

Research on the Innovation of Sme Management Model Based on the Background of “Internet+”

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Abstract: with the Rapid Development of Economy, Small and Medium-Sized Enterprises (Smes) Have Gained Greater Development Space and Become an Important Part of the National Economy. the Number of Small and Medium-Sized Enterprises is Increasing and Their Scale is Increasing Rapidly, Which Plays an Important Role in Economic Development. However, Due to the Short Development Time of Small and Medium-Sized Enterprises, Management Level Has Become One of the Main Constraints for Their Development. Therefore, It is One of the Main Tasks for Small and Medium-Sized Enterprises to Choose a Suitable Way for Enterprise Management and Development in the Future. Based on This, This Paper First Analyzes the Problems of Sme Management Mode, and Further Puts Forward the Innovation Path of Sme Management Mode under the Background of “Internet +”.

1. Introduction

1.1 Literature Review

Under the background of rapid development of information technology and China's vigorous implementation of the “Internet +” strategy, SMEs must adapt to current market development needs, reform and innovate, and promote enterprise management to enter the normal track. Therefore, it is of great practical significance to study how to carry out management work more effectively in the context of “Internet plus” (Wang, 2019). Zhang Meiling pointed out that in the Internet era, the business environment has changed greatly, SMEs are facing the problem of sustainable development, so SMEs are facing the problem of management innovation in the Internet era. Therefore, small and medium-sized enterprises are actively looking for their own development model. Song Xiaoming pointed out that with the rapid development of social economy, the traditional management mode of small and medium-sized enterprises has been unable to adapt to social development, so it is necessary to change the management mode of small and medium-sized enterprises, and then adapt to the trend of the times (Zhang, 2016). Song Xiaoming further pointed out that SMEs need to unify ownership and management rights in order to enhance their comprehensive competitiveness in the market (Song, 2016). At the same time, many scholars take logistics enterprises as an example to carry out specific research. Zhang Mingli and others pointed out that in the process of operation of Chinese logistics enterprises, there are some problems, such as weak management concept, definite strategic planning, and lack of logistics cost professionals. Therefore, in order to promote the innovation of logistics enterprise management mode, it is necessary to carry out innovation path in terms of organizational structure transformation and training of professional logistics talents (Zhang et al., 2010). Shi Jiqing's research found that the rapid development of the Internet has promoted e-commerce to spread all over the world. In this context, the logistics industry has emerged. For domestic small and medium-sized logistics enterprises, as long as the management model is innovated and transformed, they will be more competitive in the international arena in the future, and then promote the rapid development of e-commerce (Shi, 2019).

1.2 Purpose of Research

Since the reform and opening up, China's economic system has undergone considerable changes, making the ownership structure of enterprises have also undergone considerable changes. In this context, a large number of small and medium-sized enterprises are springing up. Small and medium-sized enterprises have entered the peak period of historical development, and their status in the national economy has gradually improved. At the same time, with the growing ranks of SMEs, SMEs have become one of the important ways to alleviate the pressure of social employment. In the process of development, SMEs not only attract most of the urban population employment, but also improve the urban employment rate. Moreover, small and medium-sized enterprises have absorbed a large number of surplus rural labor, changed the income structure of farmers, and promoted the economic development of rural areas. At the same time, small and medium-sized enterprises have become the main force in the field of technological innovation in the process of continuous development, making great contributions to promoting social employment and narrowing the income gap. More importantly, in order to promote the rapid development of small and medium-sized enterprises, the Chinese government has promulgated the Law of the People's Republic of China on Promoting Small and Medium-sized Enterprises, which provides financial support to small and medium-sized enterprises and gives strong guidance to their development. However, under the background of "Internet +", the problems of small and medium-sized enterprises in China begin to highlight. For example, the profitability of low-cost labor force and the low quality of the whole industry limit the development of small and medium-sized enterprises to a certain extent. Therefore, under the background of "Internet +", it is of great practical significance to study the innovative way of management mode of small and medium-sized enterprises.

2. Problems in the Management Model of Small and Medium-Sized Enterprises

2.1 Low Attention

Under the background of Internet plus, enterprise management mode has an important influence on business efficiency, and can directly affect the survival and development of enterprises. Therefore, SMEs should pay enough attention to the management mode, innovate the enterprise culture and system according to different management modes, and make corresponding adjustments to promote the sustainable development of enterprises (Lin, 2019). However, although SMEs introduce advanced management concepts, the effect is not very ideal, many SMEs do not even understand the true meaning of the management model. In addition, some small and medium-sized enterprises have the understanding of "I am the enterprise, the enterprise is me". In the enterprise management, there is a situation of arrogance and inability to hear others' opinions, which leads to the brain drain of the enterprise and affects the further development of the enterprise.

2.2 There is Blindness in the Choice of Management Mode

Because of the short development period, small and medium-sized enterprises have some blindness in choosing management mode, which is mainly manifested in the following aspects. First, many small and medium-sized enterprises have a low understanding of the use conditions of the management model. However, each management mode has its own specific conditions for use, mainly including the organizational form and system of the enterprise, as well as the conditions of corporate culture, etc. the external economy, politics and law of the enterprise are also important conditions for the selection of management mode. Only when the current internal and external conditions can match the management mode, can the management mode play a role in the enterprise. However, at present, many enterprises do not consider the actual situation of enterprises when choosing management mode (Wang, 2015). At the same time, when choosing management mode, small and medium-sized enterprises have copied the present situation of Western management mode, and have little understanding of the real situation of management mode. They only know that a certain enterprise uses this management mode to achieve greater success, so they choose this mode

to manage. However, the difference between this management mode and the development of the enterprise itself cannot promote the healthy development of the enterprise.

2.3 The Process of Management Mode is Complicated

In the actual operation of an enterprise, the management mode often includes several links, such as market selection, product design, scheme formulation, and follow-up tracking, as shown in Figure 1.



Fig.1 Management Mode Flow of Small and Medium-Sized Enterprises

From Figure 1, we can see that when SMEs apply the management model, the first choice is to divide the market, select the appropriate market, and then design products that can meet the needs of consumers. After that, it is necessary to formulate product marketing strategies, mainly including business and sales plans, service systems, as well as after-sales management and customer satisfaction improvement management. According to the work content of each step, it is allocated to different departments for completion, aiming at improving enterprise efficiency (Wang, 2017). However, many small and medium-sized enterprises in the specific implementation process, due to lack of experience, in many cases will increase the specific implementation steps, to a certain extent, increase the difficulty of implementing the management model.

3. The Way of Management Innovation of Small and Medium Sized Enterprises under the Background of “Internet +”

3.1 Establishing Leadership Team and Rationally Planning Enterprise Development Path

In the development process of small and medium-sized enterprises, there is often a phenomenon of one leader operating and managing, so it can be said that the relevant decision-making of enterprises is to lead one person to make decisions, there is a phenomenon of blind management. Therefore, in order to change this situation, a leading team should be set up to make a clear plan for enterprise management. In this process, first of all, the leading organization should implement the enterprise development prospects to the implementation level and promote the enterprise development through rational allocation of internal resources. In addition, leaders should actively integrate the internal resources of enterprises, and use these resources reasonably in the process of enterprise development, so as to provide sufficient resources for enterprise development.

3.2 Do a Good Job in Strategic Planning

The use of advanced management model can help enterprises to achieve long-term development. However, compared with large enterprises, the development of small and medium-sized enterprises will be limited by their own development. Therefore, before carrying out professional management, small and medium-sized enterprises should analyze their own actual situation, clarify the market objectives, subdivide the market, and provide a good environment for enterprise management. At the same time, when carrying out strategic planning, enterprises should follow the principle of “doing something, doing nothing” according to their own resources, make use of limited enterprise resources, cultivate core competitiveness and enhance the competitiveness of enterprises and peers. In addition, in order to promote the further development of enterprises, small and medium-sized enterprises should timely evaluate the formulation of strategies, and then constantly improve and adjust the strategic objectives to obtain more economic benefits.

3.3 Define the Organizational Structure of Enterprises

At the beginning of the establishment of many small and medium-sized enterprises, the internal division of labor is not clear, the number of Posts and departments is less, and the phenomenon of one person and multiple positions often occurs, which affects the healthy development of enterprises. Therefore, in order to promote the rapid development of enterprises, enterprises should

carry out organizational structure design to provide a good environment for the strategic development and operation of enterprises. In the process of enterprise operation, an executable organizational structure should be designed. Executable organizational structure can effectively ensure the work of enterprises. In this process, the relevant departments in charge of the enterprise should make reasonable arrangements for staff and information technology. In the specific design process, it is necessary to promote the normal operation of each department based on the principle of executable behavior.

3.4 Improve Execution

At present, in the actual management process of enterprises, managers often appear lax management situation and unreasonable internal system formulation, which limits the further development of enterprises. The appearance of this phenomenon requires the managers of enterprises to enhance their own and executive power, constantly establish rules and regulations according to the development of enterprises, and provide perfect institutional guarantee for the internal departments to perform their duties. At the same time, in view of the coordinated development of multiple departments, we should focus on resolving the business relations among different departments, clarifying the main responsibilities of each department to avoid overlapping functions. In addition, we need to establish a mechanism of departmental coordination gap to ensure the smooth progress of the work of various departments.

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