

An Overview of the Management Transformation of Automotive Enterprises in the Age of Digital Media

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Abstract: The development of the times has put forward different requirements for management, and technology has also developed with the progress of the times. The development of digital media has changed our traditional perception of management, broadened the boundaries of management, and enabled managers to look at management issues from a more diversified and broader perspective. At the same time, the development of digital media has also improved management efficiency, so that management is no longer a heavy and trivial work, but more systematic and scientific. Based on this, this paper takes automobile enterprises as an example, from the "Ford system" to the "Toyota system" leapfrog breakthrough, in-depth analysis of the current problems of enterprise management, and puts forward the new normal economic situation of enterprise management innovation strategy, in order to provide ideas for China's enterprise management and development. In order to provide ideas for China's enterprise management and development. At the same time, this paper analyzes the innovative development strategy of enterprise management in the new media era from the aspects of the historical development of management and the influence of management on enterprises and people in the new media era, aiming at strengthening the timeliness and reliability of enterprise management, providing a reliable basis for the rectification of the relevant departments, and helping young people in the new era to adapt to the changes in the management system as soon as possible to realize the diversified development, assisting the enterprises and the society in realizing the high-quality development.

Keywords: Digital media, Business management, Automotive enterprises, Management transformation.

1. Introduction

In the era of digital media, the speed and scope of information transmission have greatly improved, which undoubtedly has a great influence on management [1]. This paper will focus on the new features, new challenges and new opportunities of management in the digital media era, such as: The first is the impact of changes in the way of information dissemination on the organizational structure and management mode in the digital media era; the changes in the ways and means of employees' participation in decision-making and management; and the new qualities and abilities that managers should have. This study will use qualitative and quantitative research methods to obtain data through case studies, in-depth interviews, etc. This study will provide suggestions for organizations to better

cope with the new management challenges in the digital media era. The results of the study will also provide a decision-making basis for relevant policymakers to promote the improvement of the management level of the whole society in the digital media era [2]. It expects to provide valuable references for future management practice, management theory research, and policy formulation, and to promote the development of management in the digital media era to a higher level.

2. An overview of management

2.1. Definition of management

Management is the process of making effective decisions, planning, organising, leading and controlling the human, material, financial, information and other resources possessed by an organisation under specific environmental conditions to achieve the set organisational objectives efficiently [3].

Management has existed since the development of human beings into socialised life, and the organisation of collective round-ups by humans in primitive societies is also a form of management behaviour. Interestingly, apart from humans, people can also see management in nature: the collective survival, hunting, transport and nesting of ants and the hunting of wolves and lions in packs, all of which have natural and spontaneous management behaviours.

Almost all of the human production and life activities of more than three people will be applied to management, through effective management can improve the operational efficiency of the organisation, promote the unity of the organisation's forward direction, complete the integration of internal resources, to achieve orderly development [4]. Throughout the history of human development, management seems to have the magic, the original scattered and disorderly individual behaviour, integrated into the collective behaviour of mutual cooperation through the invisible organisational structure to promote the rapid achievement of the goal [5].

2.2. History of the development of management

The act of management has been around since ancient times, but after the opening of the Industrial Revolution, management has become more clearly defined and more powerful.

After the Industrial Revolution, mechanised production replaced manual manufacturing, and the assembly line model replaced individual full-process operations, a change that reached its peak with the emergence of the "Ford system". The Ford system emphasised the close integration of production management and the development and improvement of production technology, developing management from the control of people to the linkage of people and machines, and coordinating all operations and processes from a holistic point of view, which greatly improved the efficiency of the production process. It improves the continuity and rhythm of the production process. The "Ford system" is a typical organisational form of large industrial production, representing the highest level of traditional machine-based industrial production.

With the development of society and technological progress, the Ford-style production management process gradually appeared unsuitable, so on this basis and the development of the "Toyota system" management, Toyota system management based on the Ford system management, but higher than the Ford system management, adapting to the times and the development of new features. Toyota based on the characteristics of Japan different from the United States, in the Ford system of management on the basis of strengthening automation and just-in-time production, automation to strengthen the production process of immediate error correction, just-in-time production emphasis on the close coordination between the various links in order to reduce ineffective loss, to achieve low-cost operations. In particular, it should be stressed that the Toyota system has the "An Lantern System", which can be regarded as the initial prototype of digital management.

3. Managing change in contemporary digital media

With the development of time and the progress of science and technology, the ability to transmit information is also continuously strengthened, as people enter the 21st century and the age of digital media, management has changed dramatically.

First, the rise of digital media has led to an unprecedented expansion in the speed and scope of information dissemination. Information that used to take months or even years to convey now takes only seconds to reach every corner of the world [6]. This change has not only accelerated the flow of information but has also led to unprecedented transparency and openness. In such an environment, managers need to be more open, transparent and fair in order to ensure the fairness and transparency of their organizations.

Secondly, the digital media era has also brought new management concepts and methods. The traditional hierarchical management structure has been challenged in the age of digital media, and the flat, networked and participatory management model has gradually become mainstream. Employees are no longer passive recipients, but have become active participants and decision makers in the organization. Managers need to learn to listen, respect and stimulate the creativity and motivation of their employees in order to achieve more efficient and humane management.

In addition, the digital media era also puts higher demands on the quality of managers. In the past, managers only needed basic leadership skills and professional knowledge. However, in the digital media era, managers also need to have digital literacy, including data analysis and processing skills, network communication skills, innovative thinking and so on. The enhancement of these capabilities not only helps managers to better cope with the challenges of the digital media era but also improves the overall efficiency and competitiveness of the organization.

3.1. Managing change under digital media

Relying on the digital information system, the simple industrialised mode of management has gradually changed to the present digital media coordinated development and deployment management mode. At the same time, digital media also help people achieve efficient management, in a large number of enterprises in the development process, digital media to achieve the value of the benefits and capacity building of the gradual increase in the quality of enterprise development, promote the transformation of the endogenous power, so that the service is more convenient and fast. Once the digital management method is launched, it realises the integration of data resources, strengthens the public service, and carries out the whole process supervision of consultation, evaluation and solution service [7]. In the process of digital management each enterprise has established its own digital management platform, and the management platform is also in a period of innovation and upgrading, with the development of each platform operation and management process, the continuous collection and analysis of data and information, and will accordingly put forward a new

The platform has been developing a series of development tasks to realise the benign development of the platform's self-renewal and self-improvement. Mechanisms. The development of digital media provides a boost for enterprises to strengthen management and reach development goals.

3.2. The comparison of the old and new management

Once upon a time, enterprise management was simple one-way management, information feedback and management adjustment lagged behind, and loopholes would inevitably appear in actual operation. After entering the era of digital industrial management, the degree of refinement of management is increased, and the control of every detail will be more accurate; the feedback and interaction of information is more timely, which strengthens the trust between the manager and the

managed. Multi-media approach improves the efficiency of information transfer and management adjustment speed, reducing the time cost of enterprise operation adjustment [8]; broader information source channels, enhance the industry sharing function; a variety of guidance, so that the implementation of management implementation of the difficulty to reduce. In the process of digital management, social cooperation and common, co-creative and sharing mechanisms are constantly adopted, and a series of developments have been launched in conjunction with a variety of practical methods and tools to improve the operability of the theory of digital transformation systems. In the previous research and development process can be seen in the beginning of the digital management doctrine is only limited to theory, and not really put into practice. With the development of the economy, science and technology to improve, digital management in various enterprises gradually implemented, improve the operational efficiency of enterprises, reduce the operating costs of enterprises. Comparison of traditional management and management in the digital media era, it can be seen that the digital media time.

The management of the generation has broadened the boundaries of management, strengthened the capacity of management and enhanced the efficiency of management. Before the era of digital management, limited by the management itself, based on the consideration of comprehensive management costs and benefits, more in the management of big and small, there is no way to implement the details, and with the development of digital media, many things that could not be done in the past is no longer a constraint on the development of the enterprise's bottlenecks, the management itself has a stronger ability to run. Through the digital media, enterprises have stronger production process data statistics and analysis capabilities, can effectively identify the ineffective cost of enterprise operation, the right medicine for production management changes. In addition, with the development of digital media, the management efficiency of enterprises is also improving, through the application of new media means of communication, the internal and external information transfer capacity of the enterprise to improve the rate of information interaction and communication to strengthen and reduce the communication of the cost of friction and misunderstanding, but also for the enterprise to improve the efficiency of management. There is a lack of understanding regarding friction costs, but it is also important for enterprises to improve the development of corporate culture and staff training to provide more support. Additionally, with the rise of interactive features in the digital media era, the boundaries of enterprise management have expanded. It is no longer limited to internal operations, but also includes the establishment of distribution systems, adapting to changes in sales channels, gathering user feedback, and meeting the demands of customized production. All of these aspects are now considered part of enterprise management. From internal management to the upstream and downstream of the whole process system management changes. Taken together, digital media technology has comprehensively improved enterprise management and brought a new direction of development for enterprise management. In addition, in a series of development process can be seen, people's thinking is also changing, precisely because people into the new digital media era, and the digital media era has brought people a wealth of imagination, so that people have more means and ways to get the job done, to realize the transformation of the enterprise, and promote the healthy development of enterprises. These are the new mechanisms brought to people by digital media.

3.3. Impact of forms of management under digital media on people's lives

In the era of digital media, new management methods have brought great changes to people's production and life, and also put forward new requirements. It is believed that in the future development process, people will see the digital media further improved, showing more and more high-quality forms. With the changes in the way of thinking and the requirements of the further draft, only to create a new industrialisation management mode to adapt to the new era, can continue to promote the development of the world; also only a new industrialisation development mode, people's

living standards will be gradually improved [9]. The future direction of development is bound to be multi-thinking and multi-objective, and will not stagnate in a certain direction, but a new multi-industrial chain combined with each other to achieve the common development of a multi-industrial chain. In the new digital media, there will be more diversified and more development direction, the integration of production structure, the existing digital management of new improvements, the implementation of new and extraordinary digital media era of management innovation. The change of the digital media era also puts forward more requirements for the people, people's survival and development in society, need more comprehensive ability, among which the management ability is indispensable. Whether it is the achievement of personal goals, or as a manager to promote the development of organisational goals, all require sufficient management ability, around the rules of development in this era, personal contact to feel the development and change of management, with the development of the spirit of cognition of society, cognition of management, cognition of their own is of great significance [10].

In the future, digital production organisations will uphold the management concept of cooperation and win-win, shifting from a control-based organisation to a flat and empowering organisation with more open boundaries and more transparent information communication. With the spirit of interaction and co-creation, a new development model of close cooperation will be reached. Management will be more manageable, goal-based management will be more realistic, knowledge and skill sharing will be more common, the boundaries between the manager and the managed will be blurred, people will become part of the management system and at the same time be managers under specific projects, immediate and open data feedback will greatly improve management efficiency, and the cooperation between various roles in the management system will be more intense [10]. Young people, as the backbone of this country, should study the new situation of digital media management, realise more actions under the era of digital media, and develop a management method more conducive to the progress of the times under the new digital media, so as promoting the progress of the society and the further improvement of the people's living standard.

4. Conclusion

To sum up, digital media has become the latest information carrier, transforming the management mode from a purely industrialized to a coordinated development and deployment management mode of digital media. It assists enterprises to strengthen management and reach development goals, strengthens the degree of management refinement and information feedback interaction, reduces time cost and difficulty, and enhances the sharing function. In addition, at present, the research of domestic and foreign scholars on management in the new media era is mostly focused on the analysis of enterprise management innovation and optimization measures, while there are fewer relevant research results on specific industries and on the impacts and countermeasures that such changes will have on the youth and employees. The new digital media era has brought great changes to people's production and life, and the future development direction will be multi-thinking and multi-objective to realize the common development of a multi-industry chain. For this reason, the automotive industry and other related industrial chains should pay more attention to the interaction and communication with consumers, data analysis and integration, and consumer behavior research, and for the management of employees and products within the enterprise, a two-way management model should be adopted to coordinate the various production processes and sales links, and further develop the application of digital media in the management system in depth.

This study covers a wide range of topics but lacks depth. Although the paper covers many aspects of management change in the digital media era, it may lack an in-depth exploration of certain topics. The paper's description of the impact of management changes on people's lives in the digital media era may be generalized, lacking case studies and data support.

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