Creative Economy
2024, VOL. 8, NO. 6, 36-39
DOI: 10.47297/wspceWSP2516-251906.20240806

New thinking on enterprise innovation management strategy driven by digital economy

Yani Wang, Junyu Zhao

Xi'AN MINGDE INSTITUTE OF TECHNOLOGY, Xi'an Shanxi, 710124

ABSTRACT
The rapid development of digital economy has brought new opportunities and challenges to enterprises. Enterprises are faced with the problem of how to use digital technology to improve management efficiency, optimize decision-making process and innovate business model. This paper puts forward the strategies of building digital management platform to realize efficient coordination, using big data for decision support to improve scientific decision-making, promoting digital marketing mode to optimize customer experience, and strengthening digital risk management to ensure information security. By implementing these innovative management strategies, enterprises can better adapt to the development needs of the digital economy era, enhance their core competitiveness, and achieve sustainable development.

KEYWORDS
Digital economy; Enterprise; Innovation management; New thinking

With the rapid development and wide application of information technology, digital economy has become an important engine of global economic development. Digital technology is profoundly changing the production mode, organizational form and business model of enterprises, providing new impetus and opportunities for the innovation and development of enterprises. However, the digital economy also puts forward higher requirements for the management ability of enterprises. How to use digital technology to optimize the management process, improve the decision-making efficiency, and innovate the business model has become an important issue faced by enterprises. This requires enterprises to re-examine the traditional management concepts and methods, and explore the innovative management strategies to adapt to the development of the digital economy.

1 The impact of digital economy on enterprise innovation management

The booming development of the digital economy has brought a profound impact on enterprise innovation management. Firstly, the emergence of massive data and information resources provides important support for enterprise decision-making. By using big-data analysis, companies can dig deep into market demand, consumer behavior, and competitor dynamics, and thus make a more accurate development of strategies and decisions. This data-driven decision-making approach not only improves the precision, but also reduces subjectivity and uncertainty, enabling enterprises to better respond to market changes. Furthermore, the construction of the digital platform not only improves the efficiency of the enterprises internal management, it also promotes organizational structure optimization. Through the digital platform, enterprises can realize data sharing and information exchange among various departments, break the information islands, improve the internal collaboration efficiency. In addition, digital platforms also drive the digitization of the external enterprise operations, enable the real-time data interaction and collaborative work between enterprises and partners such as suppliers and customers and improve the overall operational efficiency. Besides, the digital economy has also promoted the development of intelligent management. Companies can use artificial intelligence technology to automate data monitoring, predictive analysis and even partial decision-making. This intelligent management mode optimizes resource allocation, reduces the waste of human resources, and improves the accuracy of production and service.

2 The new idea of enterprise innovation management strategy driven by the digital economy

2.1 Build a digital management platform to achieve efficient coordination

In the era of digital economy, the construction of digital management platform has become a key link of enterprise innovation management strategy. Enterprises should actively promote the digital transformation of internal management and external operation, use the digital management platform to break the information barriers between departments, realize seamless data sharing and real-time communication, promote cross-departmental collaboration, and improve the efficiency of internal management. The digital management platform can not only optimize the internal process of the enterprise, but also extend to the upstream and downstream of the supply chain. Through the data interconnection with suppliers, customers and other partners, the real-time visual management of the supply chain can be realized, and the overall operation efficiency and response speed are improved[1]. For example, by building a digital management platform, a manufacturing enterprise digitally integrates raw material procurement, manufacturing, warehousing and logistics, sales and service and other links, realizing real-time monitoring and dynamic optimization of the supply chain, and greatly improving operational efficiency and customer satisfaction. For another example, a retail enterprise deeply integrates online and offline channels through the digital management platform, opens up the member, inventory, order and other data, realizes the integrated operation of all channels, and effectively improves the operation efficiency and customer experience. It can be seen that the construction of digital management platform is not only the foundation of the digital transformation of enterprises, but also the key engine to drive the innovation and development of enterprises. Enterprises should attach great importance to and increase investment, promote the construction and application of digital management platform, so as to enhance the core competitiveness and achieve high-quality development.

2.2 Use big data to support decision-making and improve the scientific decision-making

In the era of digital economy, enterprises should make full use of big data technology to support decision-making and improve the scientific and accurate decision-making. To this end, enterprises need to establish a sound data collection and analysis system, comprehensively collect customer demand, market dynamics, competitor information and other data, in-depth analysis of market conditions and industry trends, to provide a reliable basis for decision-making[2]. Establish professional data analysis team is crucial, they can use data mining, machine learning, artificial intelligence and other advanced technology, depth analysis of huge amounts of data and mining, found that the hidden rules and trends, help enterprises timely insight into market changes and potential risks, so as to make rapid and accurate response and adjustment. For example, by analyzing customer behavior data, enterprises can accurately predict customer demand, optimize product design and marketing strategy; by analyzing supply chain data, enterprises can optimize inventory management and logistics distribution and reduce operating costs; by analyzing competitor data, enterprises can monitor competitive dynamics and adjust competitive strategy. This decision support method based on big data can not only improve the scientificity and precision of decision making, reduce the subjective randomness of decision making, but also significantly reduce the risk of decision making, enabling enterprises to maintain agility and resilience in the rapidly changing market environment. Of course, the realization of big data decision support needs enterprises to carry out systematic capacity building in data governance, data security, data analysis and other aspects, to cultivate compound data analysis talents, and to build a data-driven enterprise culture, which puts forward higher requirements for enterprises.

2.3 Promote the digital marketing mode and optimize the customer experience

Under the wave of digital economy, enterprises must follow the trend of The Times and actively promote digital marketing mode, so as to optimize customer experience and enhance brand influence. Through digital channels such as social media and mobile applications, enterprises can interact with consumers in real time, have an in-depth understanding of their needs and feedback, and build a benign two-way communication mechanism. With the help of big data technology, enterprises can deeply mine and analyze massive consumer data, and gain insight into consumers behavior characteristics, preferences and habits, so as to provide them with personalized product recommendation and service experience[3]. For example, an e-commerce platform uses the big data algorithm to recommend the products that consumers are most interested in according to their browsing, searching and purchasing history, which significantly improves the sales conversion rate and customer satisfaction. For another example, a FMCG brand carries out interactive marketing activities with consumers through social media platforms to encourage users to generate brand-related content, which effectively improves the brand exposure and reputation. Digital marketing mode can not only shorten the distance between enterprises and consumers, provide more convenient, efficient and warm service experience, but also help enterprises to build brand reputation and enhance customer loyalty and stickiness. Of course, the promotion of digital marketing model also puts forward higher requirements for enterprises, which requires enterprises to have digital thinking and operation ability, build a customer-centered organizational culture, and pay attention to data security and privacy protection and other issues. Only by continuously improving the professional and refined level of digital marketing, can enterprises win the trust and favor of consumers in the digital economy era and achieve long-term sustainable development.

2.4 Strengthen digital risk management to ensure information security

In the era of digital economy, information security has become a key factor for the survival and development of enterprises. How to strengthen digital risk management and ensure information security is a major issue that every enterprise must face and solve. Enterprises should establish a sound information security management system and technical support system, from the system, process, technology and other dimensions, to comprehensively strengthen the information security management. At the system level, strict information security policies and norms should be formulated to clarify the security responsibilities and requirements of departments and posts; at the process level, each link of information flow should be sorted, potential security risk points should be identified, and corresponding security control measures should be set up; At the technical level, advanced security protection technologies, such as firewall, intrusion detection, data encryption, should be deployed to improve the security and reliability of the system.

At the same time, we should attach great importance to the cultivation of employees safety awareness, regularly carry out information security training and education, improve the safety awareness and skills of all staff, and create a good safety culture tmosphere. Once a safety event occurs, to quickly start the emergency plan, timely stop loss and recovery, to minimize the impact of safety events. For example, a financial institution through the establishment of a comprehensive information security management system, strict implementation of the safety management system and process, regularly carry out safety assessment and risk disposal, effectivelt prevents data leakage, hacker attack and other security risks, and guarantees the security and stability of customer information and business system. While an Internet enterprise strengthens the safety education of employees and carries out safety coding training to improve the safety awareness and ability of R & D personnel.

3 Conclusion

In short, the development of digital economy has provided new ideas and direction for enterprise innovation management. Enterprises should actively embrace digital transformation, build digital management platform, use big data for decision support, promote digital marketing mode, strengthen digital risk management, constantly improve innovative management ability, and achieve high-quality development. Looking into the future, digital technology will further integrate into all aspects of enterprise management to promote the innovation and optimization of management mode. Only by constantly exploring and practicing the digital innovative management strategy, can enterprises maintain their competitive advantages and achieve sustainable development in the era of digital economy.

References

[1] Bao Yizhou. Research on the breakthrough path of enterprise economic management under the background of economic new normal [J]. Commercial Exhibition Economy, 2024(22): 38-41.

[2] Fan Jing. Exploration on enterprise management innovation strategy from the perspective of strategic management [J]. Shanghai Light Industry, 2024(6): 144-146.

[3] The road is quiet. Research on digital Economy Helping Enterprise Innovation and Development [J]. Shopping Mall Modernization, 2024(23): 139-142.