

Research on the Innovation Mode of Modern Enterprise Economic Management under the New Media Background

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Abstract: With the rapid growth of social economy and the continuous progress of science and technology, the world economy has gradually stepped into a new era. Management is the core part of the business process. With the continuous development and improvement of the current market economy, enterprises are also facing more and more new opportunities and challenges. At the same time, under the background of the continuous reform of the market economic system, enterprises are facing great pressure of market competition in the stage of operation and development. The impact of new media development on enterprises is multifaceted, so managers need to analyze from different angles and aspects if they want to innovate in economic management. Starting from the present situation, this paper analyzes the economic management situation of enterprises under the background of new media, then discusses the specific problems exposed in the present situation, and finally puts forward targeted innovative schemes according to the problems. Under the background of social market economy, in the modern market competition, only by paying attention to innovation and technological innovation can we better adapt to the environment, so that enterprises can get sustainable development.

1. Introduction

With the continuous improvement of science and technology level, more and more fields have put modern information and Internet technology into use. This background has not only opened up a brand-new development path for enterprises, but also helped enterprises to upgrade in an all-round way[1]. With the progress of science and technology, media forms are increasingly diversified, and television, newspapers and advertisements all provide a platform for enterprises to show themselves. New media is increasingly closely integrated with people's lives, and it has become an important part of enterprise innovation and development. For the purpose of obtaining long-term survival and development and occupying a favorable position in the market competition, enterprises should first start with their own economic management, attach importance to introducing brand-new economic management concepts, do a good job in forecasting and evaluating the current internal and external economic risks of enterprises, work out a scientific economic development plan through careful analysis, and then achieve the established economic management objectives with the help of scientific economic management methods[2]. As a new media that is emerging and widely used by the people, it not only has a great impact on the society and the media industry, but also on the economic management of enterprises[3]. Enterprise managers must recognize the influence of new media on the industry, and adjust the economic management means of enterprises to adapt to the network new media era[4].

The economic management of enterprises is some measures and means taken by enterprises to achieve their development goals, and at the same time, an effective system should be worked out according to the actual situation of enterprises' own development. In order to achieve rapid and sound growth of enterprises, it is necessary to take corresponding measures to effectively manage the economic activities of enterprises[5]. Economic management is the management of economic activities by economic managers. Enterprises promote their own development through economic management, and on this basis, combine it with innovation ability to meet the requirements of new

media era for enterprise strength. If it can't be combined with the Internet, it will reduce work efficiency and hinder the economic growth of enterprises[6]. Managers should fully recognize the importance of new media to modern economic management mode, and use innovative consciousness to promote the sustainable growth of enterprises. Enterprises can carry out airtight supervision at the same time when carrying out economic management activities, so as to minimize the possibility of various risks[7]. Through the innovation mechanism, enterprises can obtain stable and rich profits and returns, and the road to development will show a steady upward trend[8]. Starting from the present situation, this paper analyzes the economic management situation of enterprises under the background of new media, then discusses the specific problems exposed in the present situation, and finally puts forward targeted innovative schemes according to the problems.

2. Analysis of the Innovative Role of Enterprise Economic Management in the New Era

Traditional enterprises are used to mass production and marketing mode, which has a narrow scope of application and is usually aimed at a very large number of consumers. In the long-term practice, it has been found that this model can't meet the individual needs of consumers, and the attractiveness of enterprise products has also dropped significantly, so the sales volume can be imagined. In the stage of enterprise economic management, it covers a wide range. Relevant enterprise managers should work out scientific economic development goals and define specific management methods in order to obtain more economic benefits[9]. Make reasonable use of the convenience of the network to build a bridge of communication with consumers. Understand their individual specialized needs, and marketing strategies vary from person to person, so that every consumer can have a personalized and characteristic service experience. At this time, consumers will feel full of sincerity from enterprises, which will naturally enhance their trust value and upgrade to loyal users in the long run.

The marketing model has a fission effect virtually, and consumers will help people around them with Amway products, thus expanding product sales, and the relationship between enterprises and consumers has become closer and friendlier. New media represents a new economic form, that is, in order to form a broader economic development form with the Internet as its infrastructure and realization tool, the innovative achievements of the Internet will be deeply integrated into all fields of economy and society. Therefore, it is necessary to give full play to the optimization and integration role of the Internet in the allocation of production factors, enhance the innovation and productivity of the real economy, and finally realize the increase of social wealth. The biggest advantage of the Internet is that it can build a huge communication platform between enterprises and consumers[10]. On this platform, the relationship between enterprises and consumers is mutual. Enterprises use it to promote their products and services, and consumers learn about enterprises and products. Consumers explain their special needs to enterprises through the platform, and then enterprises make targeted marketing plans.

For the managers of enterprises, it is necessary to systematically control the specific economic management contents, and carefully analyze and manage the links related to the utilization and allocation of funds. Through the innovation of economic management mode, it aims to realize the effective integration and rational allocation of related resources in enterprises and improve the utilization rate of related resources. Relying on the innovation of economic management, the economic cost can be reduced, the work efficiency can be improved, and the established economic management tasks can be completed. Enterprises can also flexibly use big data to understand the real effect of marketing strategies through its powerful data integration and analysis capabilities. In the face of the feedback from consumers in the platform, the marketing strategy should be adjusted in time, so as to improve the economy of the enterprise and open up a more stable development path for the enterprise.

3. Development Dilemma of Enterprise Economic Management Innovation

3.1 Lack of Innovative Ideas in Enterprises

The rapid growth of network in the new media era has an important influence on the development direction of enterprises in China. Network technology is widely used in enterprise production, which not only improves the working efficiency of employees, but also increases the economic benefits of enterprises. Traditional management concepts hinder the overall growth of enterprises. Traditional management concepts don't attach importance to the intervention of information technology and network technology, and there are huge loopholes in their integration and application. Therefore, the economic management mode of enterprises only stays in verbal innovation, and does not reasonably use the auxiliary tools given by the times. The core technology of an enterprise is the foundation of its development, and the necessary protection of the core technology is the cornerstone of the enterprise's rapid progress in the fierce industry competition. However, most enterprises still don't pay enough attention to this problem. The leadership lacks crisis awareness, has no clear concept of enterprise crisis, and employees' ideological paralysis and slackness make it difficult to innovate and develop in the fierce market competition. Science is the primary productive force and science originally serves innovation, which enables enterprises to have a longer-term development. As the main body of the enterprise economy, we should also examine whether we have the innovative ability to develop in a diversified market economy. The traditional economic management mode of enterprises can't meet the demand of mobile payment and online transaction, which reduces the work efficiency. Therefore, it is necessary for enterprises to innovate their economic management methods, so as to improve their work efficiency.

3.2 Lack of Adaptability of Enterprises

At present, with the continuous progress of the times and the growth of science and technology, modern management has gradually become a development situation. However, many enterprises in China still haven't optimized the economic management mode, which will make the management efficiency and level of enterprises fail to meet the requirements of modern development. Under the influence of the continuous growth of new media, the market operation is complicated and changeable, and some enterprises lack certain ability to fight and fight, so they can't cope with the enterprise crisis well, resulting in a lot of social resources being wasted and employees' employment being affected. In the stage of enterprise development, enterprise information construction has become an indispensable part of enterprise management. However, many senior managers in China have not yet realized the necessity of economic management, and they are lazy in collecting information on information products, information content and information services. They have not used modern information technology in the stage of formulating enterprise strategic objectives and designing future development plans, which leads to the failure of enterprises to meet the needs of the new era. The outdated economic management methods of enterprises, the fact that economic managers are not good at regulating existing resources and accumulating experience are the reasons why enterprises lack the ability to cope with emergencies.

4. Innovative Strategies of Enterprise Economic Management under the New Media Environment

4.1 Improve the Economic Management Mode

Under the background of new era development, with the continuous progress of science and technology, enterprises need to use information technology reasonably to improve their economic management mode. First of all, with the continuous growth of modern information technology, the frequency of using electronic transactions has increased to a certain extent. Under the background of the new era, with the rapid growth of science and technology, network security technologies such as firewalls have appeared one after another, which has reduced the incidence of network risks to a certain extent. Goals are not static. Enterprises should combine their own development with the

economic market, and carry out specific goals in a specific period to maximize economic management benefits. A reasonable goal is a necessary factor for an enterprise's innovation and development, which can maximize the comprehensive benefits of the enterprise. The basic mode of enterprise economic management under the new media environment is shown in Figure 1.

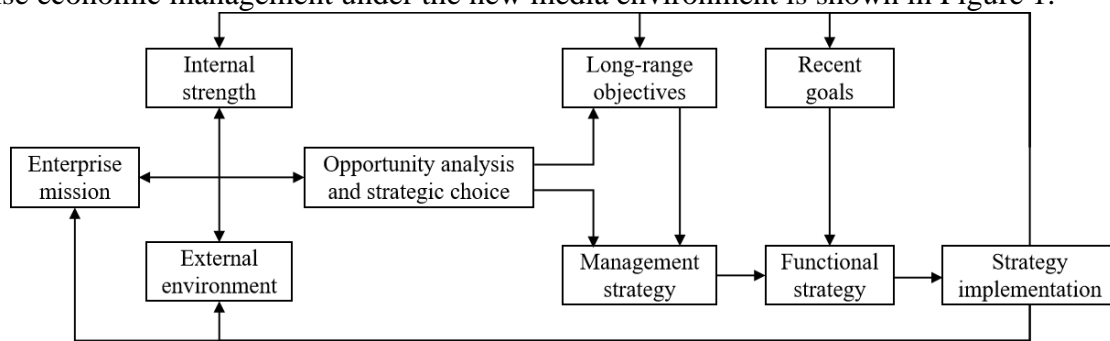


Fig.1 Basic Mode of Enterprise Economic Management

In the economic management of enterprises, the traditional management mode is broken, but the network technology and various information technologies are actively applied to realize the intelligent management. With the application of Internet technology in the economic management of enterprises, after the optimization and integration of various economic management resources, the management procedures are simplified and the management contents are updated. With the growth of the times, only by constantly improving and innovating the management system can enterprises improve the efficiency of economic management and realize the economic and social benefits of enterprises to the greatest extent. For China enterprises, it is necessary to strengthen the construction of supervision and management mechanism and integrate the information resources of various departments, so as to realize the rational distribution of internal resources and ensure the efficient operation of internal management.

4.2 Improve the Modernization Level of Enterprise Economic Management

With the advent of the information age, the way of information dissemination has changed. In order to meet the development needs of the times and obtain more economic benefits, enterprises should actively promote the reform of economic information management mode. The application of high-tech products in enterprise economic management activities can not only add vitality to the whole activity, but also change the traditional management direction and make it more intelligent. Employees are the backbone of enterprise development, and timely understanding of their needs is a must for enterprise management. Because the structure system of enterprises is different, all kinds of enterprises should combine their own specific conditions, consider the factors of market changes, and intensify the reform of economic informatization management. By using the Internet platform and resources, we can play a good role in network investigation, classify users, ensure the accuracy of information acquisition, and lay a good foundation for obtaining more economic benefits. Figure 2 shows the structure of independent innovation capability of enterprises.

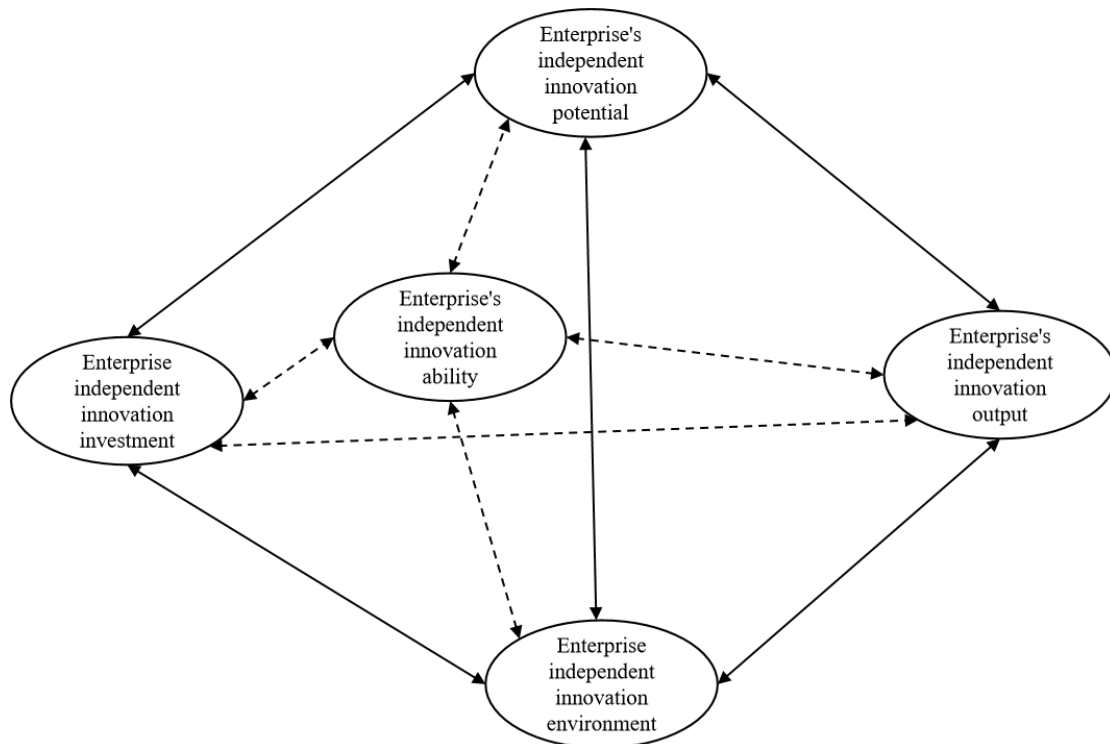


Fig.2 Structure of Independent Innovation Capability of Enterprises

Innovation is the core competitiveness of a modern enterprise that wants long-term development. Under this background, enterprises must actively introduce new media models, upgrade their own products and improve their long-term development. As a modern enterprise, it is necessary to change the traditional economic management mode, introduce new media mode into modern management means and innovate the way of economic management according to the existing market development demand. In the stage of economic management, enterprises should strengthen the innovation of internal market-oriented operation system, and improve and innovate the corresponding internal organizational structure, so that enterprises can occupy a favorable position in the market competition.

5. Conclusions

With the rapid growth of new media and the accelerating stage of economic globalization, enterprises must constantly innovate and develop if they want to be invincible in the forest of enterprises. The rapid growth of the new media era also points out the way forward for the growth of enterprises. Enterprises should follow the trend of the times and dance with new media according to their own characteristics. The innovation of modern enterprise economic management mainly includes the innovation of concept, mode and supervision, in which new media plays an important role. Therefore, the new media has far-reaching influence on the innovation of modern enterprise economic management. Enterprise managers and financial managers need to be clear about the problems existing in the economic management of enterprises, and at the same time choose reasonable solutions to deal with them. At the same time, enterprises also need to comprehensively analyze the data according to their own development plans and market requirements. Enterprises need to look at the loopholes in their own economic management activities from a global perspective, concentrate most of their energy on the expansion of Internet thinking and the application of new technologies, and improve their own economy by optimizing management modes and building management platforms, so as to lay the foundation for the growth of enterprises.

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