Analysis on the Innovation Trend of Enterprise Management Mode

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Abstract: The enterprise management mode plays a vital role in the operation of the whole enterprise. Under the background of the continuous development of society and the changing market environment, the enterprise management mode should also be innovated to meet the development requirements of the new era. Lack of innovative management mode will hinder the development of enterprises and reduce their competitiveness. By combing the development of enterprise management mode, analyzing the problems existing in enterprise management mode, this paper further expounds the innovation trend of enterprise management mode, in order to provide theoretical guidance for the improvement of enterprise management level.

Keywords: Enterprise management; Mode innovation; Development Trend

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Enterprise management model plays an important role in the development of enterprises, which is related to the competitiveness and development space of enterprises. With the continuous development of society, the gradual advancement of global economic integration and the increasing changes of market environment, the traditional enterprise management mode has been difficult to adapt to the requirements of the new era. Enterprises have gradually lost their competitiveness in the competition and are difficult to establish themselves in the market. In addition, enterprises undertake a lot of social responsibilities in the society. The stable development of enterprises is also of great significance to the well-being of the people and affects the stable operation of the national macro-economy. In this case, the innovation of enterprise management mode is imperative. The enterprise should absorb the advanced management experience at home and abroad, combine its own

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characteristics and the requirements of the market environment, establish the management mode suitable for its own development, so that the enterprise can emerge from the competition.

1. The Development of Enterprise Management Mode

Management mode refers to the basic framework formulated by the enterprise under the guidance of enterprise objectives, which is used to guide the organization of enterprise resources to carry out business and production activities, and it is the basic basis for the daily management of the enterprise. Only by establishing the enterprise’s own management mode can the modern enterprise management be truly realized. The management mode is based on the management concept, under its guidance, through the establishment of management methods, management tools, management systems, management models, management procedures, etc., to form a complete management mode system. The enterprise management mode is also developing and evolving. The traditional enterprise management mode mainly includes scientific management mode and innovative management mode.

Scientific management mode came into being in the early stage of industrial development and adapted to the production mode of material shortage under the background of mass production at that time. The application of this mode in our country is mainly to learn from the foreign enterprise management mode, to prevent risks as the basis for the division of labor management of enterprise departments. The advantages of this mode are that each department can be independent of each other, which is conducive to the allocation of tasks, a clearer division of responsibilities, and a stronger professionalism of each department, which is conducive to the development of specialty products in the professional field. The disadvantage is that the connection between various departments is poor, and the overall grasp of the company is not enough, which is not conducive to macro management, thus limiting the development of the enterprise in all aspects. As the scientific management mode is a pyramid-shaped management level, when information is transmitted within an enterprise, it is easy to lead to problems such as data loss or distortion.

When the scientific management mode withdraws from the enterprise management stage because it does not meet the requirements of the market environment and enterprise development, the innovative management mode replaces it as the main mode in enterprise management. Since the third industrial revolution, the rapid development of the network has led to the acceleration of information dissemination and the improvement of information sharing. It is very difficult for en-
terprises to rely on exclusive information to carry out production and operation as before, thus facing huge competition and squeezing development space. In order to change the existing situation of enterprises, improve their competitiveness and enable them to better adapt to the environment, it is necessary to improve the level of management ability. We have established a management mode that conforms to the market environment and the characteristics of the enterprise itself, and with the development of the times, we have continuously innovated the management mode.

2. Problems in Enterprise Management Mode

With the rapid development of China’s economy, the market environment has changed dramatically. At the same time, with the gradual advancement of opening to the outside world and the great development of global economic integration, some problems have emerged in the traditional enterprise management mode, which restricts the long-term development of enterprises.

(1) Lack of Unified and Perfect Management System
In the traditional enterprise management mode, the integrity and unity of the management system are insufficient, which leads to the inconsistency of the management methods between the top-level decision-makers, the middle-level department managers and the grass-roots employees in the enterprise, which easily leads to the contradiction phenomenon and hinders the smooth progress of daily management. In addition, there are loopholes and gaps in the management system, and it is difficult to make specific regulations for certain behaviors and special situations, which leads to difficulties in ensuring the integrity of management, easily leads to internal chaos in the enterprise, and affects the stability of the enterprise.

(2) Backward Management Mode and Awareness of the Times
In the current enterprise management practice, most enterprises stick to the rules and carry out daily management according to the inherent management mode. Even if the times have changed, they have failed to adjust the management mode in line with the trend of the times. This is due to the lack of sense of hardship, content with the status quo, insufficient grasp of the future and the development pulse of the times, inability to perceive the rapid changes of the times, and even unable to adapt to the changes of the times. Under such circumstances, even in the short term, the benefits of the enterprise may barely be maintained, but in the long term, the living space of the enterprise is limited and it is difficult to achieve longer-term development. If innovation and change are not made in time and fresh blood is injected, the enterprise will eventually be eliminated by the times.
(3) Problems Existing in Talent Management

In enterprise management, human resources management is always the management content with a strategic height. From the top-level decision makers to the middle-level department managers, the managers in every link are related to the final success or failure of enterprise management. Therefore, in the setting of enterprise management mode, we must not neglect the management of talents. We must do our duty and make the best use of people. First, we must select outstanding talents. Second, we must create a good environment and give full play to the positive initiative of management talents. However, in the current enterprise management mode, the management of senior leaders is often the main one, ignoring the opinions and methods of middle-level and grass-roots management. But senior leaders do not have a more thorough understanding of the business of various departments, nor do they have a comprehensive grasp of the details of grass-roots work. Therefore, it is easy to produce judgment deviation, which will lead to the formulation of some rules and regulations that do not fully conform to the actual situation of the enterprise and are difficult to adapt to the development of the enterprise.

(4) Problems Existing in the Management Mode of Enterprises

When carrying out the specific management work, managers need to pay attention to the way to deal with the problems, not only look at the surface of the problems, but also fully understand the beginning and end of the problems, find the source of the problems, excavate the deep root of the problems, and put forward solutions to the problems. We cannot talk about things as they are and ignore the whole. This one-sided and single management mode makes it difficult to solve specific problems systematically in enterprise management, let alone touch the root of the problem. This requires changing the management mode and carrying out the management work in an all-round way.

3. The Trend of Enterprise Management Mode Innovation

Because the traditional management mode is difficult to adapt to the trend of the times, it requires the enterprise management mode to innovate constantly. Under the background of the third scientific and technological revolution and economic globalization, the innovation of enterprise management mode is influenced by internationalization, Internet popularization, e-commerce development and so on, which shows an obvious innovation trend.
(1) Internationalized Management with Global Consciousness

Under the background of global economic integration and the rapid popularization of the Internet, barriers and geographical distance boundaries among enterprises, industries and even countries have been broken, forming a new connection. If an enterprise wants to have a foothold in the current market environment and obtain long-term development, it must conform to the trend of internationalization, actively explore foreign markets, understand advanced technical means at home and abroad, and learn advanced management and operation experience at home and abroad. Especially under the rapid development of international trade and the layout of international division of labor, it is a problem that every enterprise must face to find a proper position and seek development opportunities. Therefore, the innovation of enterprise management mode gradually presents the characteristics of global consciousness and international operation.

(2) Good at Seeking Opportunities and Seeking Machine Management

In today’s era, changes are the norm and new things are constantly emerging. Therefore, the development of enterprises is facing unprecedented sufficient opportunities. However, grasping opportunities is a kind of ability. Only by establishing an enterprise management mode that is good at capturing opportunities can we accurately grasp opportunities when they appear. Looking for opportunities management is different from routine or routine management. It requires that management methods and technologies should be improved and innovated according to environmental changes, not limited to a management mode. It is to look for opportunities and obtain correct management approaches and methods on the premise of predicting enterprise development opportunities. This requires enterprises not to be content with the status quo, to maintain a sense of crisis at all times, and to maintain a keen sense of smell for the development of the times and changes in the market. The establishment of this management mode can enable enterprises to adapt to changes in time and seize opportunities so as to obtain long-term development.

(3) Implementing Flexible and Diversified Flexible Management

A single and conformist management mode leads to rigidity and lack of vitality in enterprises. The innovation of enterprise management mode should be flexible and can improve the adaptability, which requires on the one hand, the enterprise to maintain an appropriate scale to avoid the ship turning around and losing flexibility. On the other hand, it should maintain the decentralization of system working time and increase the flexibility of online office through the Internet.
(4) Paying Attention to Humanistic Management of Talent Development

As the core of enterprise management, human resource management is becoming more and more important. Successful enterprise management mode must put talent management in the first place. In the management work, we should highlight the central position of people, select suitable talents, stimulate the potential of talents, and pay attention to the level of wisdom and technical ability of talents. The competition among enterprises is the competition of talents. Having mastered the high-level management personnel team, it has succeeded in more than half of the enterprise management work. Therefore, the innovation of enterprise management mode in the future will pay more attention to the development and management of talents and give full play to their subjective initiative.

4. Conclusion

To sum up, the innovation of enterprise management mode is of great significance for enterprises to adapt to the changes of the times, enhance their competitiveness and realize long-term development. Therefore, the enterprise management mode must keep constant innovation. Under the background of Internet popularization and economic globalization, the innovation of enterprise management mode shows an obvious trend. Only when enterprises grasp the pulse of the times and innovate in accordance with the requirements of the times, can they get a broader development space.

Works Cited
