

Research on the Construction of Enterprise Economic Management Mode in E-Commerce Environment

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Abstract: With the advent of e-commerce era, the global economic development has entered a new stage, which puts forward higher requirements for enterprise economic management. The change is not only the improvement of system and optimization of organization form, but also the transform of management attitude and sublimation of consciousness. The integration of information technology and establishment of e-commerce environment create new opportunities for enterprise development and redevelopment of management mode. However, there are also new challenges. How to correctly treat the positive impact of e-commerce on the development of enterprises is the key for entrepreneurs to reconstruct the economic management mode. Based on this, this paper studies the construction of enterprise economic management mode in the e-commerce environment.

1. Introduction

The importance of e-commerce development to market economy and trade is self-evident. How to transform this knowledge and experience into the driving force for the reconstruction of economic management mode is the key work of enterprise senior leaders. By analyzing the current management situation and management system of many enterprises, it is found that there are various reasons why managers fail to lead enterprises to a new level. To build a new economic management mode based on e-commerce, it is of importance to find, discover and solve the existing problems.

2. Analysis on the Current Situation of Enterprise Economic Management

2.1 Enterprise Economic Management Mode is out of Date

With the continuous expansion of development and operation space, the scale of enterprises is also gradually expanding. When a large number of resources and operating costs are put into the market, enterprise economic management work tends to be quite important. However, this kind of ideological consciousness has not been transformed into effective measures. That is to say, the efficiency of enterprise economic management has not been effectively improved. On the contrary, once the capital chain breaks, enterprises will face huge economic burden, or even bear the risk of bankruptcy, which are related to the obsolete and backward economic management mode. Therefore, it is necessary to adjust the economic management mode actively and scientifically to meet the needs of social development.

2.2 Enterprise Economic Management System Lacks Objectivity

At present, the economic management systems formulated by most enterprises are oriented towards profits, which is not conducive to the development of enterprises themselves. It is over effected by human will and has lost objectivity. In other words, enterprises lack scientific and standardized economic management consciousness. Although some have realized that the formulation of management system should follow the pattern of industry development, they still can't be rational or objective in the construction of management mode. The long-term and good development of enterprises requires a healthy operating environment, which is based on market rules, not on the basis of the enterprise itself. This is just like an enterprise requiring its employees

to serve the company wholeheartedly, dare to sacrifice and be willing to contribute. In the same way, the enterprise is required to make every effort to create a healthy business environment. Economic management system not only needs to improve the overall operation mode, but also meet the needs of the market and consumers.

2.3 Supervision Mechanism of Enterprise Economic Management is Not Perfect

In the construction of economic management mode in our country, an important problem is often ignored, that is, the establishment of an independent enterprise economic management and supervision department as well as a mature management and supervision mechanism. Strictly speaking, the management supervision mechanism should not be controlled by owners or shareholders. The existence in the form of separation from the enterprise operation is conducive to maximizing the effectiveness of supervision, just like the US Federal Reserve is not controlled by the White House. However, in the actual operation, although owners consciously keep up with the direction of establishing the management and supervision mechanism, and even have established relevant departments, they always returns to the original form when it comes to matters related to interests. Over time, the management and supervision mechanism has become a kind of extravagant hope, and so has the management and supervision department. As a result, the risk of enterprise operation is increasing. More importantly, even if the enterprise is still in the state of profit, it has lost the future.

3. Analysis of the Problems in Enterprise Economic Management

3.1 Weak Sense of Management

Various problems in management have restricted the development of enterprise itself for a long time. Compared with the development of scientific management mode and the establishment of perfect management mode, enterprise management consciousness is more important. As the saying goes, before the army moves, grain and grass go first, which refers to consciousness. Even if we deploy a careful march plan and develop a scientific and labor-saving way of marching, without the foresight of “grain and grass going first”, it is difficult to meet the material needs of the front line. Therefore, before modern enterprises adopt scientific and advanced management methods, they need to establish a management consciousness that meets the long-term development. From the current situation, the lack of awareness of economic management mainly comes from senior leaders. It does not mean that they do not have insufficient awareness, but that they are unable to realize the importance of management rationally and objectively under the influence of desire for profit. The typical ones are family enterprises and partnership enterprises. Cronyism and competition for fame and profit within enterprises accelerate the decline process of enterprises.

3.2 Economic Management System is Not Perfect

The establishment of enterprise economic management system needs to start from two aspects. On the one hand, it is a management system based on the market, including the operation mode and personnel formation mode under the market rules. On the other hand, it is a management system based on the enterprise's own situation, that is, in line with the current operation status. However, from the current situation of enterprise economic management system formulation, it is not based on the actual development needs of the enterprise itself. The management system established on the basis of the market can only play a role in the normal operation of the enterprise. The above problems can be attributed to the failure to scientifically implement enterprise economic management system. Economic management system needs to reflect enough objectivity. If not, it is difficult to implement or even cause many obstacles to the healthy development of enterprises even if it is formulated.

3.3 There is a Lack of Long-Term Planning and Vision

Any enterprise is for the purpose of profit, and even some regard profit as the only driving force for their own development. This view has long been unanimously accepted by most entrepreneurs.

From the perspective of long-term development of enterprises, it is considered to be extremely reasonable. However, the problem is how to grasp the scale of profit and development. According to Fortune magazine, the average life span of SMEs in the United States is less than 7 years, while that of large enterprises is less than 40 years. The average life span of SMEs in China is only 2-5 years while that of group enterprises is only 7-8 years. About 100000 enterprises close down in the United States every year, while there are 1 million in China, which is 10 times that of the United States. There is a Japanese enterprise called “King Kong Group”, and it has survived for 1440 years. Which enterprise in China has made a development plan after 100 years? Not to mention 1000 years. This is the issue of long-term vision and planning. What hinders the long-term development of China’s enterprises is not the capital chain and resources, nor the national policies, nor the projects and opportunities. It is the lack of long-term planning thinking and over emphasis on profitability, which make enterprises ignore the development and construction.

4. Influence of e-Commerce Environment on the Development of Enterprise Economic Management Mode

4.1 Virtual Office

The emergence of e-commerce has caused a great impact on the traditional business economic management mode. From the technical point of view, e-commerce has brought a broader living space to enterprises and helped enterprise management to reach a higher level. From the aspect of management form, e-commerce has established a new space model for enterprises-E-space. Although it is a virtual space, it exists in reality and realizes the reduction of physical space distance. The most obvious is the virtualization management of employees. It relies on the information technology and the enterprise’s own internal management system, and achieves the task allocation through mobile office, home office and other forms of remote office.

4.2 Virtualization Management

In the era of e-commerce, virtualization management based on the development of computer technology can fully and effectively integrate people, equipment and other resources that do not belong to enterprises, and realize joint work through the docking of electronic space. With the continuous improvement and consolidation of virtualization management, enterprises can strengthen, even ban and cancel the weak links within the organization. They are also able to transfer some department business to more competitive and advantageous enterprises in the e-commerce market, which fully reflects the high integration of department functions. It is also impossible to be realized under the real economy management mode. The flexible adjustment and operation of this kind of business greatly improves the comprehensive competitiveness of the enterprise itself.

According to the above two analysis, compared with the traditional management mode, the virtualization characteristic of enterprise economic management in e-commerce environment has the flexibility to respond to the changes of market environment.

5. Construction of Enterprise Economic Management Mode in e-Commerce Environment

5.1 Design of Enterprise Organization Structure in e-Commerce Environment

The practice of enterprise organization in the environment of e-commerce tells us that the traditional enterprise organization mode and content are showing a trend of flat development. Obviously, this has something to do with the involvement of scientific and technological means represented by computer network technology in enterprise economic management. “Network organization structure”, “virtual organization”, “star organization structure” and other emerging organizational structure models and concepts based on the development of e-commerce provide new ideas for the economic management organization structure of enterprises, and play a core role in solving the management problems existing in the traditional enterprise organizational structure.

5.2 Innovation of Enterprise Financial Management System in e-Commerce Environment

In the environment of e-commerce, the financial organization, financial process, financial processing methods and financial information system will no longer be restricted by the traditional financial system. The enterprise financial management system in the e-commerce environment is based on the network environment and market environment. It helps to correct the incorrect development mentality and enables owners to view the profit and development from a relatively high level with the lowest attitude. With the continuous maturity and growth of e-commerce and the continuous purification of market economic environment, the macro financial management system based on e-commerce will become the focus of economic management mode construction of innovative enterprises. In the environment of e-commerce, it will be an important task to study the enterprise management system standards and management supervision methods.

5.3 Enterprise Process Reengineering in e-Commerce Environment

The idea of “business process reengineering” was put forward by American management scientist Hammer in the 1990s. This idea is aimed at the influence of information technology on enterprise management, which explains why European and American enterprises are ahead of Chinese enterprises in technology and management. This idea not only helps to speed up the transformation of economic management mode to e-commerce operation and management mode in China’s large and medium-sized enterprises, but also offer an essential help to enhance the owners’ awareness of information-based economic management. It also affects the establishment of corresponding management system. From the perspective of enterprise development, the full integration of information technology and economic management also has an essential impact on the organizational structure design of an enterprise. By merging or even eliminating unnecessary procedure processing links or departments, it is conducive to minimizing the non value-added business and activities in a long term. From the overall operation of the enterprise, the processing procedure and progress of various business activities are designed and optimized.

6. Conclusion

To sum up, the construction of enterprise economic management mode in e-commerce environment should focus on the original market demand, that is, its intrinsic motivation. This is different from the simple sense of profit and development. The changes brought by information technology to the economic management of enterprises are mainly in thinking and consciousness, which requires managers to grasp the basic law of market operation and development, and on this basis, to think and improve the economic management system and construction mode. Only by looking for the essential characteristics of things and grasping the contradictory points in conflict with their own development, can a complete enterprise economic management mode be constructed.

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