

# On the Integration of Computer Application Technology and Information Management

Meiqing Yang

Jiangxi Vocational Technical College of Industry&Trade, Nan Chang, Jiangxi 330038, China

yangmeiqing\_8@163.com

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**Abstract:** With the continuous progress of science and technology, Internet technology has made significant progress. Under the background of the information age, people's work has gradually realized information management. The reason is that computer technology has the characteristics of convenience. Realizing the integration of computer and information management can ensure the improvement of its overall quality and promote the long-term progress of computer application technology. Therefore, in order to better meet the needs of social progress, it is extremely important to correctly master computer application technology and information management. This paper analyzes the computer application technology and information management, discusses the advantages of the integration of the two, and finally analyzes the integration application path of the two, so as to improve the overall management quality.

## 1. Introduction

With the progress of the times, computer application technology has gradually become the main part of daily life and work. Meanwhile, under the background of the continuous increase of the amount of information, it is extremely important to improve the quality and efficiency of information management. At present, in production and labor, computer application technology has ideal application prospects. Through the advantage of high-speed processing, people can communicate synchronously with each other and reduce information errors in the way of people interaction. In this regard, in the process of enterprise development, the effective integration of computer application technology and information management can not only promote the progress of enterprises, but also realize the development direction of social information, which requires the attention of managers.

## 2. Analysis of Computer Application Technology and Information Management

### 2.1 Computer Application Technology

Combined with the research direction, it is found that the application of computer technology is embodied in information processing and coding, such as fuzzy logic, neural network or ant colony algorithm. Combined with the application of computer technology, it is found that a comprehensive grasp of computer equipment and programs, on the premise of understanding the operation principle, can realize the scientific use of computer, ensure the simplified use of computer, and give full play to the humanized function characteristics of computer technology<sup>[1]</sup>. In addition, the characteristics of computer application technology are also reflected in information sharing to ensure the efficient use and transmission of information, so as to shorten the communication distance between people, better realize the circulation and dissemination of enterprise and media information, and try to meet the application needs of different scenarios.

### 2.2 Information Management

Information management behavior mainly emphasizes information mining and use. According to the current situation of social production and labor, it is found that it is mainly related to computer

technology and the use of information resources, and plays an important role in the distribution of social resources. Combined with the current practical application requirements, it is found that there are differences in the performance of information management. In information management, information exchange can effectively reduce restrictions and obstacles, but the requirements for market dynamics and information analysis are increasing. According to the current background, it is found that the application of information management in the process of enterprise development is extremely important. Only by correctly mastering relevant data can it provide a significant guarantee for its long-term development.

### **3. Advantages of Integration of Computer Application Technology and Information Management**

With the progress of social informatization, information management is facing great challenges. The traditional work form is relatively backward. Changing the original work form and determining the new management concept can ensure the effective integration of information. In terms of information collection and sorting, ensuring the sequencing of information and data can improve the overall work quality and ensure that managers have good work ability. Therefore, strengthening the integration of computer application technology and information management belongs to the main development trend of the current information age. The advantages of integration of computer application technology and information management are summarized as follows.

#### **3.1 Ensure Resource Utilization and Work Quality**

For the integration of computer application technology and information management, its advantages are mainly reflected in the increase of resource utilization and the improvement of overall work efficiency. In the original working mode, computer and information management were not carried out synchronously, but there were still some repetitive parts during their operation, which are complementary, and finally waste resources <sup>[2]</sup>. In this regard, the integration of the two parts can not only avoid the duplication of manpower and resources, but also prevent the waste of resources.

#### **3.2 Ensure the Accuracy of Workflow**

For enterprises, their progress is mainly supported by technology and information. Combined with the past development situation, it is found that technology and information are used separately, which is easy to cause different problems. For example, information support is not implemented when using technology and failure to provide technical support during the use of information will reduce the work accuracy of the enterprise. However, after the integration of computer application technology and information management, the application of computer technology can be supported by information, and computer application technology can also be used for information management to ensure high accuracy of the whole workflow.

#### **3.3 Conducive to Information Transmission**

With the rapid progress of society and the development of science and technology, the traditional information management model can't meet the development requirements of the times. In terms of information management and transmission, strengthening the integration of computer application technology and information management is conducive to better realize information transmission, enrich information content with the help of the Internet, promote the modernization of information management, and then meet its information development needs <sup>[3]</sup>.

### **4. Application Path of Integration of Computer Application Technology and Information Management**

#### **4.1 Improve Information Management Capability**

In the process of social and economic progress, enterprises face both opportunities and

challenges to varying degrees. In the face of the current situation of fierce market competition, enterprises are very vulnerable to decline due to their own and external reasons. Only by promoting the sustainable development of enterprises can they occupy an important position in market development, which is a key thinking topic for enterprises at present. In this regard, in order to stand out in many enterprises, it is necessary to first master the information of various industries and apply the effective information to their own development, so as to realize the effective integration of information technology and information management. Based on this, improving information management ability, correctly understanding the role and advantages of information management and creating a complete information management system are the key to realize long-term development. Pay attention, the integration of the two needs to be carried out according to the actual situation of the enterprise. Only by paying more attention to information management and appropriately increasing information management investment can the stable and long-term development of the enterprise be promoted.

#### **4.2 Ensure the Quality of Information Management**

In the enterprise information management, its management system has been relatively perfect, but due to human operation and other reasons, it is very easy to have different errors. At present, computer application technology has changed the original traditional paper storage mode of archives. If input errors are unavoidable, it will usually bring great losses to enterprises. Therefore, to ensure the quality of information management, managers are required to pay more attention to information input and sorting, so as to ensure the accuracy of information management and create a complete data system scientifically. They also should fully implement the data system management, ensure the effective removal of garbage information in the database, and strengthen database protection<sup>[4]</sup>.

#### **4.3 Create a Complete Network System**

In order to give full play to the advantages of computer application technology, it is usually necessary to use a complete system and platform, especially in the integration of computer application technology and information management. Only by creating a complete network system can we give full play to the role of computer technology and provide guarantee for the sustainable development of enterprises. In the information management work, managers need to constantly optimize the network system. At the same time, managers are required to have strong innovation ability, constantly improve the information management system, maintain the good operation state of the system, and timely find the problems and potential safety hazards of the system, so as to facilitate timely treatment.

#### **4.4 Enrich Information Collection Methods**

The security of information collection methods will have a direct impact on the authenticity and integrity of information. With the rapid development of network technology, Internet information is becoming more and more complex. Although the information is rich, it is difficult to ensure the authenticity of collected information. Based on this, expanding information channels is a better way to compare information data from different sources. For example, when collecting information data, there will be differences in information resources obtained from different information channels. Comparing all information contents involved, removing false information and comparing the differences in information obtained from different channels can help people better determine the characteristics of information and improve information discrimination. In addition, in the process of information collection, staff can use electronic collection, questionnaire survey and other methods to ensure the smooth progress of information collection and processing<sup>[5]</sup>. People are perceptual animals. They should carefully analyze and compare information data to ensure the comprehensiveness and authenticity of information collection. Professional managers should be responsible for ensuring the improvement of information application rate.

#### **4.5 Strengthen Talent Training**

Combined with the actual situation, it is found that the integration of computer application technology and information management is the focus of managers. In this regard, during the development of enterprises, strengthening the training of information management personnel, constantly improving their comprehensive ability, making them correctly master computer application technology, and creating a complete reward mechanism and salary measures can guide people to participate in the information management process. At the same time, with regard to personnel recruitment, it is mainly emphasized to enrich information management experience, fully understand the content of information management, and cultivate high-quality and high-ability teams, so as to lay the foundation for better information management.

## **5. Conclusion**

Under the background of big data era, applying computer technology to information management requires enterprises and staff to master the role of computer technology and integrate computer technology and information management according to their own comprehensive situation, so as to realize the comprehensive information era. Combined with the current social situation, it is found that traditional information management is difficult to meet the requirements of economic development. Information management reform by keeping pace with the times can not only meet the needs of information management, but also play an important role in social development to promote the sustainable development of information management.

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