

## Discussion on Innovation Strategy of Enterprise Management Mode under Internet Environment

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**Keywords:** Internet; Enterprise management mode; Present situation; Innovation

**Abstract:** Internet is increasingly used in social and economic development, promoting the reform of corporate economic management, constantly updating management concepts, embracing Internet technology, applying more advanced management techniques and management models, improving corporate management efficiency, and winning more markets. Competitive advantage, promote enterprises to continue to grow bigger and stronger, and better promote the transformation of China's industrial structure and economic development mode.

The beginning of the new century, Internet technology has developed rapidly and the Internet has been widely used. Internet is widely used in social and economic development and plays an increasingly important role in enterprise economic management. More enterprise management began to introduce the Internet model, and information technology enterprises have developed more advanced management systems for enterprise management. The traditional enterprise management model faces more challenges. Promote corporate economic management, actively embrace Internet technology, do a deep change in the economic management model of enterprises, and achieve efficient integration and application of financial information resources, so as to better improve corporate management efficiency, reduce business operating costs, and enhance corporate strategic decisions. The reliability and scientific nature of the company will promote the company to become bigger and stronger and cope with more intense domestic and international competition.

### 1. Analysis of the current situation of business management mode in the Internet Environment

After becoming a member of WTO, China's social economy has ushered in an unprecedented opportunity for development. China's opening-up has been further increased, Chinese enterprises have a better international environment, and the quality of China's economic development is getting better and better. In the long-term accumulation process, the number and scale of Chinese enterprises are constantly increasing, and the management quality and level of Chinese enterprises are also constantly improving. In the process of exploring the innovation of China's economic development model and economic growth mode, we should promote enterprise reform and guide economic development to a more stable path. While adhering to reform and opening up, we should also pay more attention to the application of science and technology and modern management system in construction. At the same time, our country is built on the basis of poor countries, which is lack of a more solid wealth accumulation; In the socialist modernization construction of our country is always groping forward, no ready-made experience to draw lessons from, also have no better model can be copied. And compared with western developed countries, China's modern industry started late, backward management concept, management means and management quality is not high. Western countries have gone through the course of hundreds of years, accumulated rich wealth and advanced management experience, the enterprise management ability is very strong, the scale continues to expand, in the long-term process of competition to obtain a strong competitive advantage.

Under the background of the Internet, Chinese enterprises have to face more problems such as the application of Internet models and modern management concepts when the traditional economic management mode is not fully proficient. Many enterprises in our country has not yet been built

perfect modern management system, especially the more and more private enterprises, many are family-owned and extensive management. In the Internet era, there is a significant time difference for each enterprise to adapt to the Internet, and there are still big differences in management concept and cognition. The internal management mechanism has not been built up, and the inertia influence of traditional management mode will not disappear immediately, making many enterprises face more resistance and pressure in dealing with the Internet. Many enterprises have obvious passivity and lag in responding to market changes, promoting enterprise transformation and challenging development strategies. They lack keen market vision and sufficient market acuity. Therefore, we should not only view the problems existing in the enterprise system of our country dynamically, but also actively explore the more appropriate economic management mode of enterprises, formulate medium and long-term goals of enterprise reform and development, and promote the modernization of enterprise economic management mode.

## **2. Internet enterprise economic management mode under the environment of innovation strategy analysis**

### **2.1 Update the enterprise management philosophy**

Enterprise culture is the soul of the enterprise; the enterprise management concept is the most important part of corporate culture. With the rapid development of social economy, as the superstructure of the enterprise management concept the economic impact of comprehensive profound and lasting. Under the background of Internet, the enterprise management must pay attention to the idea renewal, with the advanced management idea to promote the enterprise management mode innovation, with the advanced management thought to guide the enterprise management practice, the application of more advanced management technology, the optimization of more scientific management strategy. To make every employee get a good recognition, Let each employee get a good affirmation and minimize the cost of the company, so as to explore the various potentials of the company's development and win a stronger competitive advantage. Although every enterprise manager can also realize the importance of management concept to enterprise management, in the process of practice, they cannot update their ideas well, and cannot keep pace with social development and the changes of times. Because the comprehensive management ability and management quality of every enterprise manager, especially the decision-making level, cannot better self-cognition and choose more appropriate management concepts in combination with the actual operation of the enterprise, which seriously hinders the development of the enterprise, affects the management innovation of the enterprise, and causes various decision-making mistakes in the operation of the enterprise. Under the background of the Internet era, enterprises must learn to apply scientific management ideas, conduct a comprehensive review of management ideas, and actively learn management ideas from more excellent enterprises. According to the enterprise management characteristics, around the market operating environment, to find more suitable for their own enterprise management model. To further strengthen the concept of enterprise brand development, especially under the background of the Internet era, to strengthen the concept of enterprise Internet management, we should not only attach importance to the management of enterprises with Internet technology, but also strengthen the Internet thinking, and attach importance to the control of public opinion on the Internet. The enterprise formulates the brand development strategy, enhances the enterprise's brand effect unceasingly, strengthens the expansion brand influence, in order to establish the brand to increase the enterprise more added value. Strengthening the concept of scientific and technological innovation and quality, under the background of the Internet era, scientific and technological strength and product and service quality are the most core competitive factors of enterprises. Adhering to quality first, relying on scientific and technological innovation, promoting the development of enterprises, enhancing the brand influence of enterprises, further strengthening consumers' recognition and gaining more consumers' trust are the management and development concepts that enterprises should have under the Internet model. Establish a more comprehensive business service concept, under the Internet model, every consumer is not only the

consumer of enterprise products, but also the user of enterprise services, but also the promoter of enterprise development. In the Internet era, consumers are the most important comprehensive resources. Establish a service concept for consumers, provide more comprehensive services, maximize the satisfaction and trust of consumers, and be a trustworthy enterprise for consumers. More interactive with consumers in the Internet to build more huge fan base, in order to optimize enterprise business service management mode, advocate for consumers to become the most important and promoters, occupy more consumer market, improve enterprise's market power, Internet mode play a positive role in the process of consumers in the enterprise operation and development.

## **2.2 Formulate and continuously optimize the strategic objectives of enterprise operation and development**

In the Internet era, the social and economic development environment is changing very fast, and it is more convenient for people to obtain market data and information. Enterprises should pay attention to the long term, stage and flexibility when formulating business development strategies in response to market development and changes. In view of the actual development of the market, the enterprise shall define its business development strategy; formulate its business development goals according to its own characteristics and the industry development trend. At the same time, give full play to the advantages of the Internet, the use of big data cloud computing in a timely manner, such as collecting more enterprise management accounting information, to the real-time control of the market, in order to better adapt to market changes, constantly optimize the business development of the enterprise strategic objectives. Under the Internet environment, enterprises must better adapt to the development and change of the market, promote enterprise management innovation, ensure the flexibility of enterprise strategy, constantly adjust the design style, function change and release rhythm of enterprise products, and introduce more advanced technology to provide strategic support for enterprise development. The strategic goal of enterprise development is the general program of enterprise development. Formulating and continuously optimizing the strategic goal is the important premise of promoting and guaranteeing the healthy development of enterprise. Under the Internet environment, the enterprise strategic target according to market development and changes, especially based on the actual market, make full use of the Internet platform and technology, to the transformation of enterprise strategic decision and provide more reliable information services and data support, to ensure that the enterprise management strategy decision-making more scientific.

## **2.3 Using more advanced scientific and technological means to guide the development of enterprises**

Science and technology plays an increasingly prominent role in social and economic development. It can not only increase the technical content of enterprise products, improve the quality of enterprise services, but also provide support for enterprise operation and m Under the Internet environment, enterprise management pays more attention to the comprehensive application of cloud computing and big data technology, and enterprises rely on advanced management technology to accurately grasp market changes. Introduce more advanced management technology, build the Internet operation management platform consistent with the enterprise management concept, and improve the enterprise management efficiency. Network to better optimize enterprise management, the use of big data cloud computing and other information management system. To realize the efficient unification of production management, human resource management and marketing management, change the traditional segmentation management mode, and realize the unification and integration of management. Apply big data technology to accurately grasp the market trends and trends; Relying on the Internet and consumers for more interactive, built on the Internet platform, enterprise and user community, pay attention to the needs of the consumers change at any time, in order to better develop business strategy. Meet the market demand, to cater to consumer psychology, maximum gain market competitive advantage. Focus on consumers' opinions and Suggestions at any time, improve the enterprise production strategy and the management pattern, further strengthen the enterprise scientific and technological content, improve enterprise

quality of service, let the consumer get more high quality service. Combined with big data analysis, we can predict the change trend of the market, identify the corresponding points of the market, find new hot spots in the market as early as possible, and win better market opportunities. The application of Internet management model to reduce the enterprise operating costs, e-commerce procurement, sales flatten, further reduce the enterprise operating costs, ensure the diversification of enterprise resources, to achieve the optimization of operating costs. Giving full play to the advantages of the Internet finance, through the Internet to further reduce the financing cost, realize the diversification of financing, effectively solve the money supply and liquidity problems. Through the raise or other ways to better management and development for the enterprise to obtain funds, while access to capital, enterprise product more better propaganda, is both a source of funds to investors, and consumer market main body, is the enterprise obligations salesman, the product production and market to realize direct docking, progress to perfect enterprise management system.

In a word, the Internet environment, the enterprise value innovation management mode, constantly updated management concept, the application of more advanced management technology, innovation, enterprise management mode, improve enterprise management quality and level, to win more market competitive advantage, and constantly promote enterprise bigger and stronger.

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