

## Research on Enterprise Economic Management Innovation under the New Situation of Value Management

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**Keywords:** Value Management; New Situation Enterprises; Economic Management Innovation

**Abstract:** Innovation is the soul of enterprise development and the foundation of enterprise sustainable development. Firstly, the author discusses the significance of the innovation and reform of enterprise economic management, and then puts forward some strategies of enterprise economic management innovation based on the new situation, taking the current situation of enterprise economic management as the breakthrough point. The research shows that if enterprises want to stand in the increasingly fierce market competition, they must manage their internal economy reasonably and effectively, and constantly study new methods to adapt to the changing external economic development environment. Therefore, enterprises must not be eliminated in the fierce market competition, but only think about changes and innovate economic management policies. However, many companies now have many shortcomings in economic management innovation. In response to these problems, the author explores four strategies for enterprise economic management innovation: one is to innovate the enterprise economic management concept, the other is to improve the enterprise economic management system, the third is to build a corporate economic management team, and the fourth is to strengthen internal control and supervision. Furthermore, it is known that enterprises must strive to innovate if they want to survive in this fierce competition and realize their own value.

### 1. Introduction

With the continuous acceleration of the integration of the world economy, competition between domestic and foreign companies has intensified [1]. Enterprise economic management innovation includes not only innovation in human resource management, but also innovation in all aspects of enterprise production and internal audit. Optimizing the allocation of enterprise resources seems to be very important. Now enterprise management has begun to be a manifestation of productivity, and it has naturally become an important means for enterprises to optimize resource allocation [2]. In order to adapt to the development of the new situation, enterprises must review the situation, innovate the economic management model, and seize the needs of the market. For the survival of the fittest, if we want to make the enterprise develop better, faster and longer, we must be able to innovate and change the internal economic management model of the enterprise so as not to be eliminated by the market [3]. The progress of network technology has brought about new consumption patterns and demand, and many new consumer applications such as drip-drip taxis have emerged [4]. Generally speaking, innovation is indispensable to the development of enterprises, and innovation should be reflected in all economic activities of enterprises. The role of economic management in promoting internal management control and forming enterprise management characteristics is more prominent. Otherwise, blindly abiding by conventions will only make enterprises fall into the predicament of being unable to extricate themselves and be eliminated in the fierce market competition. It can be said that innovation is the root of enterprise development [5].

In the information age, with the development of the Internet, the diversity of channels, the uncertainty of changes and the shortening of the duration cycle all indicate the importance of innovation. With the development and popularization of science and technology, various factors related to enterprise management are becoming more and more obvious. Firstly, they are the characteristic reasons under the current trend of knowledge-based economic development, secondly,

the reasons for the situation of economic globalization, and thirdly, the reasons related to network science and technology [6]. Innovative enterprise economic management is conducive to the optimal allocation of resources, make the management system of the whole enterprise more reasonable, and make the management of production and operation and the management of employees more standardized. This can greatly enhance the core competitiveness of the company, enhance the centripetal force and cohesiveness among employees, and facilitate the company to retain talents. The earliest author of the innovation theory was an American economist whose name was Joseph [7]. He has the view that capitalism must have the ability to innovate if it wants to exist and develop. At the same time, a management guru proposed that the main function of the company is to carry out "marketing and innovation" [8]. The existence of the above reasons requires that the economic management reform of the enterprise must be mentioned on the agenda, pay attention to management concept innovation, continuously improve management efficiency, and ultimately achieve healthy and rapid development of the enterprise. At the same time, business managers should also obtain external information from various channels with an open mind, so as to maintain the innovative consciousness of advancing with the times [9].

## 2. Methodology

Under the new situation, it has entered a period of rapid economic development. The consumption level and consumption power of residents have increased, and the consumption structure and consumption concept have also undergone earth-shaking changes [10]. From setting performance targets to determining performance standards to final performance appraisal, and implementing performance improvement measures, a PDCA cycle is required in the performance management process. Considering that economic management itself has a close relationship with other related management activities of enterprises, only by earnestly studying and forming appropriate management methods and creating a strong management atmosphere, it is possible to achieve higher profits. In this situation, the economic managers of enterprises need to look at the problem from a global perspective and think with the current popular Internet thinking. At present, the market economy is changing rapidly. With the emergence of various high-tech, knowledge-based economy and network technology, and the impact of economic crisis, if the economic management of enterprises can not keep up with the actual requirements, there is no use of modern knowledge and technological means.

According to the different technological power, it can be divided into three types: technology-driven, demand-driven, technology and market-driven. There are other ways of dividing standards, as shown in Figure 1.

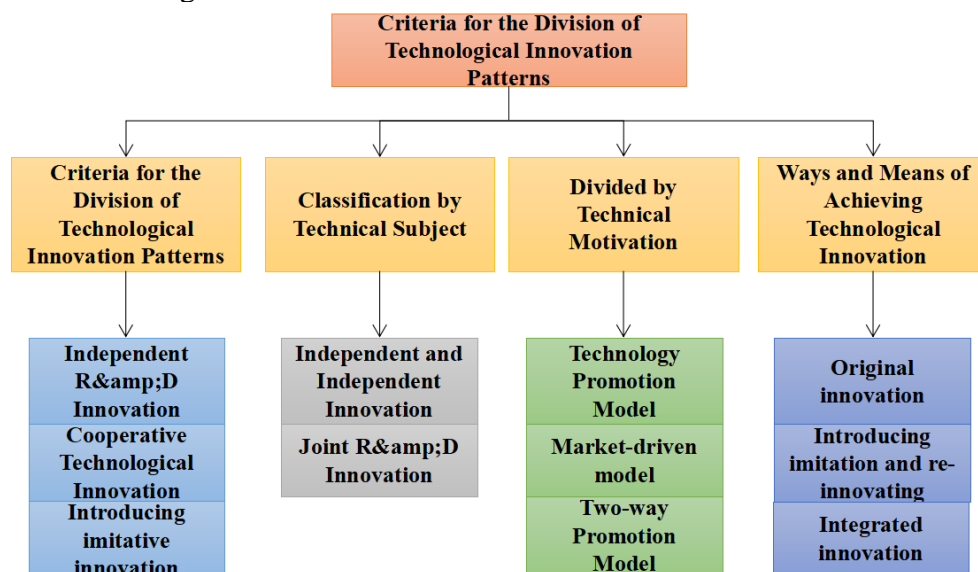


Fig.1. Criteria for the Division of Technological Innovation Patterns

Corporate culture, as a soft power within the enterprise, to a certain extent, highlights the management philosophy of enterprise managers. Enterprises' management of strategic human resources is usually to manage the formation process of performance itself, not to manage the results of performance appraisal. In the process of performance formation, discovery and problem solving are regarded as the key points of management. In most of the current enterprise management structure, there are special economic management departments. However, there is a lack of professional and versatile managers, and they are accustomed to the traditional sense of economic management. Various factors lead to poor communication between them. The current situation of China's economic management is not in line with the actual needs. Most of the enterprises' economic management concepts are relatively backward, and they still adhere to the traditional corporate economic management philosophy. How to keep up with the pace of the times, constantly innovating and updating the company's development strategy and economic management concept is a key factor for enterprises to compete with other peers in the short term, and it is also the core guarantee for enterprises to cope with various risks in a long period of time. Over the years, the company has always adhered to the business philosophy of "innovation, quality, integrity, efficiency". Adhering to the principle of customer-centered, quality-oriented work, and even adhering to the enterprise spirit of "learning, improving, enterprising, innovation, and perfection", it is this kind of pragmatic and innovative management philosophy that supports the company's development potential.

### 3. Result Analysis and Discussion

The core of enterprise management is to realize the management of people. By investing in human capital, it can help companies to obtain greater human capital gains to a certain extent. The backwardness of the management concept has made the important role of enterprise economic management not well played and demonstrated. In the specific management process, the overall organization lacks planning and deployment, and the management behavior is relatively random and unsystematic. The formation of a new management concept requires business managers to clarify the business objectives of the company. Because the ultimate goal of both the old and the new management philosophy is to achieve the business objectives of the enterprise, the enterprise must first know what it wants, and then it can think about how to do it. The effort without the goal is disorderly. Long-term practice has proved that enterprise economic management is regarded as an important factor of productivity in the development of an enterprise and plays an important decisive role in the development of the enterprise. In organizational value-added, human capital value-added, as an important form of value-added, has gradually become an important asset of the organization. Incentive mechanism refers to the process of fulfilling the commitment to the members of an organization to the maximum extent by means of some external policy means on the basis of the recognition of the members' work within the organization. As enterprise managers, we should pay attention to grasp and analyze the relevant indicators, rationally determine the production and management methods, and strive to achieve the development goals formulated by enterprises, so as to achieve the enhancement of strength.

At present, there are three basic modes of research, namely, technology innovation is divided into independent R&D innovation mode, imitation innovation mode and cooperative technology innovation mode according to technology sources. The characteristics of the three modes of technological innovation are compared as shown in Table 1.

Table 1 Characteristics of Three Technological Innovation Models

Characteristic	Independent innovation	Imitation innovation	Cooperative innovation
Innovation purpose	Relying on their own strength, independent research and development	Introducing Imitation for Second Innovation	Relying on Partners' Joint Innovation
Risk	Technology Risk and Market Great risk	Technology risk and market risk are smaller	Risk diversification

Management equipment construction is the hardware equipment to strengthen enterprise information management and the basis to optimize enterprise management. With excellent employees and no excellent management team to manage, the whole enterprise will be like a scattered sand without core combat effectiveness. Through the management of strategic human resources, human capital can be further increased. This goal usually needs to be achieved by doing a good job of employee career management. Firstly, a sound enterprise economic management system must conform to the current actual situation of the enterprise, and must not be overwhelming or metaphysical. From the current experience of economic management, we can find that it is difficult to adapt to the needs of rapid economic development because of the backward ideas of the leaders and decision-makers. Major enterprises should increase investment in the construction of information management facilities, transform the current management facilities and add some practical management equipment. If there is only a good management team and no high-quality employees, then the advanced management concept will not be able to exert its actual force because of the "difficulty in the single tree." According to the company's development strategy and employee test results, the company further designs the career planning of the employees and needs to communicate with the employees repeatedly. To a certain extent, it forms a mutually acceptable and feasible employee career management plan. Therefore, the management concept plays a vital role in the survival and development of the company.

For enterprises, technological innovation includes two paths: technological innovation and innovation in the production process. As shown in Figure 2.

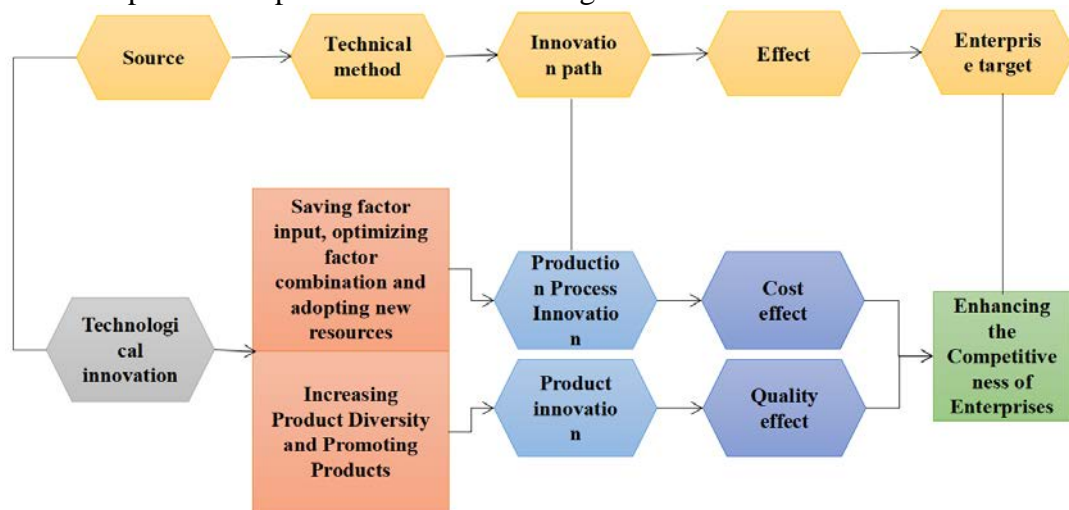


Fig.2. Mechanism diagram of regional technology innovation at the enterprise level to promote economic development

#### 4. Conclusions

Under the background of information construction, in order to better solve the existing problems in enterprise management, enterprises must correct their understanding, constantly explore new methods and measures of enterprise management, and thoroughly study scientific methods of information-based enterprise management. Continuous reform and innovation of management mode is the only way to improve the comprehensive strength of enterprises and promote the development of enterprises. It is also the only way to enhance the competitiveness of enterprises. At present, there are some problems in the economic management of enterprises in China, such as backward management concept, imperfect management system and lack of innovative talents, which are not conducive to the development of enterprises in the long run. Although different enterprises have different business environments and economic management systems, as long as they are enterprises in the new market situation, no matter what kind of enterprises, they will inevitably be subject to knowledge economy, economic globalization and rapid development of the Internet. influences. The development of any enterprise is accumulated from the experience management of the hard work.

The rapid development of today makes it impossible for all efforts to be done once and for all. In order to gain a long-term foothold and win in the market competition, Chinese enterprises should carry forward the spirit of innovation and cultivate innovative talents. In order to adapt to the market well, it is necessary for Chinese enterprises to introduce the concept of innovative economic management from their own situation and bring higher economic benefits to enterprises through innovative management strategies.

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