Research on the Integration Path of Computer Application Technology and Information Management

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Abstract: In recent years, with the continuous development of computer, it has been widely used in various fields of our country and has achieved remarkable effect, which promotes the improvement and innovation of all walks of life, and the rapid development of society. The effective integration of computer application technology and information management and the construction of information management system can protect the privacy and security of information and improve the quality of information management. This requires enterprises and institutions to recognize the important role of computer application technology in information management, raise the awareness of information construction, and build a perfect information management system. And it also needs to introduce relevant technical personnel, build a high-quality management team and improve the quality of information management.

1. Introduction

It is easy to be affected by various factors such as quantity classification in information management, which leads to low quality of information management and affects the development of various work. However, if we apply computer application technology to information management, integrate information resources and do a good job in information processing and management, we can improve the utilization of information and ensure the security of information. With the advent of the era of big data and the sharply increase of the amount of information, information management has been more and more difficult. In daily work, staff are liable to make mistakes [1]. Therefore, promoting the effective integration of computer application technology and information management has been an inevitable trend and it is of great significance.

2. The Role of Computer Application Technology in Information Management

2.1 Update Management Concept

Information management plays a very important role in enterprises, which determines the rapid and stable development of enterprises in the fierce market competition. How to quickly and effectively obtain safe information and ensure the privacy of their own information has become a key problem to be solved. But in the actual information management, the staff still holds a traditional management concept and adopts a relatively single way. With the introduction of computer application technology, the present information management work has been optimized to build a perfect information system and optimize work flow. With the help of information technology, managers can find the relevant information in a short time, and also ensure the privacy and security of information. Therefore, it is necessary to constantly update the management concept of managers, master information management tools, protect the business secrets of enterprises, obtain more safe and favorable information, and promote the long-term development of enterprises.

2.2 System Upgrading

Computer technology has been continuously updating and developing. Its application in

information management can improve and upgrade the existing information system of enterprises. It is necessary to realize the effective combination of computer technology, information system and application system, optimize the information management of enterprises, build an efficient database, and improve the management quality.

2.3 Enrich Information Collection Methods

The application of computer technology enriches information collection methods of enterprises. It can apply internet cloud computing and big data to information management, integrate market information through big data, do a good job in information processing and classification, and find effective security information for enterprises[2]. Cloud computing can also be used to calculate, analyze and process the collected information, master the dynamic development of the market and make certain adjustments, so as to provide an important basis for enterprise decision-making.

2.4 Improve the Quality of Information Management

With the advent of the era of big data, enterprises have been facing huger amount of information, and there will be some repetitive and erroneous information. These new information affect the judgment and information management of enterprises and increase the management cost. Therefore, the application of computer technology can filter information, build an effective database, and do a good job in information collection, classification, processing and storage to lower the difficulty of information management, improve the quality of information management, and promote the sustainable development of enterprises.

3. The Development of Computer Application Technology and Current Situation of Information Management

3.1 The Current Situation of Computer Application Technology

In the current society, computer technology has been widely used in various fields and has played an important role in document processing and technology research and development. It derives a variety of new science and technology, enhances the rapid development of all walks of life, brings great convenience to people's life and promotes the stable development of society. Nowadays, computer is moving towards intelligence. The application of artificial intelligence has brought important technical support to a number of industries and domains, promoting its continuous development.

3.2 The Current Situation of Information Management

The information managers often need to face complex information. Their main work is to analyze and retrieve information, extract information according to the needs, provide important basis for enterprise decision-making, and promote the development of enterprises. However, for the current information management work, the traditional information management has a far-reaching impact, and it is difficult for information managers to master efficient management methods in a short time and provide personalized services for enterprises. The application frequency of computer is not high and some information managers lack high level of information technology. So it is difficult to give full play to the advantages of computer technology.

4. The Integration Strategies of Computer Application Technology and Information Management

4.1 Strengthen the Importance of Information Managers and Build a Network Platform

In order to promote the effective integration of computer application technology and information management of enterprises, first of all, it is necessary for information managers to pay more attention to this problem, make them change the traditional information management consciousness, actively carry out the application of computer technology in practical work, build a network

platform, and optimize the existing information resources. Secondly, it is important to put information technology into the information management of all departments, set up special information archives, do a good job in data analysis, and optimize information in combination with the current development situation. In this network platform, internal staff can share information, ensure the encrypted transmission of information, and improve the utilization of information [3].

4.2 Build a Perfect Information Management System and Improve the Quality of Information Management

Enterprises should build a perfect information management system according to the current situation of information technology and information management. It is necessary to give full play to the advantages of information technology, avoid the inaccuracy and untruthfulness of information and improve the quality of information management. First of all, enterprises need to standardize the work flow of information management, command staff to input the collected information into the system, and carefully check the information many times. Then build a database, filter unnecessary spam, keep the effective information, do well in information classification, storage and management, perform database backup to avoid data loss. Secondly, it is necessary to effectively connect information management system with the network platform to provide services for all departments of enterprises, monitor the data of the market environment according to the needs of the departments, integrate and analyze the data monitored, and finally store it in the database. Relevant personnel can extract information according to their own needs, conduct comprehensive analysis and evaluation of the information, and do well in information management to improve the quality of information management.

4.3 Build a High-Quality Management Team

In order to improve the quality and efficiency of information management, promote the integration of computer technology and information management, the support of personnel is indispensable. Therefore, enterprises should build an efficient and high-quality management team, pay attention to the introduction of talents, strengthen the training of existing information managers, improve their professional skills, master the application of information technology, change management concepts, and be actively involved in modern management work. Enterprises can make effective training plans according to the needs of employees and posts, guide employees to use internet resources of distance education to learn and enrich their own professional knowledge, improve computer capability, meet the development needs of enterprises, and provide guarantee for the integration of computer technology and information management.

4.4 Expand Channels for Information Collection

In the era of information explosion, enterprises has been in face of extremely huge amount of information. It is very difficult to extract safe and effective information from a large number of information. The effective integration of computer technology and information management can solve this problem, but in the process of integration, staff should actively expand the channels of information collection and maximize utilization of computer technology in information management [4]. We can use big data, internet and other information technologies to collect information, guide information managers to keep pace with the times, master effective information collection methods, quickly capture the information needed for the development of enterprises, use computer technology to process and integrate information, clarify the application value of information, and improve the quality of information management.

5. Conclusion

In a word, with the continuous development of computer application technology, enterprises should pay more attention to it, strengthen the effective integration of computer application technology and information management, meet the needs of the development of the times, build a perfect information management system, collect and organize market information and do well in

calculation and analysis to master the development trend of the market through the use of many information technologies such as big data, cloud computing and internet, formulate effective marketing strategies, so as to improve the quality of information management and promote the sustainable development of enterprises.

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