

On Strategies of Innovations on Enterprise Economic Management in the New Situation

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Abstract: At present, Chinese society develops into a new stage, economic development forms new normal, and enterprises are faced with great opportunities and challenges. In order to improve their own comprehensive market competitiveness, enterprises shall adopt appropriate strategies of economic management innovation based on their actual circumstances, reduce human resource cost and product cost, constantly enhance their own economic benefits and calmly response to complex market environment. Currently, impacted by traditional operation and management philosophy, many enterprises lack practical experience and necessary theoretical basis in the process of economic management innovation, resulting poor innovative effect. To adapt to the requirement in the development of times, enterprises shall strengthen learning and studying, innovate ideological concept and comprehensive development strategy, and promote their comprehensive development in the new era.

At present, faced with brand new development situation, enterprises' competitiveness greatly increases. Enterprises' development progress is based on effective internal economic management. Over years of experience, Chinese enterprises' operation and management system gradually improves and business improves, however, there are many deficiencies. In the new situation, innovation is important for enterprises' development progress, and economic management innovation directly decides the core competitiveness of enterprises. In order to reduce their own operation risks and timely adapt to development changes of social situation, enterprises shall actively carry out economic management innovation, analyze and conclude experience, make efforts to explore the economic management mode suitable for them and realize greater development in the new era.

1. The Significance of Economic Management Innovation in the New Situation

The economic management of enterprises, according to the theory of economics, mainly refers to the scientific management of enterprises' overall development mode by management staff, so as to realize the maximum economic benefits [1]. In complex market competition, enterprises shall make adjustment on their own business management so as to realize the comprehensive improvement of their core competitive. Nowadays, Chinese economic development enters the new normal, the market competition faced by enterprises is fiercer, so traditional economic management mode cannot satisfy the requirement of enterprises' development, even hindering the daily operation of enterprises. Thus, enterprises shall deeply analyze their operation, conduct innovation on backward economic management system, make efforts to adapt to the development trend of market economy, formulate innovation management strategy suitable for times and promote their constant and stable development.

China's market economic system starts relatively late and has certain special characteristics. In the process of economic management innovation, enterprises need to thoroughly study the domestic market economic situation and the development of the international market, and take the opportunities they face in the current market economy, analyze problems from scientific perspective, find a path of reform and innovation suitable for their own development, constantly adjust economic management strategies in practice, and improve their market adaptability [2]. In addition, in the process of economic management innovation, enterprises need to ensure the coordination of

various internal departments, maintain the stable operation of enterprises, and strengthen research and management on revenue, expenditure, investment, budget, etc., to ensure the smooth implementation of these basic links. At present, the overall innovation of China's enterprise economic management system is insufficient, the economic management system lacks scientificity and professionalism, and some enterprises have relatively chaotic internal management. There are many problems in human resource management, technology management, internal audit, etc. In the process, enterprises should proceed from reality, update their business philosophy, strengthen internal management, actively seek opportunities for market development, and promote the overall development of enterprises in the new era through the sound institutional system.

2. The Influence of Economic Management Innovation on the Development

2.1 To promote the differentiated responsibility system

Strengthening the economic management is the basis for the long-term and stable development. To set up a sound economic management suitable for enterprises can promote the effectively differentiated responsibility system, improve enterprises' organization structure, form the linkage mechanism between different positions, enhance their ability to prevent risks and guarantee the internal vitality of enterprises [3]. In the process of innovation, it is necessary to strengthen the innovation on management system, clarify the responsibility of each position, intensify the management of innovative, effective and revolutionary position inside enterprises and promote the economic management innovation through the sound internal structure. At the same time, enterprises shall conduct innovation on performance management system. It is the examination of enterprises' innovative effect and the dynamic resource of staff. In this process, enterprises shall adhere to the basic principle of justice and equity and emphasis on efficiency, to improve the performance management. Besides, it is necessary to innovate the incentive system, ensure the vitality through the effective incentive of each position, enhance the work enthusiasm of staff, create a good atmosphere inside enterprises and advance their constant and healthy development.

2.2 To promote the integration of human resources

The key content of economic management is to cultivate talents. People-centered concept is the important concept in operation management of modern enterprises, and the inexhaustible dynamics for innovation. Enterprises are required to humanized management mode, avoid the lack of professional talents and the outflow of talents, and ensure the adequate dynamics for economic management [4]. In the new situation, it is necessary for enterprises to formulate talent development strategy from a brand new thinking, enhance the innovation and vitality of talents, and create the enterprise culture of cultivating talents, appropriately making sue of talent and paying attention to talents. In addition, enterprises shall develop the talent cultivation system of innovative talents, establish the brand new framework of organization structure, create long-term talents cultivation system based on their actual situations, continuously improve talent development strategy, reasonably set positions and realize the professional talent cultivation.

2.3 To effectively integrate resources inside enterprises

The constant development progress requires the support of various internal and external resources. In actual operation, enterprises shall effectively integrate and distribute various types of resources, realize the comprehensive and optimized allocation of resources and realize the maximum values of resources through effective economic management. In the new situation, information Internet technology popularizes and enterprises' operation modes change significantly. As a result, it is necessary to analyze various types of resources. New technologies such as Internet improve the convenience of resource acquisition and enriches information resources. Global economic integration makes it possible for various resources around the whole world enter China, so that enterprises embrace new opportunities for development, which also puts forward higher requirements for economic management. Therefore, enterprises shall conduct innovations on

economic management to become innovation-oriented, refined and conservation-oriented [5].

3. Problems in Current Economic Management

In current economic situation, most enterprises have realize the significance of innovation on economic management. Whereas, it is long process requiring progressive improvement. At present, there are many problems in enterprises' economic management, which seriously constrains their development. Thus, it is necessary to formulate reasonable innovation strategy based on problems in their operation to realize the comprehensive development.

3.1 Problems in control and audit

In terms of economic management, enterprises shall strictly perform face value of holdings and auditing. Nowadays, there are a certain problems in control and auditing, outdated and backward. Many enterprises still adopt traditional mechanism in operation process, paying insufficient attention to control and auditing, lacking in-depth research and analysis on characteristics of the new situation, with inadequate ability to adapt to external competence. Meanwhile, they have the poor ability to understand and apply new technologies such as computer and Internet, failing to effectively integrate their own operation and information Internet technology, which affects the efficiency of control and auditing and hinders the improvement of economic benefits [6]. In addition, internal management also has an influence on the efficiency of economic management. Many enterprises have poor control and management of internal relationship and serious internal capital waste, and cannot reasonable respond operation risks. In this way, the efficiency of economic management needs to be improved.

3.2 Problems in financial management and human resource management

Financial management is an important component of enterprises' daily economic activities, directly deciding the economic benefits and overall development. Nowadays, many enterprises lack clear control of capital, the financial management is chaotic and financial risks are serious. In order to improve the development, enterprises shall establish perfect system of financial management, standardize the procedures of financial organizations, build up financial system with higher executability and guarantee the effective financial management [7].

Human resource management is a main content of daily management. In daily management, enterprises are required to fully mobilize the enthusiasm of staff, improve internal coherence and establish effectively cooperative team to drive their development. Currently, multiple problems occur in human resource management, such as inadequate educational training on personnel, imperfect incentive mechanism, and insufficient work enthusiasm, affecting their development.

4. Strategies of Innovation on Economic Management in the New Situation

4.1 To constantly optimize economic management system

When carry out innovations on economic management, Chinese enterprises can actively learn advanced technologies and management theories from foreign countries, study successful cases of economic management in foreign enterprises and establish economic management system in accordance with Chinese national conditions based on their own production operation mode. In this process, it is not recommended to copy mechanically, but to analyze the market situation of local area, establish economic management system with Chinese characteristics and advance the constant and stable development. At the same time, they shall ensure the effective implementation of innovate economic management, enhance the cohesive force between personnel, adhere to people-centered development strategy, deeply understand the thinking and demand of staff, fully mobilize their enthusiasm, create a good cultural atmosphere inside enterprises, guarantee the comprehensive implementation and execution of relevant policies and enhance their competitiveness. Besides, they shall establish the value system of economic management identified by all staff to ensure the practical implementation of various reform measures [8].

4.2 To develop innovative awareness of economic management and innovate human resource management

In terms of innovations on economic management, enterprises shall develop the innovative awareness, enhance the actual effect of economic management and promote the constant and stable development. In actual work, enterprises need to consider the brand new market economic situation, enhance the innovative awareness of management staff and encourage them to try economic management innovation and promote the healthy development of enterprises. Besides, they shall firmly establish an awareness of unexpected development, adhere to innovative spirit, timely conclude problems existing in enterprises' development, transform thinking mode, strengthen observation and thinking on social economic development and enhance their ability to prevent risks.

At the same time, the new situation puts forward higher requirements for economic development. Therefore, it is necessary to establish systematized and standardized human resource management mode and create modern management system, so that personnel can closely relate their work to life development plan, transform their traditional ideology and work behaviors and enhance their enthusiasm. On the basis of actual situation, enterprises can set up perfect incentive system and system assessment, reasonably determine daily workload and improve the work efficiency. It is feasible to develop talent cultivation system, build cooperation with colleges and universities, actively introduce excellent talents, enrich talent team, and encourage them to study and improve their comprehensive quality, so as to provide a path for their promotion and development and drive their comprehensive development [9].

4.3 To innovate management concept and internal organization structure

Theory is the basis for practice, and the conclusion of practice can improve the theory. In the new situation, enterprises' reform and innovation on economic management requires the innovation on the concept of personnel, to clarify economic management thinking and drive enterprises' development. Due to the fact that management methods are formulated by management staff in most enterprises, it is necessary to transform management concept, create a better platform for innovation and encourage personnel to offer advice and suggestions for economic management. Managers shall take control of the overall situation, make efforts to adapt to characteristics of economic development in the new situation, make reasonable planning, enhance the vitality for development and effectively prevent various risks.

The internal organization structure plays an important role in the development of enterprises. In order to meet the requirement of the new situation, enterprises shall innovate their internal organization structure, break the limitations of traditional mode, and constantly enhance their comprehensive competitive force. At present, a large number of enterprises adopt vertical management mode, which cannot meet the requirement of the new situation. Thus, enterprises shall establish the flat organizational structure based on their actual conditions, set up organizational structures for assisting management and emergence processing, and appropriately solve problems in traditional organizational structure. Besides, enterprises shall make use of new technologies such as Internet and big data, establish virtual cloud platform of management, control the operation through information management software and develop the organizational structure system suitable for characteristics of enterprises [10].

4.4 To adhere to people-centered principle and intensify internal supervision

To ensure the actual effect of innovations on economic management, enterprises shall adhere to people-centered work philosophy, transform traditional object-centered work mode, enhance the sense of belonging of personnel and lay a solid foundation for the development and progress of enterprises. In addition, they need to strengthen internal management and supervision, centered on financial management, and establish a better internal supervision system, to perform strict penalty on various behaviors violating regulations, avoid internal resource waste, guarantee the implementation of various systems in innovations on economic management and promote the constant and stable development of enterprises in the new situation.

5. Conclusion

At present, China's economic development enters the new normal, and enterprises are faced with new development environment with significantly increasing competitive pressure. In order to meet the actual requirement for development, it is necessary for enterprises to actively carry out innovations on economic management based on their actual conditions, strengthen human resource management, financial management and internal control, continuously improve enterprises' economic benefits and enhance their ability to prevent risks, so as to make greater progress in the new situation

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