

Examination and Breakthrough of Enterprise Economic Management in the Post Financial Crisis Era

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Abstract: Since the international financial crisis, the economic management of enterprises has undergone profound changes, and how to promote the reform and innovation of economic management needs the attention of enterprises. The harm of the financial crisis is not only the damage to the national economy, but also the distrust of the national economic growth. In the current post-financial crisis era, many enterprises are facing a serious survival crisis. In order to maintain the independence and innovation of enterprises in the post-financial crisis era, it is need to reform the economic management of enterprises. In order to enable enterprises to achieve longer-term economic growth, relevant managers should innovate the economic management mode of enterprises to ensure that enterprises can achieve long-term operation and development in the post-financial era. This article introduces the characteristics of enterprise economic management in the post-financial crisis era, and analyzes the necessity of enterprise economic management innovation in the post-financial crisis era. On this basis, it puts forward some strategies for enterprises to adapt to the post-financial crisis era and improve their economic management level.

1. Introduction

In the post-financial crisis era, great changes have taken place in the international environment and background of China's enterprise development, and new contents have appeared in the international market competition pattern and rules [1]. Economic management is a systematic work in enterprise development, and it is also one of the key points of modern enterprise management, which also affects the long-term and healthy growth of enterprises. Since the outbreak of the international financial crisis in 2008, it has had a great impact on the growth of enterprises, especially due to the important impact of the financial crisis, which has led to some aspects of economic management that are not in place, which has restricted the sustainable growth of enterprises [2]. Faced with this situation, only through continuous reform and innovation can enterprises survive and develop better, and only the economic management system of enterprises can effectively adapt to the growth of modern markets can they gain more development advantages [3]. The economic management of enterprises needs to be carried out from the economic benefits of enterprises, and the corresponding management work should be carried out in combination with the actual situation of enterprises and development strategic objectives. Under the background of rapid economic globalization and social development, it will create good development prospects for China enterprises. The world economy is getting closer and closer, which brings opportunities and challenges to the growth of enterprises in China, and the competition in the market is becoming more and more fierce [4]. In this development situation, the economic management and mode of enterprises also need to be actively innovated to adapt to the growth of the post-financial crisis era, which is also the inevitable trend of the growth of modern enterprises and the inevitable requirement of adapting to the growth of modern market economy [5].

From the current point of view of some enterprises, although they have a certain understanding of economic management and can also play a role in promoting economic management, they have not adapted to the post-financial crisis era, and there are still many problems that cannot be ignored in economic management. In particular, many enterprises have a vague understanding of the role of economic management and have not carried out economic management from a strategic perspective, resulting in economic management being unable to provide support for strategic development and

sustainable growth of enterprises [6]. In the post-financial crisis era, the degree of globalization is constantly improving, the links between different economies in the world are also constantly strengthening, and consumers are facing more and more choices, which brings opportunities and challenges while China's economic growth [7]. It is of positive social significance to study the reform and innovation of enterprise economic management in the post-financial crisis era. The economic management of enterprises should start from their own economic benefits and combine the development strategy and actual situation of enterprises. This article introduces the characteristics of enterprise economic management in the post-financial crisis era, analyzes the necessity of enterprise economic management innovation in the post-financial crisis era, and puts forward the idea of innovating enterprise economic management.

2. The necessity of enterprise economic management Innovation in post-financial crisis era

2.1. The only way for enterprise development

Economic management is an important part of enterprise management, which is not only a routine work, but also plays an important supporting role in the sustainable growth of enterprises. Since the financial crisis, profound changes have taken place in the international and domestic economic environment, and many enterprises have actively explored more effective economic management models to meet the needs of the growth of the situation, and have also achieved certain results [8]. The basic model of enterprise strategic management is shown in Figure 1.

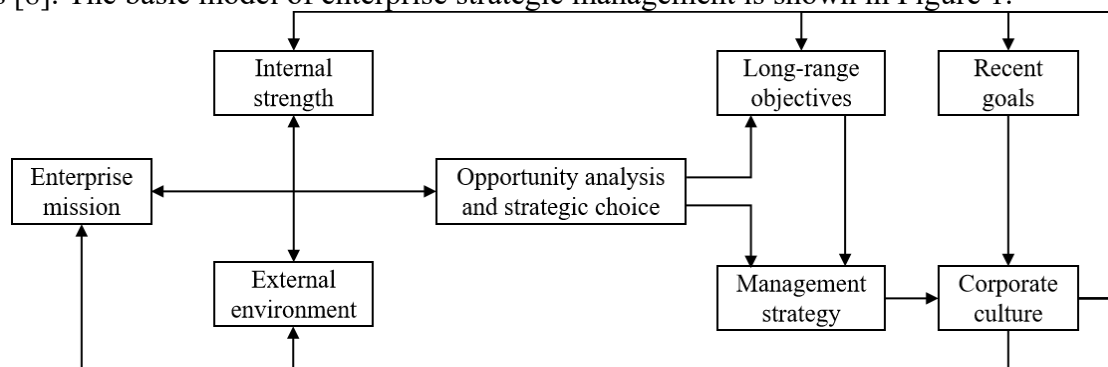


Figure 1 Basic mode of enterprise strategic management

The connection between the world economy is getting closer and closer. For the growth of enterprises, the pressure of market economy is getting bigger and bigger, and the problems faced in the growth of enterprises are getting more and more complicated. In the post-financial crisis era, the global economy has undergone profound changes, and the operation and management of enterprises must meet the needs of the growth of the situation, especially paying more attention to economic management innovation. Under the influence of many factors, such as enterprise decision-making, some enterprises face a relatively good environment, and their development speed and scale show a good trend. However, for some small and medium-sized enterprises, the development pressure they face is getting bigger and bigger, which brings about the imbalance of enterprise development. Enterprise economic management involves all aspects, so it is need to have a sound and perfect economic management system, otherwise there will be deviations in economic management.

2.2. The premise of benign growth of enterprises

At present, in the stage of economic management in some enterprises, there are still problems of imperfect economic management mechanism, especially the separation of economic management work and the lack of effective coordination among various departments, which leads to the lack of synergy in economic management. In the post-financial crisis era, new requirements have been put forward for economic management. How to carry out economic management step by step will not meet the needs of the growth of the situation, so it is need to constantly innovate in order to effectively implement the development strategy of enterprises [9]. Because the economic management mode of some enterprises in China is relatively backward, which directly leads to the

higher operating cost of enterprises, enterprises need to attach great importance to it, and earnestly increase the reform and innovation of economic management mode to ensure that the economic management of enterprises can enter a higher level. In the post-financial era, in order to better meet the needs of the market and let enterprises tide over the difficult period, in addition to the corresponding policies and measures taken by the state, enterprises themselves should also find reasons from management and other aspects, fully understand and understand the development characteristics of the times, and open up a new road of development. Promoting enterprise economic management innovation is conducive to better preventing and controlling risks, especially under the background that the country attaches great importance to controlling systemic risks, enterprises must further improve their risk management ability and level through effective economic management innovation.

3. Problems existing in enterprise economic management in the post-financial crisis era

3.1. The economic management model of enterprises is too single

In the post-financial crisis era, the market competition has become more and more fierce, which has greatly improved the requirements for modern enterprise management mode, especially the Internet and information technology have made great progress [10]. If an enterprise wants to effectively improve its own economic management level, it must break through the traditional economic management ideas and innovate. The connection between modern people's daily life and the network is getting closer and closer, which leads to the traditional enterprise economic management model, which is no longer in line with the requirements of modern market and economic growth. In the post-financial crisis era, enterprises must achieve new breakthroughs in thinking innovation if they want to make economic management work to a new level. However, some enterprises have not deeply realized the new challenges to enterprise economic management in the post-financial crisis era, and they lack in-depth research and exploration in the stage of carrying out economic management. If modern enterprises want to achieve long-term development, it is need to actively improve their economic management, especially to optimize their economic management system and enhance the effectiveness of their economic management. Only in this way can they better adapt to the current economic growth situation.

3.2. Lack of a comprehensive economic management system for enterprises

In the post-financial crisis era, enterprise management faces many risks, so it is need to continuously expand the field of economic management. In the post-financial crisis era, in order to achieve a greater position in enterprise economic management, enterprises must improve the economic management system, strengthen the systematicness of economic management, and strive to make it play a more diversified role. If an enterprise wants to get better development, it needs managers to plan the future of the enterprise effectively and formulate appropriate development strategies, so as to clarify the future development goals of the enterprise and enhance its core competitiveness. In order to effectively improve the level of economic management in the post-financial crisis era, enterprises must reform and improve their own economic management system, and take reasonable and effective measures to continuously strengthen the systematicness of economic management, so as to give full play to its diversified functions. If an enterprise just blindly follows the trend, it will inevitably affect its future development and anti-risk ability. In order to determine the correct development direction of enterprises, it is need to build an economic management model that conforms to their own situation, abandon the shackles of traditional ideas and actively optimize economic management.

4. Innovative paths for enterprise economic management in the post financial crisis era

4.1. Innovation of enterprise economic management ideas

Whether the economic management concept of enterprises is established correctly or not has an

important influence on the survival and growth of enterprises in the tide of market economy to a great extent. Therefore, in order to survive better in the post-financial crisis era, the first thing for enterprises to do is to innovate the economic management concept accordingly. To carry out economic management, enterprises must adapt to the international and domestic economic environment, actively explore a more scientific economic management system, and ensure the effectiveness of economic management. In the post-financial crisis era, managers of enterprises should not only update their staff's economic management concepts, but also implement them in their daily work, so as to further enable enterprises to achieve long-term development. Economic management must be systematic and coordinated, so we must vigorously strengthen the construction of economic management mechanism and strive to make economic management more suitable for the growth of the situation. The stage of enterprise economic management innovation in the post-financial crisis era is shown in Figure 2.

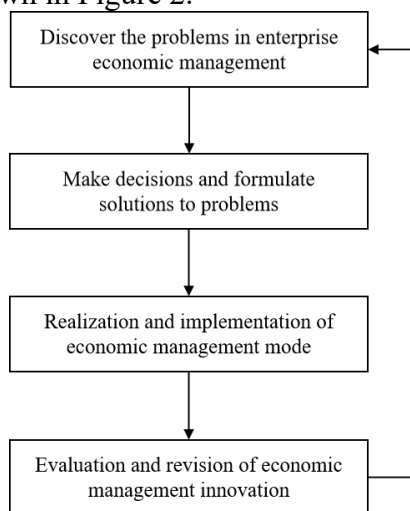


Figure 2 Innovation stage of enterprise economic management

For some special and important economic management work, it is need to establish a standardized workflow to ensure that the economic management work is carried out in an orderly manner, and to make a breakthrough in establishing the corresponding performance appraisal mechanism. Keeping pace with the times and innovative growth of business model is an effective way for enterprises to innovate in economic management, and the change of business model requires enterprises to update their supporting management methods. Under the influence of the post-financial crisis era, it is one of the important links of enterprise innovation for enterprise managers to innovate business strategies, which can help enterprises get rid of the negative effects brought by the post-financial crisis era to a great extent. The concept of enterprise management plays a vital role in the economic management of enterprises, and it is also an important prerequisite for the innovation of enterprise economic management strategies. The management concept of an enterprise should reflect relative stability and renewal, and can enhance the ability to serve the innovative economic management strategy.

4.2. Improve the economic management mechanism of enterprises

The biggest feature of the post-financial crisis era is the wide application of informatization, digitalization and intelligence. Enterprises should adapt to this development trend and closely integrate with the construction of scientific and technological informatization in the stage of economic management. Managers of enterprises must abandon the traditional organizational structure and the corresponding concept of business development, adopt flexible and virtual organizational structure in the work of economic management, and establish a rational organizational structure according to the development characteristics of enterprises. In the specific implementation process, enterprises should start with the strategic growth of enterprises, formulate scientific economic management strategies and economic management plans, and at the same time formulate targeted economic management plans according to the development needs of enterprises

in different periods and stages.

Under the influence of the post-financial crisis era, if enterprises want to obtain a long-term development guarantee, managers need to set up a perfect enterprise financial budget management system to further strengthen staff's awareness of financial budget management. In the stage of economic management, enterprises should adapt to the post-financial crisis era and further innovate the financial management mode, so that economic management can make breakthroughs in managing funds, risks and development.

By improving the financial budget management system of enterprises, enterprises can find financial risks in the stage of operation in time and take countermeasures in time, which is conducive to promoting the smooth operation of enterprises. The application of networked economic management mode can effectively supervise and supervise the financial operation of enterprises, and can realize the requirements of current social and economic growth for enterprises. In the Internet era, the innovation of enterprise's business model should be based on the channel and technology of the Internet and the demand characteristics of the consumer groups cultivated by the Internet, and the connotation of its own business model should be displayed to the consumer groups through networking, so as to improve the interest of the consumer groups in the business model.

5. Conclusions

Fundamentally speaking, the economic management of an enterprise is to effectively manage and mobilize various resources in the enterprise around the development goal of the enterprise, so that the enterprise can effectively improve its market competitiveness and scientific development ability by giving full play to its superior resources. In the post-financial crisis era, the development situation of enterprises has become more and more complicated, and the market competition they face has become more and more fierce. Effective reform and innovation in economic management can provide favorable support for the healthy growth of enterprises. In the stage of economic management innovation, enterprises should carry out it from many aspects and angles, not limited to one side, so as to improve their overall economic management ability and adapt to the needs of market and times development. Under the influence of the background of the post-financial crisis era, only by making corresponding innovations in economic management can enterprises effectively ensure that they are always in an invincible position in the fierce competition in the market, thus achieving the goal of long-term sustainable growth of enterprises.

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