

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

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Abstract: With the rapid development of China's economy, people's life and work forms are closely related to data. In today's big data era, enterprises are faced with many opportunities and challenges in their own development. Only by keeping pace with the big data era and making full use of data to generate economic benefits and commercial values for enterprises, can enterprises survive and develop better. Based on the background of big data era, this paper briefly discusses the effective countermeasures of enterprise management mode innovation.

1. Introduction

At present, the development of Internet technology, mobile Internet is widely used in life. Faced with a large amount of data generated in people's lives and work, it has brought about a big impact on the traditional business management model. The traditional business management model has been followed. In the era of big data at this stage, companies must keep up with the pace of the big data era and use big data to generate more economic wealth for enterprises. In order to better manage and develop the company, we must actively seek innovative models of enterprise management.

2. The characteristics of the big data era

2.1 Big data capacity

Nowadays, various electronic products are rapidly developing, such as mobile phones and sports watches. They all have data collection functions. The information on browsing web pages, the number of sports steps, the weather conditions, and other data about people's lives is continuously updated every day. According to relevant statistics, Internet information has increased by 50% every year and doubled in two years. These data are related to all walks of life. It is conceivable that the capacity of contemporary data has a large capacity.

2.2 Data diversification

At this stage, every person, every enterprise, produces various kinds of data every day. The data sources are very extensive, and the types of data are also very diverse. These data can be divided into structured data and unstructured data according to different types. Structured data is a certain amount of growth data in daily, and non-structured data has exploded every day, including pictures and videos viewed in our lives.

2.3 Fast data generation

At present, people cannot live without mobile phones. The use of number agreement will generate corresponding data, which is very easy and fast to generate.

3. Problems existing in enterprise management mode in the era of big data

3.1 Business managers are not clear how to use big data

In the era of big data, some enterprise managers still use traditional enterprise management, still staying in traditional management cognition, not realizing that big data can bring huge economic value and income to enterprises. With staying in the shallow layer, they believe that as long as the

data age can guarantee the long-term operation of enterprises. They do not make full use of big data and also don't know how to apply. In today's big data era, the use of big data can bring long-lasting economic benefits and value to enterprises, while the process of obtaining more and more channels is neglecting the analysis and application of data.

3.2 The enterprise does not use advanced technology for data analysis

With the advance of all kinds of information technology, the development of a variety of new techniques, such as: cloud computing technology, interaction, etc. These techniques can be analyzed to summarize the information and help enterprises to be better. Nowadays, the new technology of business intelligence can collect, sort, analyze and summarize the data of enterprises, and conduct rapid and effective data analysis for enterprises. Business intelligence is the core technology of the big data era, and it is related to finance, telecommunications, network and e-commerce¹. But at present, many companies still don't know business intelligence, let alone use it. For enterprise managers, it is necessary to collect deep analysis of data in order to better manage and manage enterprises in the information age.

3.3 Enterprises do not pay attention to data security

In the process of enterprise operation, there will be a lot of data, such as customer information, enterprise information, etc., among which customer information as the lifeline of the enterprise need to carry out effective protection, in addition, but also to strengthen the innovation of information management. In a complex network environment, all kinds of data in an enterprise are facing security problems. For the long-term operation and development of the enterprise, the enterprise itself must adopt certain management measures. If the enterprise wants to develop in the long run, it must process the data. In order to better understand the business situation of the company, and better deal with the problems in the market in a timely manner². In the era of big data, enterprises will face more and more data. How to deal with data timely and effectively has become a challenge for enterprises. Based on this, enterprise managers need to pay attention to data, improve the ability of data analysis and application, so as to facilitate the long-term development of enterprises.

3.4 The lack of talents to analyze data in enterprises

In the era of big data, there will be more and more data problems in the process of business management. Enterprises need high-quality professional talents who can process data and information effectively and in time so that the enterprises can last long. Develop. However, many companies haven't understood this, and they do not have the awareness of stocking high-quality professional talents. They always cultivate talents with traditional consciousness and neglect the cultivation of data analysis talents. All in all, the traditional management model leads to the enterprise managers' unawareness to cultivate data analysis talents.

4. The Innovation of Enterprise Management Model in the Era of Big Data

4.1 The Enterprise Managers should be clear about the Concept and Role of Big Data

Nowadays, enterprises must carry out historical reform and development in the era of big data. Enterprise managers should make full use of big data to create economic income and business value for enterprises. Therefore, in the era of big data, enterprises scale of operation must be changed. On the basis of this change, the first thing to change is the awareness of business managers³. First of all, enterprise managers must be clear about the concept and role of big data in order to better apply big data. The first point is to fully apply the value behind big data to enterprise decision-making to provide correct direction and effective way for the decision-making of enterprises. The second point is that enterprises must carry out business intelligence. After communicating with enterprise decision makers, the enterprise should establish a data analysis system to facilitate effective and timely analysis and summary of big data.

4.2 The company decision body should be changed

In the operation and management of traditional enterprises, most of the decision makers of enterprises are the senior leaders of enterprises. However, with the influence of the era of big data, there is certain limitation with the top management of enterprises in the traditional management mode. In the era of big data, enterprises need to build a special management department to manage the data platform in addition to a good enterprise data analysis platform. In the process of business operations, the enterprises must increase the intensity of analysis and management of enterprise data. In the process of making decisions, the data must be used as the basis. For example, when analyzing corporate reputation and formulating corporate marketing strategies, the data should be used as reference basis, which helps to promote business development. Nowadays, more and more companies regard the public as the main body of their decision-making. Enterprises only need to use data analysis with collecting the public's evaluations and suggestions on the Internet platform, and analyze and summarize them to determine the demand point of current public, which is the main direction of company decision-making. In addition, the era of big data has also changed the way for enterprises to make decision. Transformed from the previous decision-making by enterprise managers to decision-making through reasonable analysis of data, the enterprises conduct data analysis and decision-making on the basis of the thinking of business managers, which will help the company to develop in the future.

4.3 Analyze the marketing data to know the demand of the consumers

In the traditional business management, enterprises mainly understand market demand through market research, but there are certain drawbacks of this method. In the era of big data, enterprises can know clearly the market demand through Internet data, for example, through Social media enterprises can analyze the evaluation of products to determine the needs of consumers. Based on this, enterprises will update and upgrade their own products in time to better respond to market demands [4]. In addition, with the consumer's sensitivity to marketing activities and price acceptance as a reference, the company's marketing strategy can be formulated to enhance the competitiveness of the company.

4.4 The enterprises should enhance the cultivation to data analysis talents

Nowadays, enterprises increasingly need high-quality data processing talents to process massive amounts of data. Data processing talents must be very capable in terms of comprehensive abilities in order to extract data from unrelated data in all walks of life and find data that is appropriate for business decisions. In the future, data analysis talents will become the core competitiveness of enterprises. Enterprise managers must do a good job in training and reserving data talents, and improve the application of data in enterprise management to enhance the competitiveness of enterprises.

5. Conclusion

In the context of the information age, enterprises must make reasonable adjustments in order to cope with the big data environment, and keep up with the current changes in the era while maintaining the competitiveness of the enterprise itself. However, now some companies are not aware of the impact of the big data era on traditional enterprise management models, so they do not make full use of big data. This paper puts forward some countermeasures for the business management mode under the era of big data, and hopes to help the future development of the enterprise.

References

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