

Research on Enterprise Management Innovation Mode in the Age of Big Data

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Abstract: In the age of big data, the development of all walks of life is facing a huge challenge, and the competitiveness of the industry is also very intense. To achieve long-term and stable development, enterprises need to change their traditional management model and actively carry out innovation in their management mode. However, there are still some problems in the current enterprise management. This paper analyzes the problems existing in enterprise management and proposes the innovation strategy of enterprise management mode in the era of big data, hoping to be helpful to the management and development of enterprises.

1. Introduction

In the new era, the internet information technology develop rapidly, people can obtain information data through various channels, information data has gradually attracted people's attention, which has been effectively developed and available to the common. In the era of big data, enterprises need to fully understand the connotation of big data and actively carry out innovation in management mode. In the era of big data, how to carry out management model innovation is the main research content of this paper.

2. Overview of the era of big data

The so-called big data mainly means that a large amount of data cannot be effectively acquired, analyzed and sorted out through common software and other tools at the present stage in a short time. Big data has very significant characteristics, such as the speed, diversity and high value of information data. The rapidity of information data mainly refers to the fast speed of information generation, collection, processing and analysis. The diversity mainly refers to the diverse data types, at the same time, due to the rapid development of computer information network technology, the types of non-structural data are more diversified with a faster growth rate. High value of data mainly refers to the huge amount of data with high value. Reasonable analysis and use of these data will benefit the development of social economy and provide strong data basis for the development of the industry ^[1].

3. Common problems in present enterprise management

3.1 Lack of awareness of big data

Under the background of big data, the use of data information has been a important part in enterprise management. Only master and use the information resource timely, can better grasp the opportunity of development and obtain more economic benefits and development value. Now, many enterprises have realized the necessity of information construction, and introduced computer information technology to strengthen the utilization of big data. However, in the data management and utilization, the surface of data collection and organization is still widespread. The integration, analysis, sharing and application of information data have not been thoroughly studied. The information obtained is still on the surface of the enterprise. In the representation, there is no in-depth study of the intrinsic value of the representational information data, which results in the use of information data only in the basic management of the enterprise, and does not give full play to the value of the data information.

3.2 Lack of capacity in data processing and utilization

In the age of big data, enterprises are not only supposed to do well in data collection, but also should do well in data processing and utilization. Due to the large capacity, rich types and rapid update of big data, including structured, semi-structured and unstructured data, enterprises have a lot of pressure in data information processing. Because of these significant traits, enterprises can't effectively analyze and use it through traditional data analyze method, enterprises have to update the data technology to meet the processing needs of big data ^[2].

3.3 Lack of data security

In the age of big data, data is rapidly spread through the internet, while facilitating data resource acquisition, it also faces security threats such as hackers and viruses. In the enterprise management, enterprise data includes corporate information, customer information and personal information. Once this data is lost or destroyed, it will have a loss impact on customers and enterprises, and even threaten personal safety. In the actual enterprise data management, some data security issues are also common. On the one hand, this is related to big data environment factors, on the other hand, it is related to the comprehensive quality of managers, because they have loopholes in data management, which will also lead to insufficient security of data, which leads to the occurrence of data information damage or loss ^[3].

4. The Innovation Strategy of Enterprise Management Mode in the Age of Big Data

4.1 Change the traditional approach to decision-making

In the past, the company only carried out simple summary and storage of data in its own operation and management, and did not conduct in-depth mining and analysis on market customers, enterprise business, product marketing and industry competition, which will lead to deviations in the decision-making of decision makers and risks to the development of enterprises. Therefore, enterprises need to make changes in decision-making methods. Enterprises can collect and analyze a large amount of internal and external information data to obtain value information, and then mine the information data to predict the market demand, and carry out intelligent analysis of decision-making, develop a scientific and rational strategy. In the process of processing information data, the cloud data can be structured, the available information data can be filtered, and the data can be simulated by visual technology to explore the value of the information data. In the analysis of information data, it is necessary to clarify the variables of information data, model and analyze those uncertain information data to control the risk of enterprise decision-making, to ensure that the strategic decision-making of enterprises is scientific.

4.2 Build an enterprise management network

In the context of big data, if an enterprise wants to achieve long-term and stable development, it needs to build an enterprise management network to realize the informatization and intellectualization of enterprise management, so as to better realize the management and utilization of information and data. In the enterprise management network, the industrial chain resources of the enterprise should be transformed, including the information of internal employees, managers, partners and customers, and the relationship between them should be clarified. In the construction of enterprise management network database, it is necessary to ensure that the information network meets the actual development requirements of the enterprise according to the actual situation and characteristics of the enterprise. Through the enterprise network management, but also around the product as the central form of change in the past, to pay more attention to marketing, cost and product information, but also pay attention to the quality of enterprise service. Only in the hierarchical management of internal personnel, quality service and product information, can the enterprise's information management network be constructed to effectively realize the enterprise's management innovation ^[4].

4.3 Application of data mining technology

In the era of big data, data mining technology plays an important role, which is a necessary means for data value mining and reflection. After a large number of cloud information data acquisition, first with the aid of data cleaning technology to clean up mad and useless data, and the implementation of scientific and effective screening and identification of data information, and then with the help of data integration technology for the construction of database, through the form of multidimensional data compression to eliminate data attribute differences, thus to improve the quality of search of information and information data value. The data mining technology can avoid the waste of information resources and improve the ability of data information analysis.

4.4 Build an internal decision system

In order to realize the effective use of big data, enterprises must actively build innovations and improvements in the functions of their management platforms on the basis of establishing an information and data management platform. Enterprises can establish data platforms for some non-structural information such as images, videos, microblogs and networks to deeply explore the content of enterprise information data and search for enterprise information data resources as much as possible in order to provide data basis for corporate decision-making^[5]. In the decision-making system of an enterprise, it will analyze the collected information and data, and analyze the operation status and marketing strategy of the enterprise, so as to find the problems in its development and make corresponding scientific decisions, which will play a positive role in ensuring the sustainable development of the enterprise.

5. Conclusion

In summary, the era of big data has significant characteristics of the times, which provides good conditions for the development of enterprises, but also puts higher requirements on enterprise management. Enterprises must fully recognize the impact of the era of big data on business management, and actively take effective measures to strengthen the innovation of enterprise management model, which is of great significance to the sustainable development of enterprises.

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