On the Application of Optimal Management Technology in Enterprise Economic Management

Lei JIANG
Shandong Foreign Trade Vocational College

Abstract: With the further development of social economy, the market economy system is gradually improving. Enterprises should further explore the role of optimal management technology in economic management, and at the same time staff can also put forward corresponding optimization measures for the problems existing in the development process of enterprises. In this way, the application level of optimized management technology in the process of enterprise economic management will be improved, ensuring the scientific nature of various decisions of enterprises and improving the anti-risk ability of enterprise development. This paper will discuss the application of optimal management technology in enterprise economic management, so as to promote the sustainable development of economic management.

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Even now, some enterprises still ignore the role of economic management mechanism and do not realize the relationship between long-term management mechanism and the social and economic benefits that enterprises can obtain. Some enterprises will pursue profits too much and ignore the laws of market development, which will also directly affect the normal development of enterprises. Enterprises should optimize economic management measures while innovating technologies, so as to promote the sustainable development of enterprises.

About the author: Lei JIANG (1977-04), Female, Han nationality, Shandong Qingdao, Shandong Foreign Trade Vocational College, Associate Professor, Director of Business Management Teaching and Research Department, Postgraduate, Master, Research interests: Business Management.
1. Overview of Enterprise Economic Management

Economic management of enterprises is mainly to strengthen the internal and external management of enterprises in a systematic way, and ultimately improve the overall competitiveness of enterprises. At present, enterprise management should apply optimal management technology to economic management. Only in this way can enterprises create greater social and economic benefits, and finally realize keeping pace with the times and improving their viability.[1]

2. Application of Optimal Management Technology in Enterprise Economic Management

1) Optimizing the Management of Enterprise Culture

Strengthening the construction of enterprise culture plays a very important role in the promotion of enterprise economic management. Relevant staff should pay more attention to cultural construction. First of all, enterprises should fully respect the dominant position of staff and take staff as the center to carry out team activities to cultivate team spirit. In the view of employees, only a positive and harmonious atmosphere can promote better service to the enterprise and finally feel the inspiration of corporate culture construction. Enterprise culture is particularly important in the process of enterprise internal reform. At the same time, the promotion of enterprise culture can also strengthen the overall role of enterprise economic management. In the process of economic management, we must continuously optimize the corporate culture, connect with the international market, and improve the competitiveness of enterprises. Shaping enterprise culture is an important step to promote enterprise economic management, which enables enterprises to withstand many trials and tribulations in the fierce market competition, including enterprise management standards, working standards, and the like. Corporate culture can make staff have deep feelings for the enterprise, so managers should understand the current and future development wishes and economic needs of the enterprise, and fully tap the potential of employees.

2) Optimize Quality Management

Product quality is the focus of the enterprise’s economic management process. Only by improving product quality can the satisfaction of users be ensured and the enterprise can finally obtain social and economic benefits. Therefore, enterprises should optimize product quality management in the process of production, establish a comprehensive and scientific management mode, take quality as the center, encourage staff to participate, and use management technology and data statistics technology to ensure product quality. When purchasing products and materials, it is necessary to ensure the
quality and comprehensively inspect suppliers, including but not limited to credit status and economic strength. During the production of products, make detailed plans and select plans based on production experience. Finally, according to the production records, update the procedures to avoid unqualified products.

(3) Optimizing Human Resources Management

At this stage, when enterprises carry out human resources management, they should follow the background of the big data era and optimize the construction of the unit’s talent team, so as to improve the human resources management level of enterprises more effectively. This also requires enterprises to pay special attention to the introduction and training of talents, and to assess their information technology level and professional skills in a targeted way, so as to continuously improve the quality of the team and promote the improvement of human resources level. In addition, the current human resources management is not professional enough, which requires strengthening the training of their big data theory literacy and professional literacy, actively encouraging employees to go out to learn advanced management modes and apply them to their own enterprises, and giving full play to the professional advantages of human resources managers, so as to enhance the management level of enterprises\textsuperscript{[2]}. If the unit wants to improve the efficiency of talent management, it must ensure the smooth development of management and assessment. Under the background of the big data era, the unit should also make corresponding innovations and improvements in performance assessment and increase the selection of talents. For example, it can stimulate their competitive awareness by competing for positions on its own. Strengthening the talent reserve can provide corresponding conditions for the promotion of employees. The performance appraisal and management of an enterprise should be linked to rewards and punishments, career prospects, benefits, salaries and so on, strictly follow the formulated rules and regulations and instill them into the daily appraisal and management process, so as to continuously improve the management efficiency\textsuperscript{[3]}. In order to effectively improve the efficiency of human resources management, it is necessary to establish a fair and reasonable salary mechanism and incentive mechanism, so as to fully mobilize the enthusiasm of employees. The innovation of salary mechanism can make use of Internet plus technology to make salary payment diversified. Employees can clearly see their salary changes through the big data platform, which will generate a sense of competition and make the management process of human resources more open, just and fair, thus improving the credibility of enterprises. The formulation of the incentive mechanism can adopt a combination of material and spiritual incentives, i.e. Issuing honorary certificates or material rewards to outstanding employees at each stage and setting corresponding penalties for employees who perform poorly.
(4) Establishing Risk Early Warning Mechanism

Enterprise economic management should establish a corresponding risk early warning mechanism, which can also help enterprises to find out the problems existing in the process of economic management in time and take corresponding measures to avoid them in advance. First of all, the early warning mechanism should be improved. We know that the cash storage and flow of an enterprise are important factors in the process of financial operation, so managers need to grasp the changes of flow at any time and plan for risk early warning. Secondly, an enterprise accounts receivable mechanism should be established. Through the implementation of the corresponding investigation work, strictly control all aspects of accounts receivable to ensure the standardization of the process. At the same time, as staff members, they should also strengthen supervision and accounting for each link, which is enough to strengthen the closeness between different links in each stage of the process. The development of enterprises also has certain social responsibilities, so the state will also strengthen the supervision of all aspects of enterprises to ensure that enterprises can give full play to their social functions in the process of operation. However, the superior’s strong management in finance and taxation also makes it difficult for many enterprises to push forward some basic economic management work. Therefore, as a manager, he should apply to the higher authorities to tilt the relevant policies according to the actual situation of enterprise development [4]. The financial and tax departments in enterprises should take financial work as the basis and take it as an important work item to carry out scientific and effective management, and carry out scientific and effective management through the collection and collation of various information and data generated in the process of enterprise financial risk control and prevention. Managers should understand the current development situation and future development needs of the enterprise, construct a financial risk control and prevention framework, carry out targeted discussions on important parts and make reasonable plans. Enterprise economic managers should actively construct a modern management system to fundamentally realize the optimization and rational allocation of resources management, and finally realize unified and coordinated development through the cooperation and strengthening of contacts between different departments. In addition, the management personnel of the enterprise should make the relevant personnel of human resources management better implement the basic work of economic management under the awareness of economic management, avoid the possibility of financial security risks in the operation and financing of the enterprise, and better realize the tax planning work [5].
3. Conclusion

To sum up, in the process of enterprise economic management, we should start from human resources, enterprise culture, management and other aspects to improve the overall management ability of the enterprise, and at the same time we should encourage all employees to participate in the enterprise economic management. Only in this way can we promote the sustainable development of the enterprise.

Works Cited