

The Analyze of Enterprise Digital Transformation on Management Mode

Jingyao Wen^{1,*}

¹Beijing Royal School, Beijing, 110000, China

Abstract. Covid-19 has stay around us for almost 3 years. People need to stick with their work or their life, meanwhile, with the development of technology, many company think about how to manage their company online, so that we have “digital management” for almost 3 years. I believe that there are some of company already used it before Covid-19, but in fact, that won't work long time without some special situation. Under this position, employer spend increasingly money on their digital management, there are positive effect and negative effect. I did search the satisfaction from employers and employees. In this research, I will doing something that is about digital management of use rate in China.

1 Introduction

The Internet has become a vibrant information and digital entertainment center. In addition to being a super-distribution channel that can spread content easily and efficiently, it can also facilitate the synergy of digital technologies to provide a richer user experience. Enterprises developing under the epidemic began to use the Internet for online office. In terms of digital management, some enterprises have already achieved success in digital management. This article will introduce the analysis of enterprises in digital management.

2 Practicability of digital management

For this part of research, the goal of digital management. Digital management, which means refer to the management activities and method that make use of computer, network, and other technologies to qualify the management objects and management behaviors through statistical techniques. So as to realize the functions of research and development, planing, organization, production, coordination, sales, service and innovation. As the practicability, many company start to build up the digital management for their own company because of COVID-19. The economy system which is under COVID-19 is shut down for sometime, but people are thinking and designing the new way to get through it—digital management. According to the report “white book on the development of China’ s digital economy(2020)”, released by the China information and communication academy, the added value of China’s digital economy has expanded from 2.6 trillion yuan in 2005 to 35.8 trillion yuan in 2019, and the proportion of digital economy in GDP has increased to 26.2%, further highlighting its role in the national economy. In terms of

culture, whether clustered cultural activities that originally took place offline have been moved online, such as online museums, online office and telemedicine in cultural production, or even the form of cinemas before film and television industry have begun to be changed by digital mobile devices. People’s daily lives have been digitized to such an extent. Last year, CCTV’s 5G new media platform and China telecom launched a series of slow live broadcasts of “12:00 Hour of mount Qomolangma”, which presented a 260 degree panorama of the 24 hour real time landscape changes of Mount Qomolangma to the national audience for the first time. It is also relying on China telecom’s “5G+ cloud network” technology, through 4K high-definition picture and VR perspective, so that thousand of users can enjoy the magnificent and precipitous Mount Qomolangma without leaving home, behind means that our surroundings and really be online, digital. At the same time, with the rapid development of big data, artificial intelligence and platform economy, our country has become one of the countries that produce and accumulate the largest data amount and the riches data types, And CCTV, Minis was placed on file for investigation and other events, but also once again let user personal information protection become a hot topic. The high attention of public opinion and the frequent efforts of regulatory departments have also accelerated the promotion of various legislative documents at all levels, such as the personal information protection law. these macro phenomena project significant changes in every person and every organization. Even if you haven’t seen anyone around you leave a job because of digital, you are unconsciously communicating with your colleagues through corporate WeChat or dingding, and different department in larger organization are already using a variety of digital systems.

* Corresponding author: Wesley1031x@outlook.com

Firstly, we should consider the need for the construction of common social cognitive meaning. Digital architectures increase the complexity and understanding of products and services. When an innovation platform spans multiple traditional product categories, the scope of the innovation may be difficult to be understood by a single innovator, and the innovation itself may be given different cognitive frameworks by different participants. For example, radical digital innovation concepts need to go beyond traditional product and process categories. If a dominant framework emerges, restructuring inertia may occur, inhibiting the possibility of innovators perceiving the new cognitive framework and thus inhibiting new opportunities for innovation. However, when different frameworks interact socially with others, individuals have incentives to "break" their existing frameworks, which may allow individuals to see new possibilities in new cognitive frameworks, resulting in new innovations. Therefore, successful digital innovation depends on how participants understand, share, and then modify their understanding of innovative outcomes, processes, and associated markets.

3 Positive effect and negative effect on digital management

What is the problem of digital management? In my perspective, people are not able to evaluate the digital management when they have not used it. So that I did a survey about digital management. People are able to telling the truth about the positive effect on digital management and negative effect on digital management. The total business in this survey is about 15-20 industry. Those people are working in most common industry which is already use the digital management, some of them are not, but it doesn't matter. As the pie chart, the satisfactory of digital management, most of people are think digital management are perfect invention, under the COVID-19, people are forced to designed the digital management, and are forced to boost the digital management. With the transition of management, people are also give some positive common and negative common. The easier to articulating is the opinion of most of people, securitization of digital management for information download. [1] In China, due to the COVID-19, people are saving much time on traffic jam and commuting. Also, it is also could be better for the company analysis the attendance of employees; the systematic digital management takes less time on application and approval from some aspect. Take an example of Beijing Royal School, after COVID-19 come through, this school star use DingDing and other digital manage system as the digital management. School employees and student who want to apply something in some reasons, they should go through the DingDing OA application (Office Automation). Most of OA system takes contrast signing, fund approval, and external cooperation etc. In Beijing Royal School, once student need to hang out with their friends, their parents have to apply that on digital system, there are five approval need

to be done: parent, homeroom teacher, grade dean, dean of students, and the principal. After all the program and application are approval, the student are able to leave school within stipulate time. This process is called digital management of Beijing Royal School. For most of Chinese parents, from their opinion, they think that this digital management is a security system for their kids.

Also, everything has two sides. The opposite one—negative effect of digital management. From my survey, people think about the digital management takes big risks, the information that whether download from other page or some security secrete massages have the risks that to be embezzled, also the information from some people are also easy to use the fake one. On the other hand, digital management system are not friendly to elders. In many industries, elders as the experienced man in the company, but they don't have enough energy to figure out how to use digital management. These management setting are too complex to experienced elders. Compared small scale company and huge scale company, small scale company are not necessary to use digital management, just because of the cost of digital management. As you can see, digital management is a systematic program, which means, company have to pay the rent fee to use the complete digital management system, which is just an app. The rent fee for a year cost too high for small scale company, but under COVID-19 separate in China, all the company wants to operate naturally have to pay the digital management fee of the system, because all the employees are stay in home for work. On the other hand, high cost of digital management system makes company harder to survive in the economic market. [2]

4 Biggest change is embodied in digital management

Digital management already exist for three years, before COVID-19, digital management is not on the radar of people. I will think about what is the biggest change of digital management. Moreover, I did put the question that "what do you think the biggest change of management". There are several answers I think these are the biggest change of tradition management and digital management.[3]

First, break the limitation of time and space. China did some strong way to avoid COVID-19 separate in the country, the government decided that let people stay in their home to stop the virus separate. However, the company have to figure out how to let their company to survive still. So, digital management come through. Actually, I do agree that COVID-19 pushed the development of management. Digital management not only for the employees, also consumers. But the biggest change is management. The limitation of time and space, which means, people are able to do their work in anywhere they want, whatever in the home, on the subway, etc. also, whenever people want to do their job in set time. [4]

Second, reduce the employment costs, and computer data analyzation. Before digital management popularized, entrepreneurs have to pay the additional salary for data analyze and employees to entering the data to database. Some of company are still use human type-in as calculate and analyze to the database. Compared to computer and human brain, it greatly reduces the work efficiency. On the other hand, human are not able to avoid the mistakes that made in database.

Proposals abound to describe the current wave of post NPM management change underway. Many seem overly optimistic, expecting to "eliminate bureaucracy" or achieve "post-bureaucratic" government. The idea of administrative convergence is partly seen as undermining the impact of NPMS and creating countervailing shifts, particularly in the area of regulation. [5]We emphasize here the central importance of information technology-based management system changes and ways of interacting with citizens and other service users of civil society in supporting and integrating current bureaucratic adaptation. [6]We believe that this impact occurs not through any direct technical decision, but through broad cognitive, political and cultural changes associated with information systems. We call this new thinking and reform "digital governance". The label highlights the central role that changes in information technology and information systems play in a broad range of changes that transform the way public services are organized into business processes and delivered to citizens. [7]

5 Satisfaction from employer and employee

In the survey I did, I figure out that most of people are like digital management system, but some of people are totally hate digital management. In some of reasons, I was insipid to this result. Because in 100 of people, just a few people are don't like digital management. Take a guess, they don't want to work in their home during their non-work time, or in their home. Now, there is a pie chart of the employees' satisfaction as shown in Fig.1:

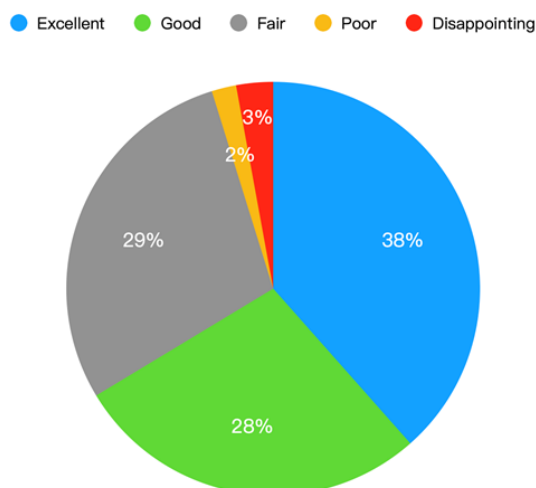


Fig. 1. Employees' Satisfaction with Digital Management

Based on the type of job, the survey classify their job in 14, Trade category, Trade category, engineering category, material category, design, planning category, service category, management category, product category, science and technology category, investment category, comprehensive category, logistics category, agent category, talent category, real estate category, engineering category, material category, design, planning category, service category, management category, product category, science and technology category, investment category, comprehensive category, logistics category, agent category, talent category, real estate category. Most of people are working in service category, most of server are love the digital management, for people who in higher rank position, some of them are not think digital management system are fair. Probably because the complexity of digital management. Above the rank of fair (without fair), people are more likely to use digital management, service and technology category are stay stick with digital management, there is no engineering category. In my perspective, I believe that digital management are not suitable to all the industries, some of industries have to take real product to their company. As you can see, take an engineering category as an example. Engineering have to design something to people, so that digital management to engineers are not work at all. Digital management are not able to help them up with some engineer staff.[8]

6 Redefine the digital management conceptualizing

In the survey, only 9% of people are thinking about, digital management will disappear after COVID-19. The rest of people are thinking digital management will not disappear after COVID-19. The 9% of people, they have great disappointing to digital management. From the survey, digital management should be redefined: It means to the management activities and methods that use computer, communication, network and other technologies to quantify management objects and management behaviors through statistical techniques to achieve research and development, organization, production, coordination, sales, service and other functions. And innovation.[9]This context gives the general definition of digital management, separate digital management as part of economic cycle system. The economic cycle system in China are growing greatly mature. COVID-19 forced Chinese people to innovate and improve the digital management. However, there are at least 25% of employees under the control of digital management are disappointed, in their perspective, they don't like digital management because they always need to work in their home, or in the non-working time.

7 Organizational Dynamics of Visibility Management in the Digital Age

With the development of digital management, all the management process have been visible to all the

employees. Management process to be a string of figures, it brings company more easy to control. However, it takes company to other side of the benefit, visibility management makes other people easy to check the process. So dangerous comes also. [10]

8 Conclusion

The digital management progress the big difference between COVID-19 period and UNCOVID-19 period. Without COVID-19, the technology industry are not able to develop in that fast. In the survey, 75% people believe that digital management will continue use after COVID-19.

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