

Research on Enterprise Strategic Transformation under the Background of Internet Economy

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Abstract: With the application and popularization of Internet technologies such as Internet of Things, cloud computing, and big data, on the one hand, the relationship between traditional Chinese enterprises and the Internet is becoming closer. On the other hand, more and more emerging enterprises have developed strategic strategies for traditional enterprises. Under the background of the Internet economy, traditional enterprises must change their concepts, fully recognize the opportunities and challenges of the Internet environment, and adapt to the market environment and the Internet environment through corporate strategic transformation based on their own actual conditions. The paper analyzes the problems existing in the strategic development of the enterprise under the background of the Internet economy, and proposes how the enterprise adapts to the network economic environment through strategic transformation.

1. The Economic Form of the Internet

The Internet has the characteristics of connection, openness, sharing, low cost, and decentralization. It not only innovates the form of consumer experience, but also continuously derives a variety of new economic forms, providing enterprises with more space to create value. The new economic forms with the Internet as the background include the following: First, the virtual economy, which includes games, music, payments, transactions, online reading, etc., does not require physical media for the online economy, and its cost is lower and efficiency is more High, and can even replace the corresponding physical industry to some extent. Secondly, experience the economy, that is, collect feedback from users through the Internet, encourage users to participate in product design, to better close to the user experience, and encourage users to spend the scene. Third, the platform economy mainly includes various platform-based businesses such as social, e-commerce, and application stores [1]. The various platforms built through the Internet are not limited by scale, and the user cost is lower. Fourth, the traffic economy, that is, through the network operation means to cultivate fans, improve user activity, expand the number of users, after accumulating a certain amount of traffic, then through the placement of advertising, value-added services, membership, etc. to turn traffic into revenue. Fifth, the sharing economy, the most typical is shared bicycle, shared charging treasure, in addition to crowdsourcing, etc., users can share information, share resources and optimize resource allocation anytime, anywhere. Sixth, the data economy mainly refers to various data accumulated in the development process of various industries, such as e-commerce, social networks, communication and transportation, finance, retail, etc., and data is no longer a by-product of the business process, but To become an important resource in the industry, using big data technology to develop and analyze these data resources, it can be applied to many commercial fields such as precision marketing, product development, customer maintenance, and even national security, disease prevention and control, and cities. Planning and other public areas [2].

2. The Significance of the Internet Economy to the Strategic Management Innovation of Enterprises

Under the background of the Internet economy, Internet technology, big data technology, and new ways of cooperation are all important to the strategic management innovation of enterprises.

They are mainly reflected in the following aspects:

Network technology is an important support for enterprise strategic management innovation. In the network environment, social and economic development has entered the post-industrial information era, and various new types of network technology platforms have emerged one after another. It provides a broader space for enterprise management and innovation with higher compatibility and adaptability, which not only promotes enterprises. The basic management system is improved, and technical support is provided for the continuous and systematic innovation of the enterprise. Since the development of network technology, many types of access points and control nodes can be realized through technologies such as cloud computing, cloud networks, and cloud terminals. Enterprises can manage and strategically control through these access points and control nodes, which can better adapt to new ones. Management of the period, innovative business models, and improved management systems. It can be seen that network technology has become an important support for enterprise strategic management innovation [3].

Big data technology is the guarantee for enterprise strategic management innovation. Informative data and accurate information are important basis and guarantee for enterprises to formulate strategic planning. The big data technology in Internet technology provides the necessary basic guarantee for enterprise strategic management innovation. The development and utilization of big data enriches the connotation of enterprise strategic management. The big data developed by the Enterprise Science Management Institute has higher economic value and better social benefits. Applying big data technology on the enterprise strategic management platform can realize automatic functional processing, develop expert decision-making system, and greatly improve the scientific and targeted enterprise strategic management.

New ways of cooperation to further promote the innovation of enterprise strategic management. In the new economic time, the relationship between enterprises and society, enterprises and industries is getting closer and closer. Enterprises are placed in the economic environment and in the industrial chain, and they cannot independently separate their strategic management innovations, that is, the strategic management innovation of enterprises is no longer The independent work of a main body of an enterprise, external factors such as scientific and technological conditions, social reality, and production characteristics determine that enterprises should innovate in an interactive way with other industries and enterprises based on a platform for cooperation. Enterprises should establish market-oriented management principles and use their products, services, and management as core elements to innovate their strategic management work. Especially in the Internet economic environment, the strategic management innovation of enterprises is the whole industry and the whole society. The common goal, this new type of cooperation and cooperation will play an effective role in promoting the strategic management innovation of enterprises.

New organizational structure can promote the innovation of enterprise strategic management. In the era of the Internet economy, various types of non-traditional new organizations have emerged, which realize deep integration with enterprises through the Internet of Things and the Internet. Compared with traditional organizations, the advantages of new organizations are mainly reflected in their professionalism, time and flexibility. Traditional enterprises can complete traditional links such as product design, market development and sales services by new organizations, which can make enterprises more Many resources tend to improve core competitiveness. Enterprises can carry out strategic innovation from internal and external environments and two markets. From the tool and the path, the strategic management elements of innovative enterprises can help enterprises break through the traditional working mechanism. Restrictions, thereby improving the organization's ability to innovate [4].

3. The Strategic Transformation Strategy of the Enterprise under the Background of the Internet Economy

Under the new Internet economy background, enterprises must better integrate with the Internet to better adapt to the Internet economy:

Internet marketing is e-commerce, and enterprises expand their product market share through

online and offline joint marketing. According to relevant investigation reports, in the first half of 2017 alone, China's online retail sales exceeded 3 trillion, of which two-thirds were physical goods, and online shopping users' penetration rate was as high as 64%. This shows that e-commerce is the future of enterprises. An important way of marketing transformation. Therefore, enterprises should further improve the production chain, logistics and transportation chain, etc., strengthen the construction of material collection and logistics, and realize the deep integration of production technology, service and the Internet. On the other hand, it is necessary to apply the Internet to deepen product services, strengthen communication and contact with users through social platforms such as social platforms and e-commerce platforms, and receive user feedback information in a timely manner to serve consumers from multiple angles and optimize the consumer service experience [5].

In the traditional strategic organization theory, the environmental decision strategy is its core concept. This concept is applicable to a relatively closed market environment, can accurately analyze the core competitive factors of the enterprise, and then determine the development strategy of the enterprise according to the core competitive factors of the enterprise. With the advent of the Internet economy, the Internet has greatly improved the openness of the market environment. This traditional organizational management concept no longer adapts to the new development environment. The massive information and personalized demand make the market environment more diversified, and the analysis of the core competitiveness factors of enterprises is more and more difficult. Under this circumstance, enterprises must innovate the product update mode to be more Good adapt to the Internet economic environment. On the one hand, we must ensure the core competitiveness of the main products. To a certain extent, the individualized demand of consumers belongs to the niche market, and it has no decisive influence on the majority of the market. Therefore, the company still has to guarantee the core competitiveness of the main products, optimize the product configuration, and use the latest Technology, the latest scientific research results to improve the cost-effectiveness of products, so that consumers form a psychological position of "good quality and low price" to meet the needs of consumers to maximize the use value. On the other hand, we must speed up the upgrading of products. In the Internet economic environment, people's information exchange speed is getting faster and faster. It is true that the higher the efficiency of information exchange, the faster the speed of enterprise technology development, but the requirements of users for products will be higher and higher. Therefore, enterprises must speed up the upgrading of products and bring the latest technology to the market in the first time to form core competitiveness to attract more consumers. In addition, we must maximize the satisfaction of individual needs. Although it is suggested that the individualized demand will not affect the majority of the market, but it is an important factor driving the development of the industry, and consumers' demand for products is becoming more and more personalized, and it is very likely to lead a new consumer trend. Therefore, enterprises should maximize the satisfaction of consumers' individual needs, use product differentiation to attract different groups of users, and keep up with the market development trend to continuously consolidate the company's competitive advantage [6].

It can be foreseen that data will be an important resource in the development process of enterprises, and big data technology will become an important technical support for enterprise decision-making and management. Although e-commerce companies are superior to traditional enterprises in terms of big data accumulation, technology, and processing capabilities with their technological advantages, traditional enterprises are constantly accumulating their own big data resources in their business development process [7]. Strategic transformation, it is necessary to strengthen interaction and communication with consumers through Internet technology platform and big data technology, complete data accumulation, improve their data processing capabilities, and build a database to provide comprehensive, detailed and targeted follow-up strategic decisions. data support. In addition to big data technology, enterprises must use various platforms to effectively integrate existing resources of enterprises. In addition, in the Internet + environment, enterprises can no longer rely on the initial traffic economy, and the cost of acquiring network

traffic through the Internet is also increasing. Enterprises must recognize this real problem in a timely manner, not only to use various platforms to expand marketing channels, but also to try to establish their own electronic platform, through effective integration of communication resources, to provide traffic for self-built platforms, thereby continuously improving the core of the enterprise Competitiveness. The use of enterprise self-built platforms will no longer simply carry out online marketing and services, but encourage consumers to participate in production and design environments, build consumer scenarios, optimize user consumption experience, and enhance consumer perceived value. Get used to improving their loyalty [8].

4. Conclusion

Under the background of the Internet economy, the development of information technology is changing with each passing day. Enterprises must reach a coordinated situation with the Internet to continuously improve the stability of business operations. Enterprises must accurately grasp the opportunities brought by Internet technology to enterprises, and examine the problems existing in enterprises based on strategic management, analyze problems and solve problems, and truly realize the strategic transformation of enterprises under the background of Internet economy.

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