

Analysis on the Development Trend of Knowledge Economy Management in the New Economy Era

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Abstract: At present, with the continuous development of the whole society, our country's economic level and people's living standards have been greatly improved. Our country's economic development has entered a new economic era. The advent of the new economic era has brought new challenges to our country's economic development, but also new opportunities for development. In order to promote the progress of knowledge economy management, it is necessary for us to recognize the changes of knowledge economy management. Through reform, we apply Internet technology and information technology to the management of knowledge economy, so that economic life can be carried out more quickly and efficiently. This paper hopes to put forward some suggestions for the development of knowledge economy management in the context of the new economic era.

1. Introduction

The new economic era is the era of knowledge economy. We need to promote economic development through scientific knowledge in the process of economic development. This is different from the traditional development model of resource-based economy. Therefore, we need to change our understanding of economic development. In recent years, with the rapid development of science and technology, the world has become more and more closely linked, and the process of economic globalization has been greatly accelerated. With the continuous development of science and technology, the global economy has entered the era of knowledge economy. Knowledge has become the first driving force for development. Knowledge has effectively improved the level of economic development in China, but also greatly improved people's living standards. In the current context of the new economic era, we should recognize some characteristics of the new economic era.

2. The main body of economy and the motive force of growth in the new economic era are different from those in the past.

In the traditional process of economic development, each country can exist as an independent economy without excessive material exchange and resource exchange with the outside world. However, with the advent of the new economic era, the process of economic globalization has greatly accelerated. Every country cannot develop independently from the outside world, and the earth has become a global village more and more. The existence of the Internet and the continuous progress of information and electronic technology have linked the world's economy. Each economy is interdependent. Once one of the links goes wrong, it will have a great impact on the economic development of the economy in the whole industrial chain. This is a major transformation of the economic subject in the new economic era. All economies need to survive in the process of economic globalization. At the same time, in the new economic era, its growth power is quite different from the past. Under the traditional economic model, economic growth depends on local resources to adapt to local conditions. For example, some places develop their economy through minerals, coastal areas develop their economy through port trade, etc. But in the new economic era, economic development depends on knowledge, knowledge is development. Important driving force, economic development should be supported by high-tech technology. Only in this way can we

achieve development in the current economic environment and get rid of the past resource-dependent economic development model.

3. Compared with the traditional economy, the new economy era is riskier.

In the new economic era, more and more rely on e-commerce, virtual economy and other modes to carry out, the flow of funds and transactions are often carried out in the Internet, so its risk is greater. In the new economic era, the development of economy is closely related to the level of science and technology. In the process of economic development, technological innovation is very fast. Once the industry leaders do not think of making progress when they rely on high-tech to obtain greater profits, and later researchers develop higher-level science and technology, the risk of its replacement will be greatly increased. At the same time, in the new economic era, there are many opportunities for economic development, and new economic growth points are likely to appear at any time, which makes it difficult for us to anticipate the direction of technology development and may invest a large amount of funds in the wrong direction. In addition, in order to achieve good development in the new economic era, we need the strong support of the government. Once the government cannot formulate reasonable and effective measures to encourage the development of knowledge-based economy, the new economic development model will suffer setbacks, and enterprises will often step on the red line of policy in the process of development, which is extremely unfavorable to the future exaggeration of the scale of enterprises.

4. The characteristics of knowledge economy management

4.1 The epochal nature of knowledge economy management

In the era of knowledge-based economy, knowledge is an important driving force for development, so the management of knowledge-based economy should be constantly changed with the development of economy and science and technology. With the advent of the era of economic globalization, the current economic management model is quite different from the past, and the forms of production factors have changed greatly. In the past economic development, producers not only need to complete the production of products, but also need to be personally responsible for the sales of products, resulting in slow development and low profits. In the current economic environment, producers and sellers can play their respective roles. Producers are responsible for improving the quality of products and reducing costs. Sellers complete the promotion and sale of products in the network, which greatly improves the profits of the industry and thus promotes economic development. But now the knowledge economy is not perfect enough and has not completely got rid of the influence of the traditional economic model, which is the limitation of the era of knowledge economy. I believe that with the passage of time and the continuous promotion of information technology in economic life, we can get rid of the constraints of the traditional economic model, complete the construction of industrial chain in the Internet, so that the country's economy can get better development.

4.2 Some basic principles to be followed in the management of knowledge economy

If enterprises want to achieve good development in the era of knowledge economy, they must follow some objective laws and principles. When applying knowledge to economic development, there are several steps. First, we need to innovate the existing knowledge and do more in-depth research. Then we need to have a new understanding on this basis. Finally, we need to apply knowledge to the process of economic development, so that the economy can develop. Nowadays, with the increasing efforts of reform and opening up and the emphasis on science and technology in our country, the level of economic development in our country has been greatly improved, the interposition ability of society has also been greatly improved, and the application of information technology has greatly improved the level of economic management and realized the sharing of resources and the effective allocation of resources. In the era of knowledge economy, enterprises must realize several steps of applying knowledge to economic development and ensure the

continuous promotion of knowledge economy management. Knowledge as the driving force of economic development, enterprises must keep a clear understanding of the quality of staff in the process of development, recruit talents with strong professional skills and higher ideological quality, and increase investment in R&D, so that enterprises can develop products with technical content, so as to achieve leap-forward development.

5. Improvement of knowledge economy management in the new economy era

5.1 Focus on innovation and the cultivation of comprehensive ability of employees in Enterprises

Under the management of knowledge economy in the new economic era, if enterprises want to achieve good development, and then they can occupy a place in the market, then enterprises need to pay attention to innovation and the cultivation of employees' comprehensive ability. Firstly, under the new normal economic situation, China proposes that we should pay more attention to innovation and put innovation in an important position of development. Innovation is an important factor for the development of enterprises and countries. The continuous innovation of enterprises calls for the introduction of highly qualified professionals, as well as strengthening the importance of R&D and investing more funds in the R&D of new products. This puts forward higher requirements for the quality of employees in enterprises. In the process of recruiting employees, enterprises should focus on examining their professional and technical abilities, as well as their innovative and ideological qualities. At the same time, we also need to regularly train and inspect employees after recruiting them into enterprises, reward those with strong innovation ability, encourage and encourage those with poor innovation ability, so that they can better serve the development of enterprises. In the continuous training of employees, enterprises should create a company culture and atmosphere that attaches importance to innovation and talents, and let professional people do professional things. Only in this way can the staff in enterprises have good innovation capacity, let the management of enterprises go up to a higher level, and then can they achieve good development.

5.2 Attaching importance to the introduction of international talents and drawing lessons from management experience

Talents are an important factor in the development of enterprises. Under the background of economic globalization, the competitors of enterprises in our country are not only confined to domestic enterprises, but also compete with advanced enterprises in the world. Moreover, with the continuous increase of China's reform and opening up, our country and external exchanges are also more extensive. As our enterprises, we should also seize the opportunity of introducing foreign capital and advanced technology, actively learn their advanced technology and management experience in competition and cooperation with them, and strive to promote our products to the international market. Moreover, we should also recognize that as a developing country, China still has a big gap with developed countries in many aspects. Therefore, we need to actively introduce international talents and attract high-level talents through favorable salaries and treatment, so that they can be used for us. This requires us to fully respect cultural differences between different countries, not to reject external things, but also to fully communicate with the outside world. On the basis of introducing international talents and absorbing external management experience, our enterprises can better manage the knowledge economy, so as to improve our economic level.

5.3 Strengthen the supervision of the network economy

As more economic activities are actually accomplished in the network, we must strengthen the application ability of managers in enterprises, regularly train them in management and Internet knowledge, and let them understand some laws and regulations that need to be obeyed in the network economy, at the same time, let them realize some of them in the management of knowledge economy. In this way, the staff's level of knowledge economy management has been improved.

Secondly, we need to improve the supervision in the network economy. First of all, we need to

establish a perfect Internet management institution, which needs the support of the state. We need to establish a supervision institution headed by the network supervision bureau to register and publicize the enterprises participating in the network economy so as to ensure the transparency of information and reduce the occurrence of fraud when people participate in the network economy. At the same time, our country's management system for the network economy should be further improved. All aspects of the network economy need to be monitored to ensure the authenticity of enterprise information in the network. It is also necessary to establish the assessment and evaluation of the enterprise's network economy, to supervise the enterprise's network economy, and to ensure the enterprise's investment in the network economy.

5.4 Constructing a reasonable knowledge economy management system

Under the new knowledge-based economy management, we need to ensure the innovation of enterprises, which requires managers to implement the concept of innovation, and then build a reasonable economic management system, shape a reasonable corporate culture, and attach importance to innovation and talent. As managers of enterprises, they also need to strengthen their innovative consciousness, constantly change the management mode of enterprises, so that enterprises can better serve the development needs of enterprises. In the management of Nissan, enterprises should constantly reflect on themselves and criticize themselves. In the process of enterprise development, enterprises should constantly learn from their strengths and make up for their weaknesses. And because managers play a very important decisive role in the development of enterprises, we need to build a reasonable management system, so that the development direction of enterprises can be grasped by more people, and determine the development line of enterprises in collective discussions, so as to improve the management direction of enterprises. Only by building such a reasonable knowledge-based economy management system can enterprises achieve long-term and stable development.

6. Conclusion

At present, with the continuous development of global economic and scientific levels, the economic development of our country has ushered in a new era. The advent of the new economic era has brought new challenges to our country's economic development, but also new opportunities for development. Therefore, it is necessary for us to recognize the differences between the new economic era and the traditional economic development, and understand the principles of economic management. Then in the process of enterprise development, we should attach importance to innovation, talent, actively introduce international talent, strengthen the supervision of the network economy and build a reasonable knowledge-based economy management system, so that our enterprises can achieve good development in the era of knowledge-based economy.

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