

Research on Innovation Strategy of Enterprise Operation and Management in Digital Economy Era

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Abstract: At present, due to the vigorous development of digital economy, enterprises need to follow the pace of social development to speed up the transformation and development of enterprises, optimize and adjust the company's daily operation and management by innovation, adapt to the current social changes, and strive to avoid the hidden crisis in the development of enterprise operation. The author fully discusses the company's operation and management under the trend of digital management, and provides helpful ideas for the company's future development and research management.

1. Introduction

Looking around the world, although the network technology has already been fully popularized and made great progress, it has virtually provided a remarkable change for the information economy society, because the Internet is ubiquitous and has penetrated into human life. Under the background of the digital economy era, many companies have experienced significant changes in their overall operation mode in the process of development and growth. Many companies are aware of the diversity and rapid advantages of big data analysis itself, and conduct extensive communication and application, hoping that the company will get greater progress.

2. The significance of digital economy to the development of small and medium-sized enterprises

First of all, the digital economy in the traditional enterprise, that is, the user data accumulated in the company's business process, uses big data analysis to analyze this information, provides data analysis results through technology, and finally puts forward opinions on the company's decision-making and resource allocation, so as to achieve the efficient development of the company's business. The digital era involves not only the effective integration of all kinds of data between enterprises, but also the popularization and application of cloud computing, network and Internet of Things technologies, thus producing new technologies, new models and new industries in the process of enterprise management.

Secondly, there is an inseparable relationship between the company operation and enterprise management, both of which are inseparable from technological innovation

and market order norms. Therefore, the company must proceed from each link in the business process and management process, scientifically dispatch the company's capital resources and implement target control, so as to ensure that the business plans put forward by the company in different cycles can meet the market demand, and thus effectively analyze the problems and challenges arising from digital operation. However, innovation of enterprise management mode still needs to be carried out according to the actual situation, and the current management mode and methods of enterprises should be gradually improved. With the deepening of the digital management era, it has become the dominant trend for enterprises to adopt advanced management means under modern computer technology. Therefore, in the process of enterprise management, enterprise managers should master digital management ideas, apply them to enterprise management, and adopt advanced management ideas to promote the company's reform and development^[1].

Finally, with the help of diversified business computing platform under data management, enterprises can effectively grasp the general trend of the industry development trend, so as to formulate business plans that conform to the law of industrial evolution. At the same time, with the help of a data management system, they can convey market data to users for the first time, helping companies to grasp the balance point between commodity supply and users' needs in a market economy. Therefore, the company must innovate the current enterprise management methods, enhance the core competitiveness, and take the change of market demand as the forerunner, so as to promote the sustainable growth of the company^[2].

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3. Analysis on the innovation of enterprise management at present

3.1. Lack of professionals in data analysis

Nowadays, in the process of social development, big data appears in everyone's sight and gets further popularization, mainly relying on computers and networks. In the process of the whole company's growth, the management of the company's data is very important, and it is professional. It is a need for specialized data analysis and management personnel to undertake this task. Therefore, from this point of view, the company needs to have corresponding professionals who can operate data efficiently^[3]. But nowadays, in many large companies, such technical data analysis professionals can be said to be few and far between, and there is no vacancy in this position. Therefore, many companies will temporarily transfer some talents from other personnel to carry out this position. Although it can save the company a lot of human resources investment, it is very unfavorable to the company's continued development.

3.2. Information security management issues

The fundamental reason why the company can produce good benefits and further strengthen its advantages in the fierce competition is that the company has a stable customer information system, and no matter any company, all the internal fixed customer information can't be leaked, which constitutes an important enterprise secret. However, once the data security happens, it will not only hurt the company's own reputation, but also endanger the rights and interests of customers, thus causing a more significant impact on the company. Based on the era background of big numbers, our vast data resources are gradually becoming transparent. Now, more lawless elements take advantage of the Internet to steal confidential information in the company, thus seeking personal gain. If the company is careless, it will be greatly hurt. Therefore, it is imperative that the company to strengthen the security of existing information^[4].

3.3. Lack of innovative business management concepts

At present, when carrying out the enterprise operation and management, the relevant leaders of the company can't innovate and improve the enterprise operation mode according to the specific market development and the comprehensive ability of the company. Therefore, the operation and management concepts of various companies are relatively backward^[5]. This will also directly affect the advancement and effectiveness of the company's operation mode. Some companies lack technological innovation, and do not improve and optimize the operation mode according to the company's situation, resulting in the lack of staff support in the company's development process, which affects the company's advance speed and level. In addition,

enterprises do not realize the importance of operation management for the long-term development of the company, and do not do a good job in staff training and education, which make the company easy to lack core competitiveness.

4. Corporate Management Innovation and Strategic Analysis in Digital Enterprises

4.1 Strengthen the training and introduction of professionals

The growth of innovative enterprises can't be separated from the support of professionals. Under the background of digital economy, companies must also make a success of training professionals. First of all, it is necessary to organize an internal staff to carry out comprehensive training frequently, so that their levels in all aspects can be improved. The enterprise management system is very strong, and the professional and technical requirements are also quite high. Therefore, it is necessary in order to train some high-quality skilled professionals to enhance the data analysis and management level of the enterprise, which is also a good place to implement the enterprise management^[6]. Secondly, it is also necessary to increase the introduction of skilled and technical personnel in enterprises, so as to improve the management efficiency of enterprises, thus promoting enterprises to follow the footsteps of greater management and further enhancing their market competitiveness.

4.2. Increasing the importance of information security management

Nowadays, under the background of digital economy, our data security can be said to be in jeopardy. Therefore, it is of great significance to improve the current enterprise security management from the company itself. First of all, the company must seriously strengthen the importance of enterprise safety management. First of all, the company should seriously strengthen the supervision of safety management, so as to prevent some safety managers from pursuing their own profit maximization under the condition of abusing power for personal gain, thus being bought by competitive companies, resulting in the leakage of a large number of information resources in the company, thus causing huge losses; Secondly, in the process of continuous operation, the company should seriously and fully consider that various kinds of disasters will occur, and do a good job of prevention in time, so that when disasters occur, the company can greatly reduce losses; Thirdly, they have taken reasonable security measures against hacker attacks and viruses for all kinds of computers in the company. For example, the enterprise has set up firewalls and anti-viruses, while for some computers connected with computers or even USB flash drives, virus detection must also be strengthened and killed; Finally, they must pay special attention to some confidential information and data, implement

various confidentiality measures, and make backups at the same time, so as to prevent them from being affected by various external and internal reasons, resulting in the loss of some key confidential documents, and finally ensure the continuous development and growth of the company [7].

4.3. Innovate the management concept of enterprises

Under the new situation, to innovate and transform the company's operation mode and improve the company's operational level. We need a new idea of operational management mode^[8]. Company leaders must change the traditional management ideas, so that the company's operation and management can adapt to the development trend of the social market economy, follow the footsteps of social economy and strengthen the company's strength.

First of all, company leaders must pay attention to the training and education of management talents in different positions, so that management talents can have a full understanding of advanced management and enhance the management aware of unit leaders.

Secondly, in the process of changing the operation and management concept of enterprises, we should adhere to the principle of people-oriented, emphasize the subjectivity of employees in the process of company development, and fully mobilize the interest and initiative of employees to further improve the efficiency of all employees.

Third, do a good job in the training of the company's workers, and pay attention to the cultivation of the company's employees' innovative consciousness in the process of the company's development and growth. In the workflow of enterprise employees, it is necessary to activate workers' potential energy, so that employees of the company can get a steady stream of spiritual strength, which can promote the long-term development of the company [9].

5. Conclusion

To sum up, in order to carry out a good job in management in the era of digital economy, modern enterprises should "actively embrace" the era of digital economy. The advent of the digital era provides greater opportunities and challenges for the growth of the company. In the era when opportunities and challenges coexist, technological innovation in management is an important way for the company to shape its image, enhance its market competitiveness and promote its sustainable growth^[10]. Therefore, before carrying out technological innovation, the management of the company should first study the difficulties and obstacles existing in the company's technological innovation, and then provide practical solutions, including strengthening the cultivation and introduction of professional talents, increasing the emphasis on information security management, innovating production and operation modes, innovating enterprise operation and management

concepts, etc., and exploring feasible innovation strategies; In order to improve the management level of enterprises and promote the long-term stable and vigorous development of enterprises.

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