

Research on the Countermeasures of Enterprise Management Mode under the Development of Economic Structure Transition

Chishuo Wang

School of business administration, University of Science and Technology Liaoning, Anshan 114051, China.

Abstract

With the continuous improvement and development of China's modern science and information technology and market economy in recent years, China's market economy structure is revolutionarily changing and innovating. Under the new situation of national economic development, China's enterprises are facing more market operation risks and challenges, as well as more possible development opportunities. As a key project in our management foraging in business, the project of business management has gradually received wide and high attention from our business operators, and it has also become the key management content of the operators. This article discusses the specific countermeasure research of the developmental enterprise management mode under the economic structure transition.

Keywords

Economic structure transformation, Enterprise Management Model, Countermeasure research.

1. Introduction

Enterprises have always been an important part of China's society and economy, and the survival of enterprises has directly determined the economic development of the entire Chinese society. In the entire process of an enterprise's own sustainable and healthy development and survival and growth, management factors have always been regarded as an important consideration. How to improve the management level of an enterprise has always been regarded as a problem that an enterprise manager needs to consider and pay attention to. Modern enterprise management, as a new type of enterprise management mode, puts forward higher technical requirements for enterprise leaders and managers, and has important guiding significance for the construction and sustainable and healthy development of the entire enterprise itself. Under the current new situation of the transformation of market economy structure in China, how should enterprises do their enterprise management correctly, so as to further improve their enterprise management level, better adapt to the transformation of market economy structure to society. It is also an important content that should be considered in the development of Chinese enterprises.

2. The connotation of enterprise management mode

The enterprise management actually refers to an enterprise using modern management thinking and its own management means and methods to control the enterprise's own management strategy, business model and its own future development. It contains information about the development, cultural construction, and influence of an enterprise in daily production and operation. And it is also a strong foundation and guarantee for an enterprise to realize its sustainable development. In the process of training the managers and employees of a large enterprise, enterprise management knowledge is an important basic knowledge and skill content, which has great training value. It is a large enterprise managers need to further learn and strengthen the content in practice, and this knowledge can effectively cultivate and improve the management ability and management of a large enterprise managers management level. The content of enterprise internal control management not only includes the enterprise organization activities, financial meetings and marketing and human

resources allocation required management content, but also to promote the internal reasonable optimization of the enterprise, improve its work efficiency, reduce the enterprise operating cost and risk of a powerful guarantee.

3. The role of enterprise management

3.1 Reduce costs and improve operational efficiency

The effective application of enterprise operation and management model can achieve scientific and reasonable control of enterprise operation cost, which reduces the cost of enterprise operation and management. By adopting advanced business management ideas and business management models, enterprises can streamline each management process and work in the existing business management model, and reasonably plan the time and work of operations, so as to drive the future to better improve and improve the internal management efficiency and management level, promote the enterprise can achieve better human resources optimization and allocation.

3.2 Help enterprises establish correct development goals

The effective use of enterprise management model can help our enterprise to put forward a better future development strategy solution, and we can make a clear analysis and investigation of their own actual situation and market economy, so as to ensure our enterprise future development strategic goals more scientific and reasonable, for the enterprise future development path can also have a more clear grasp, effectively avoid the future our enterprise development path is not clear, promote the healthy growth and healthy growth of enterprises.

3.3 Fully tap the potential of employees

The application of enterprise management mode can effectively improve the management level of enterprise employees, and better tap their potential. Talents are an important part of an enterprise. The enterprise management mode carries out a clear plan for the management of human resources and employees of the enterprise, and formulates a scientific and reasonable human resources management system, so that employees can actively participate in the work, so as to better promote the development of the enterprise.

3.4 Clarify the financial status of enterprises

A good application of an enterprise's management model can make the enterprise understand the actual financial situation, and design and construct a capital structure more rationally. Improving the current situation of financial management of an enterprise has great guiding value for improving the normal operation and operation of an enterprise, and it is also a fundamental prerequisite for the normal development of an enterprise's economic activities. Enterprise governance has made a clear classification of the enterprise's fixed assets and organizational structure to ensure the rationality of its investment.

3.5 Improve the internal management efficiency of enterprises

Generally speaking, the enterprise has integrated the knowledge and content of economics, accounting, management and statistics and other related disciplines in its management. By making full use of a modern enterprise management model, the management level and its management model of a company can be improved. In the internal management of a large enterprise should adopt reasonable and effective internal management mode, which will be more conducive to further improve the internal management structure of the large enterprise, help a large enterprise how to develop some more scientific development strategy in the future, realize a large enterprise internal human resources optimization and allocation, effectively improve the internal management efficiency and human resources management level.

4. The development status of China's enterprise management model

4.1 The management level is insufficient

Many enterprises themselves lack sufficient operational and management capabilities, ignore the practical research on the market, and cannot adapt to the specific needs of the market, and adjust their own business and management models, which has caused many enterprises to operate and produce away from actual market demand, resulting in a large number of consumption of resources and waste. Moreover, the lack of corporate management is mainly manifested in the lack of a reasonable management system. The quality management of brand and service and the management of sales are also a less profound problem, and it is difficult to achieve the ultimate economic benefits of the enterprise. In addition, if you do not pay great attention to actively carrying out your own market research and activities, it will be difficult to adjust it according to the actual situation and your own market needs. At the same time, many small and medium-sized enterprises can't establish a scientific and effective production and operation management system, whether it is for the management of technical personnel and products in production and sales, or the management of quality. This will also make it difficult for small and medium-sized enterprises to obtain long-term economic benefits, and the management level and level of enterprises in competition will naturally decline.

4.2 Lack of clear management positioning

In the current stage, because China's market economy organization structure is in the key link of reform and transformation and upgrading, the main governance of enterprises will also face more challenges and needs, and the main concept of enterprise governance will also be greatly changed. Economic development and responsibility to society have become the main direction and goal that an enterprise strives to pursue. During the entire process of its development, if the enterprise has no way to accurately position its own management level, it is difficult to under its economic structure and industrial transformation trend smoothly complete self-management and development .

4.3 The enterprise management system is not perfect

The management system of an enterprise is the basic prerequisite for the management of the enterprise. An excellent and perfect management system can ensure the effective development and implementation of enterprise management work, and ensure the smooth government orders of enterprises. However, there are still a series of problems in some enterprise management systems, which make the current enterprise management work chaotic. The daily management of the enterprise lacks an effective basis for the management system, which hinders the development and progress of the enterprise to a large extent.

4.4 The enterprise management and implementation level is insufficient

It is not enough to just have a complete management system. It also requires other managers to have strong execution and standardization capabilities. At present, most of our enterprise managers face one of an important problems is the lack of other managers own quality, it is difficult to really put the regulations and policies. If we can't fully implement this point of the enterprise management system and system, it is difficult to achieve the effect that it should have, and improve the level of its enterprise development will become a kind of empty talk.

5. How to better develop the enterprise management model

5.1 Strengthen the training of enterprise management talents

Excellent talents are the premise guarantee for the stable development of enterprises. Under the system of the new economy, knowledge resources have also become an important assets of enterprises. For the training of enterprise management talents, they should be given more opportunities to participate in the training, so as to provide more and higher-quality talents for enterprises to promote the development of the enterprise itself. In the process of selecting training institutions, we should ensure the regularity of the training institutions, and ensure a perfect management mechanism to

ensure good teaching quality, cultivate professional enterprise management talents, and provide more and better services for the management of enterprises.

5.2 Change management concept

At the current stage, economic globalization has become an inevitable trend in the development of the world economy. In the large economic environment system, enterprise management should also pay attention to the change of traditional management mode, and should also correctly realize the importance of enterprise brand and culture and improving the level of enterprise management. In the development of the internal management work of the enterprise, we should first innovate the existing management model and management concept, and adopt an open consciousness to accept the foreign advanced management consciousness, open management vision, and truly improve the management level and quality of the enterprise from the ideological consciousness.

5.3 Improve the management system

A sound management system and institutional construction is an important premise for us to ensure the smooth development of enterprise management. Only on the premise that we guarantee the reasonable and efficient enterprise management system and institutions, can we truly bring effective support and the basis of our follow-up work. The management personnel of an enterprise should study and formulate a reasonable management system based on the actual situation of themselves and the enterprise, and fully reflect their management performance in the enterprise.

5.4 Effective combination of management work and humanization

When enterprises carry out management work, we should use humanized management methods to carry out and promote the management work of enterprises. In the current stage, due to the fierce market competition, many large-scale enterprises are forced to carry out their operation and management work only at the beginning to enable their enterprises to obtain higher social and economic benefits, ignoring the respect and care for all employees of their enterprises. The entire management process has always been relatively rigid and immutable, which has caused the increase in the turnover rate of the operators, and has provided a huge threat to the long-term and healthy development of the enterprise. This way of using talent flow also makes the enterprise's human resources insufficient. It has brought some negative consequences to the long-term development of an enterprise, leading to a gap in the supply and demand of talents. In the entire process of formulating and implementing the implementation plan of an enterprise's humanized management system, it should be necessary to fully integrate a people-oriented basic principle, and develop a humanity by effectively combining management work with the humanization of the enterprise. The management system fully embodies the importance of an enterprise's management system.

5.5 Re-establish the business direction of the enterprise

As China enters a period of economic structure transformation and development, the country can take effective measures such as withdrawal, transformation, introduction and education to further optimize the industrial structure of Chinese enterprises. Enterprises should first recognize the impact of the macroeconomic environment on their business direction and business model, and accelerate the transformation of their economic development model in conjunction with the country's industrial development policies. Therefore, enterprises should focus on the actual demand of the market, around the changes of the market economy to carry out the management of enterprises, so that the management of enterprises is linked to the market economy. In addition, enterprises should also gradually withdraw some high energy consumption projects, or can transform and reform the high energy consumption projects, so as to achieve the purpose of energy saving and consumption reduction. Enterprises should also establish a sense of innovation, re-establish the direction of operation, and actively develop projects supported by national policies, so as to ensure that enterprises can adapt to the changes of the external business environment, to change the traditional business model of enterprises.

5.6 Introduce diversified corporate values

In the new era, in business management, we should completely transform the traditional value goal that is only the pursuit of long-term benefit maximization, and transform the value goal of traditional enterprises into long-term benefit goals, rather than simply pursuing short-term interests, to avoid the short-term operation mode of some enterprises. In addition, the enterprise should take the initiative to assume responsibilities from society and operate within the scope of lawfulness and justice, so that the daily operation and management activities of an enterprise can help us improve the work and daily life environment of modern people, protect the surrounding environment, and protect the surrounding environment, solve some social problems, so as to achieve the social economic goal of an enterprise and a social debt goal is consistent.

5.7 Improve the different enterprise management content

5.7.1 Improve research and development management

Under the background of economic structural transformation, enterprises should realize that science and technology are the principle of primary productivity, so enterprises should, on the basis of in-depth market economy investigation, formulate technological innovation plans, and constantly improve the scientific and technological content of products. Enterprises should continue to speed up the construction of information platform, realize the effective connection and contact of various enterprise management information system, such as: enterprise office, erp system and customer service management, etc. Relying on advanced modern information technology and platform to manage the business information of enterprises, provide a reliable basis and basis for their business activities, and constantly improve the modernization degree of business management modernization of enterprises.

5.7.2 Improve human resource management

Enterprises should also fully realize the status and importance of professional talents in China's market economy development and transformation period, stabilize the infrastructure of a group of high-quality talents, build a sound human resource management system. Professional human resources tools as a valuable resource to enhance the core competitiveness. In addition, enterprises should further update our traditional management ideas and ideas, and effectively make full use of recruitment, screening, training and assessment and other methods to optimize the human resources structure of the enterprise and achieve the best way to improve the performance of the enterprise organization. For the employees currently owned by our enterprise, the enterprise should still carry out some regular training activities according to its own situation, constantly improve the professional quality and skills of its employees, and make its own efforts and contributions to the operation and development of the enterprise. In addition, enterprises also believe that a set of performance assessment control and management system should be established to enhance their binding force on employees and also stimulate their work enthusiasm.

5.7.3 Improve knowledge management

With the rapid development of modern science and technology progress, knowledge management is becoming more and more important in the management of Chinese enterprises. Enterprises should first take how to take knowledge management as its focus and content, and use the knowledge management ability to promote the management reform of the whole enterprise. Moreover, the enterprise should still add some knowledge and management content from a productive factor, and also establish a mechanism to allow employees to share their knowledge and management within the whole enterprise, so as to continue to improve the sustainable development ability of the enterprise. In addition, in order to enable the enterprise to give full play to its knowledge and management functions, the enterprise also hopes to combine a humanized management model.

6. Conclusion

If an enterprise wants to improve its management level, it should pay attention to it. Under the background of the current world economic structure transformation, the operation mode and

management methods of enterprises are facing numerous difficulties. The manager of an enterprise first clarifies the values and core competitiveness of an enterprise, adopts a reasonable business management model and methods to make a scientific strategic plan for the future development direction of an enterprise, and cultivate advanced modern enterprise management technology and talents. An enterprise has made targeted corrections to the existing problems, and adopted some effective measures to improve the management level of itself and the enterprise, giving full play to the value and potential of all employees of an enterprise, and allowing an enterprise to do create more economic and social benefits.

References

- [1] Yuying Qi: Analysis of enterprise business management status quo and discussion of development direction[J]. China Chain,2013(08).
- [2] Yue Guo: Analysis of enterprise business management status quo and discussion of development direction[J]. China Chain,2013(12).
- [3] Ruiquan Ren, Hexin Zhang. On the Future Development Direction of Enterprise Business Management[J]. Market Modernization,2012(33), 65-66.
- [4] Shuai Liu, Fengrong Chu. On Strengthening Business Management Training and Improving the Enterprise Management Level[J].Cuide to Business,2013(07),54-55.
- [5] Shuaihao Zhang. On the current situation and reform direction[J].Value Engineering, 2013(22), 162-163.