

Discussion on the Innovation of Economic Management of Enterprises under the New Situation

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Abstract: The economic management activities of enterprises refer to the business activities formulated and planned by enterprises in order to achieve an economic goal. The economic management activities of enterprises are not only an important content that affects economic development of enterprises, but also important means to promote efficiency of economic management. At present, with the rapid development of China's social economy, the market competitiveness is increasingly enhanced, and in order to enhance their own competitiveness and development capability and innovation by taking into consideration of the needs on development of modern economy based on the traditional economic management model. In this research, the actual situation of economic management of modern enterprises is analyzed, and the means and measures of enterprises in innovation of economic management mode under the new situation are discussed, so as to provide the basis for further promoting China's economic development.

1. Introduction

Under the background of the rapid development of social economy in our country, the competitiveness between the enterprises of all walks of life in our country is mounting, the enterprises expand their business scope in order to further enhance their competitiveness. However, as a whole, the existing management mode for economy of enterprises fails to satisfy the needs of development in this era. As a result, enterprises must change the original mode of economic management for smooth operation and sound development momentum. Therefore, by accounting for the development background of the new era and modern management needs, this paper analyzes the economic management model of enterprises, discusses the economic management strategies that can promote the development of enterprises in the new era, and lays a foundation for further optimizing and improving the economic management strategies of enterprises.

2. Significance of Economic Management of Enterprises

2.1 Conducive to the Realization of Enterprise Transformation

Under the influence of the traditional economic system, many enterprises still adopt extensive economic management mode, which leads to the failure to effectively improve the economic management efficiency of enterprises. But propelled by the rapid development of social economy, the national economy has entered a new era of intensive development, and the enterprises need to fully analyze the needs of development of the time and be advancing with the times to conduct innovation and reform for the traditional economic management mode so as to establish a new mechanism suitable for the economic development of enterprises. By doing so, the comprehensive development of enterprise economy can be promoted to add impetus to the competitiveness and development capability of enterprises in the market.

2.2 Be Conducive to Motivate Enthusiasm of Employees

Employees are an important force to promote the development of enterprises. For enterprises, an excellent talent team can provide sufficient impetus for the development of enterprises. So that

enterprises should fully take into consideration of the interests of the staff in conducting economic development. Besides, positive and effective staff incentive mechanism can be established on the premise of fully guaranteeing the interests of employees so as to motivate the working enthusiasm and initiative of employees. As a result, the personal interests of employees will be integrated with the company to comprehensively enhance the working efficiency of the employees and the cohesiveness of the team will be strengthened.

2.3 Be Conducive to the Innovative Development of Enterprises

Currently, China has entered a new era for economic development, the traditional economic management mode has been incapable of meeting the development needs under new situation. Therefore, enterprises should follow the development of the times and be bold to innovate the original economic development mode so as to the economic management mechanism suitable for the needs of economic development. By doing so, the comprehensive competitiveness and development capability of enterprises in the market will be promoted to increase the risk assistance capability of enterprises, and thus further promoting development.

3. Major Problems of Economic Management of Enterprises under the New Situation

3.1 The Backward Concept on Economic Management of Enterprises

Most companies are still adopting traditional management methods and concepts. Nowadays, the economic competition in the world is becoming more and fiercer, so it is extremely urgent to innovate the economic management mode of enterprises to enhance their market competitiveness. But most of the existing enterprise managers cannot find this problem without long-term strategic management concept and they are just maintaining the status quo of the enterprises in the actual work and no efforts were made in improvements and innovation in economic management mode. Consequently, explicit plans for enterprises development were no formulated. Some enterprises are still carrying out enterprise management through the traditional economic concept, holding that economic benefits are all the core of economic management of enterprises with eyes only on current interests without considerations on future development at all.

3.2 Absence of Internal Control Management of Enterprises

There will be chaos in organizational economic management after most enterprises enter into certain stage in development. The management level and ordinary employees fail to have effective communication and cohesion of enterprises was not formed, leading to the failure in improvement of productivity of enterprises. In the process of enterprise management, the management level of relevant managers varies, and most managers do not master good professional management skills and scientific and reasonable management methods, which is the root cause for laggard development. Moreover, in the process of implementing the innovative management strategy, most managers only focus on formalization, which failed to act corresponding effect on the actual work content. Most of the existing enterprises also maintain the original concept of management and mere financial means was used to control the enterprise's costs. However, this management method often leads to the phenomenon of unclear authorization, so that the enterprises, in the actual process of cost control, cannot fully master the condition. Therefore, in order to have a better future development potential, enterprises should also improve their internal management methods scientifically and reasonably, so as to make their internal control management more efficient and standardized.

3.3 Absence of Sound Economic Management System in the Enterprises

Through the analysis of the economic management system and organizational structure of Chinese enterprises, it is found that there are still problems and defects in the internal management system of many domestic enterprises, which are mainly manifested in the following aspects:

The existing management system of the enterprises is not consistent with the current development status of the enterprise, that is, the enterprise's management system cannot meet the

needs of the enterprises in development.

The management fails to supervise and control the actual management situation, which makes the company's economic management system fail to achieve the expected effect in the actual operation, causing unreasonable resource allocation of enterprises and greatly affecting the interests of the enterprise.

More problems and defects still face enterprises in existing economic management system, leading to the passive state of the enterprise in the actual operation with over formalization. Consequently, the current contradictions and problems fail to be effectively resolved.

The failure of the enterprise's economic management system leads to the failure of effective control and supervision of some behaviors of employees, which significantly reduces the enthusiasm and efficiency of employees and has a negative impact on the development of the enterprise.

Therefore, to improve the market competitiveness of enterprises and the economic development, enterprises are required to change and innovate the original economic management mode in a timely manner to create a more harmonious internal environment for enterprises, and promote the sustainable development of enterprises.

4. Innovative Strategies for Enterprise in Economic Management under the New Situation

4.1 Innovation in Concept

The construction of the business philosophy of innovative development can effectively guide enterprise managers and provide correct basis for their decisions in business. Therefore, in order to realize innovative development, the primary task is to achieve innovative concept. Only by perfecting and optimizing its business ideas can its management level be improved and to promote its development. After decades of development, enterprises were developed with a larger scale and certain market influence. However, under the background of new era, if companies are still using the original economic management mode, they will be indulged in the existing achievements without innovation and further development, as a result, the competitiveness of the enterprises will not be improved. Therefore, under the new situation, enterprises need to integrate Internet thinking into the existing economic management work to realize the innovation of the original economic management model, and actively build an integrated online and offline business model, so as to provide a continuous driving force for the development of enterprises.

4.2 Innovation in Organizational Structure

As the time honored enterprise with powerful influence in the market, there will be some problems in the organizational structure of the enterprises in operation and development, which results in negative influence on enterprises development. To this end, the enterprises are required to innovate and reform the existing economic management system to solve the current problems and fully optimize the internal management system of enterprises. Base on this, the enterprise adopted the methods of flattening management, and fully mobilize enterprise managers and workers and formed a small team lead by the leader. Besides, the original organizational structure of vertical relationship was simplified and the efficiency of enterprise management was improved, but also increases the efficiency of corporate leadership resources. It lays a solid foundation to comprehensively promote the development of enterprises.

4.3 Institutional Innovation

The economic management system of enterprises should be innovated according to the current situation; the resource utilization efficiency of enterprises should be integrated and improved with scientific management to actively promote the cooperation between the productive forces. For example, the financial department of an enterprise takes financial management as the core, and the economic management level and implementation level of the enterprise can be improved through the cooperation of various departments within the company so as to establish a more sound

supervision system and standards. With the economic management mode as the enterprise development mode, the internal organizational rules and management system of the enterprise can be adjusted according to its actual development, so as to ensure that a number of management works can be properly arranged and implemented. Enterprises, in the process of development in the future, are required to conduct work on economic management by integrating the advantages with advanced and scientific management technology. Besides, focuses should be made on the development trend of economic development of relevant fields both home and abroad in the market and the economic management strategy and employment should be timely adjusted and innovated based on the development needs and capability.

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