

Research on Innovation Strategies of Enterprise Management Mode in the Background of Big Data Era

You Maoqun

Yuxi Agriculture Vocation-Technics College, Yuxi, 653100, China

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Abstract: The era of big data has brought new development opportunities to enterprise management, which is a huge challenge to the innovative ability of enterprise management mode. Innovation of management mode has become the most important issue for enterprises at present. Many enterprises have realized the importance of big data, but still can not effectively deal with data and data integration. Firstly, this paper introduces the characteristics of big data, and then analyses the problems of enterprise data processing not in time, lack of attention to big data, shortage of talent for big data and low level of management intelligence under the background of big data. Finally, it points out the strategies of enterprise management mode innovation under the background of big data, such as optimizing data processing structure, enhancing enterprise's attention to big data, training enterprise data analysis talents and optimizing enterprise management.

1. Research Background

1.1 Literature review

At present, the global economic form and new changes, under the influence of big data, the market environment competition is more intense. The traditional mode management of enterprises must be changed and innovated in order to be more in line with the times. Enterprises should fully understand the development trend of the market and keep up with the development trend of the times, so as to continuously enhance the core competitiveness of enterprises and gain a favorable position in the market environment. Enterprises should focus on training more excellent innovative talents, which is conducive to the healthy and stable development of enterprises (Tian, 2016). With the rapid transformation of economic system and the influence of the Internet, business management has also gained new vitality. The new business management model is more efficient and standardized, data processing speed is faster and more standard, and the ability and speed of enterprises to process information has also been improved (Zhang, 2017). In the data age, various industries are very important to the application and discovery of data. Because all industries need to use big data in the process of management and development, enterprises need to innovate the new management mode, so that they can also have enough market competitiveness under the new economic mode (Tu, 2019). Enterprises should grasp the opportunity when the big data era arrives. There are many defects in the traditional management mode. Enterprises should improve the existing management mode and strengthen the personnel training program. The innovation of enterprise management mode has a positive effect on the long-term development of enterprises (Zhang, 2018). Globalization of economic development is accelerating, which requires enterprises to enhance their competitiveness. Enterprises need to innovate their management model, so that enterprises can gain economic benefits in the face of increasingly complex market environment. Under the background of big data era, the effective application and processing of data is very important for enterprises. Enterprises should make corresponding changes to promote the sustainable development of enterprises (Lv, 2017). The era of big data has a great impact on people's work, life and thinking mode. Enterprises should seize the opportunities of technological innovation under this background. The application of information technology in enterprise management is more extensive. Enterprises should pay attention to the innovation of management mode and keep up with the economic trend of the times (Zhou, 2017).

1.2 Purpose of research

The arrival of the information age has promoted the rapid economic development in the era of big data. Contemporary industries have been affected by big data. If an enterprise wants to develop steadily in the long run, it needs to know the importance of enterprise management mode reform under the background of big data. Under the background of big data era, enterprises can improve their management mode by using the massive information in the market. Only by constantly trying new management modes and actively responding to new market challenges can enterprises have the opportunity to find the most suitable management mode for their development, so as to improve their market competitiveness and promote their healthy and rapid development under the new situation. The popularity of the network makes the information dissemination speed of the new era very fast and the content of dissemination more extensive. People gradually transfer the way of study, work and entertainment to the network, which promotes the formation of big data. In fact, for enterprises, big data is very important for the development of enterprises. Enterprises must learn to analyze and organize big data in order to make full use of big data. The rational use of big data is extremely important for the development of enterprises, but at present, many enterprises in China still do not make full use of big data information in their management. There are many problems in the application of big data due to the insufficient adaptability of enterprises, which leads to the unstable development of enterprises. This paper analyses the innovation strategy of enterprise management mode under the background of big data era, hoping that enterprises can make better use of the opportunities in big data era and get faster and better development.

2. Characteristics of Big Data

The term “big data” has only appeared in recent years. With the increasing content of information in the network, the complexity of information is also increasing. Enterprises need to use advanced software to sort and organize data correctly and quickly when processing data. Big data can be compared and analyzed at the same time according to the conditions of time, place or functional properties. However, this function is based on the need for enterprises to build a data information base. The collection of these massive data is the basis to ensure the operation of information data. Enterprises also need to constantly adjust the structure of the information base according to their own development. The mass of large data is due to the increasing amount of information and data in the society. Data processing starts from the source, so the overall data scale is expanding. The diversity of large data is due to the variety and complexity of network information, and the diversity of data processing methods. The traditional image and text information processing mode has become the processing of short video and browsing volume. The information of big data is more mobile and time-consuming than all traditional information, and its dissemination speed is faster. The operation structure of information processing and information dissemination has also been innovated, which promotes the formation of this feature.

3. Problems Existing in Modernized Enterprise Management Model

3.1 Enterprise data processing is not timely

In today's network society, the content of information dissemination has been increasing, and information can be quickly disseminated through the network. Because the cost of communication between people has been reduced to a great extent compared with before, it promotes the exchange and transmission of information. Enterprise managers should improve their data processing ability, acquire useful information in time, and process information effectively, so as to provide help for enterprise operation and deal with some emergencies in time. At present, many enterprises have not done timely and effective processing of data and information, which leads to the waste of data collected by enterprises, enterprises can not normally use information.

3.2 Enterprises lack attention to big data

In today's era of big data, many enterprises collect and process information just to follow the trend, their business managers do not really understand the importance of big data information for enterprises. Even some enterprises simply process and summarize the data, and will not use the data to bring benefits to the enterprise. This situation directly leads to the large data information in the enterprise has not played any value. In fact, big data has more commercial value than some profit and loss statements and financial statements of enterprises. If enterprises continue to use the traditional management mode in spite of the fierce market competition in today's big data era, they will not have much advantage in the long-term development of enterprises.

3.3 Shortage of Big Data Talents in Enterprises

In the era of big data, enterprises need to solve the urgent problems when they need talents. Innovation in any new era can not be separated from industry talents. Enterprises need to train the big data talents they need. In the process of training talents in schools, the training speed is relatively slow, the number of practical talents is lower than the number of theoretical talents, and can not directly provide suitable talents for enterprises. However, scientific and theoretical knowledge is not enough to train talents in the society. Although it has strong practicality, it can not meet the needs of today's enterprises. If the enterprise lacks large data talents, data processing and information integration can not be completed well. Enterprises need more talents with high comprehensive quality and ability. If enterprises still do not attach importance to personnel training and introduction, it will hinder the rapid development of enterprises.

3.4 The Intelligent Level of Enterprise Management is not High

Business Intelligent Management (BIM) originated in the 1990s. In fact, it refers to some systematic business management methods and concepts. In fact, enterprises need to have the ability to collect and analyze data everywhere. This kind of managerial system is actually an important business management technology suitable for today's big data era. The current situation is that this technology has not been used by too many enterprises. The low popularity of this technology may lead to the lack of resilience of enterprises under the background of large data, vulnerable to market shocks, leading to some enterprises unable to transform the crisis.

4. Innovative Strategies of Enterprise Management Mode in the Background of Big Data Era

4.1 Optimizing Data Processing Structure

In the era of big data, information transmission is faster and the content of information transmission is richer and more complex. This new era has changed the object of enterprise project processing. Now the enterprise management is not responsible for the enterprise elite, other staff members of the enterprise can also combine their own experience to deal with the work problems. Enterprises should optimize their internal employee structure, understand the social needs and suggestions, so as to maintain and optimize the system data in a timely manner. For enterprises, this method can make information processing faster, help enterprises quickly understand project characteristics, so as to meet the requirements of information management, and bring economic benefits to enterprises. Managers should pay special attention to the scientific rationality of data, so as to optimize the data processing structure and enterprise management structure.

4.2 Enhance the importance of enterprise to big data

In the era of big data, the competitiveness of enterprises has been enhanced. Enterprises need to innovate and change constantly in the current society in order to increase the social competitiveness of enterprises and to provide them with better living conditions and development opportunities. This requires the managers of enterprises to have a long-term vision, need them to pay attention to the economic value behind the big data, pay attention to the ability of enterprise personnel to collect and use the big data. If enterprises can make rational use of big data, to a large extent, they can

make more favorable decisions for the economic development of enterprises in operational decision-making. Managers should analyze large data reasonably in order to increase the commercial value of large data, improve the scientific decision-making of managers, and make the decision-making better implemented. Enterprise data builders should fully communicate with decision-makers in the process of work, so as to develop a large data analysis system which is helpful to the competition of enterprise market. Enterprise big data personnel should grasp the ability of collecting and collating data in a short time as far as possible, and pay attention to the authenticity and accuracy of data after analyzing the information. In order to promote the long-term and stable development of enterprises.

4.3 Training Enterprise Data Analysis Talents

In the era of big data, enterprises need more high-quality talents to meet this challenge. Talents with strong professional skills in enterprises can no longer meet the needs of enterprises. Therefore, enterprises should pay attention to the training of talents in the process of employing personnel. They should also have the ability of data analysis and integration, and be clear about the goal of talent management. Proficient in marketing, the comprehensive ability of large data processing personnel is stronger and more suitable for the needs of enterprise personnel, but also can play a role in promoting the healthy development of enterprises.

4.4 Optimizing Enterprise Management

Enterprise management mode needs to be innovated and upgraded, especially for data management mode. In this process, we must pay attention to the key points of big data projects. When dealing with data, we should pay attention to the coupling of analysis data and data innovation. Rational optimization of data processing projects can ensure the effectiveness and feasibility of innovation. Firstly, enterprises need to understand the problem of data processing. Driven by the problem, they should collect and collate relevant data, and then make decisions on innovative solutions. All decisions need to be predicted by the platform before the implementation of the plan. The whole process needs detailed process description, the results of each step need to be analyzed, and finally optimized. Optimizing enterprise management mode is the first task of senior managers. To apply the management mode to all employees of the company, the production of an optimization scheme must require the cooperation of all departments of the company. Under the background of big data era, the innovation of enterprise's management mode is also the guarantee factor for enterprises to have a foothold in social stability and promote enterprises to get better development.

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