, enterprises must actively innovate the organizational structure to effectively optimize it and provide strong support for the stable development of enterprises. The establishment and maintenance of social relations require certain emotional and spiritual support. Table 1 shows the empirical analysis results of enterprise policies and enterprise strategies.

Table 1 Empirical Analysis Of Corporate Policies and Corporate Strategies

Variable	Scale expansion	International expansion
Enterprise support	0.153	0.187
Enterprise education	0.144	0.118
Enterprise environment	0.132	0.225
Type of economy	0.247	0.241

In order to better analyze the regional economic strength, we will use cluster analysis to classify the economic strength of provinces and cities on the basis of principal component analysis. In this paper, Euclidean distance is used as classification statistic, and the distance between the two samples is expressed as:

$$CPV(k) = \sum_{j=1}^k \lambda_j / \sum_{j=1}^m \lambda_j \quad (1)$$

Since the dimensions of each evaluation may be different, the original data are standardized and converted into dimensionless standardized data. The standardized formula is:

$$F_{ik} = \sum_{j=1}^m q_j x_{ij} \quad (2)$$

Comprehensive economic strength refers to all the economic strength, economic development potential and economic status and influence of the region. The second principal component can be used to identify whether the city is a public utility, infrastructure, administrative investment, or a higher income level, consumption level, and living standard. In the economic model, a linear regression curve is calculated based on a stepwise multiple linear regression equation, as shown in Figure 2.

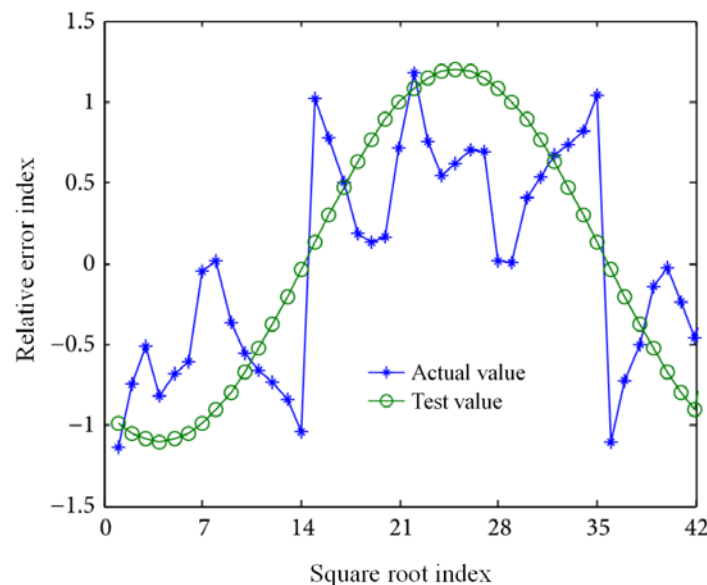


Fig.2 Relationship between Actual Values and Stepwise Linear Regression Calculated Values

3.2 Cultivating Innovative Talents

The development of enterprises is based on the present and faces the future. Culture is the soft power of enterprise competition, and innovative talents are the driving force of social development today. Talents are the key to competition in today's society. The quality of human resources management in enterprises has become one of the key factors for enterprises to improve their market competitiveness. Enterprises should look for outstanding professionals suitable for the industry through various channels and increase investment in human resources management. In the corporate culture, it is advocated to encourage employees' innovative consciousness, so as to understand the needs of customers at a deeper level. The innovation of the enterprise drives the development vitality of the enterprise [13]. Economic management of enterprises is gradually developing towards informatization and knowledge. Enterprises should improve the degree of informatization, strengthen the management and planning of enterprise costs, and enable enterprises to obtain high recovery with low costs. For the world, innovation is a strong trend of the times. Only by establishing a high-quality staff team can an enterprise drive the all-round development of its economy. To ensure a good environment and atmosphere, enterprises should pay attention to the innovation of internal control system, implement the supervision and management work within enterprises, and promote the innovation of enterprise economic management. Only when enterprises recognize the importance of talents in their development can they strengthen their comprehensive competitiveness. Enterprises can introduce and develop talents as much as possible through different ways.

4. Conclusion

With the increasing complexity of the international environment and the continuous development of economic globalization, in order to maintain a good development trend in the fierce international competition, China's economy must strengthen the innovation of enterprise economic management. As the development of economic globalization is deepening and China's market economy is facing great changes, enterprises should put economic management in the first place, establish the innovation and practical goals of economic management, and take the innovation and practical models of enterprise economic management in western developed countries as a reference. In the process of modern enterprise economic management, we should renew the concept of economic management, perfect the system of enterprise management, optimize the organization of economic management and adjust the way of economic management. Enterprises should recognize the development situation and position of enterprises in the new situation, and carry out innovation work from four aspects of economic management concept, system, enterprise organization structure and internal control system. At present, there are still big defects in the economic management of enterprises in China. Managers must innovate the economic management of enterprises and constantly improve the management system under the situation of global economic integration in combination with the actual situation of enterprises. As a complex and highly comprehensive work, economic management innovation needs the joint efforts of all staff.

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