

# ***Reflections on the Innovation of Enterprise Management Mode under the Background of Internet+***

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**Abstract:** In recent years, the development concept of the Internet+ different kinds of jobs has received a lot of support, and enterprise management can also be deeply integrated with it. So the author aims to explore how companies innovate their management models in response to this trend in the context of the Internet+. To conduct in-depth research, the author used the survey method and the literature research method, focusing on individual company case studies and analyzing, comparing, and summarizing the large amount of data collected by the survey, and thinking about how to apply Internet+ to enterprise management and the Internet+. The result shows that the current enterprises have not changed their management methods in a timely manner, and still adopt traditional and inefficient management models. There is currently a lack of a platform that is more compatible with Internet+, which can maximize its role. The third is the lack of talents with professional skills and innovative thinking in the market. With the advantages of strong interactivity and high efficiency of the Internet platform, enterprises should reform and innovate their own management systems and management methods.

**Keywords:** enterprise management, Internet+, innovation, application

## **1. Introduction**

With the continuous progress of time and the development of network technology, people's lives are related to the Internet, and there are many traces of the Internet everywhere. At present, there is some research on Internet+ and enterprise management in academia, such as "driving innovation management to create shared value and sustainable growth" [1]. The main direction discussed in this document is that a change management mode can create market value and sustainable growth for enterprises; another example "innovation management in the areas of finance and accounting in the SME sector" [2], the main direction of discussion is the changes in the change management model at the economic level. Much of the literature are at a subtle level, such as a certain industry or a specific product, while this thesis mainly discusses, at a macro level, the impact of change management models on the influence of enterprises in the entire Chinese market, and the author combined that with the current hot spot, that is, the Internet, to analyze the changes in the management mode and management thinking of enterprises under the impact of the Internet. The first part is about the concept of Internet+ and enterprise management and why Internet+ should be integrated into enterprise management and how to do it. The second part is about the background of Internet+ based

on the current situation in China and the world. The third part is how to integrate Internet+ into enterprise management and the benefits of doing so. The fourth part is whether the current enterprise and the entire market have a suitable platform for this trend and other existing problems. This paper can first help enterprises to clarify their thinking, seize the opportunity, change the traditional management method, establish a new management system, improve the operational efficiency of the enterprise, and obtain high profits. Secondly, it can help talents to be appointed, change the company's employment strategy, absorb compound talents, change the decision-making method, and improve the satisfaction and enthusiasm of the company's employees. It can also promote the healthy development of the entire market and actively cooperate with each other to benefit from each other's strengths and weaknesses.

## **2. Internet+ and Enterprise Management**

Internet+ refers to a new business form that is promoted by the information age and the knowledge society and takes the Internet as the main driving force that can promote social and economic development. The Internet is the result of the further divergence of Internet thinking. It can be combined with any business and any field to innovate and optimize management to achieve unexpected results.

### **2.1. The Trend of the Times under the Background of Internet+**

#### **2.1.1. Inevitable Economic Globalization**

Marx and Engels had foreseen the transition of history. The ties between countries are being strengthened, and a single trigger affects the whole body. No one can be alone, and no one can control the lifeline of a country or a region. All countries are seeking cooperation, constantly developing their own advantages and avoiding their own shortcomings. Economic globalization is a historical trend, which continuously promotes the progress of science and technology, greatly expands the depth and breadth of the international division of labor, and meets the requirements of different countries and nations for cooperation and resource allocation in the world [3]. Enterprises should have a correct understanding of economic globalization and make adequate preparations to meet the opportunities and challenges brought about by economic globalization.

#### **2.1.2. The Vigorous Development of China's Market Economy**

China established a socialist market economy system following reform and opening up. It is necessary to properly handle the relationship between the government and the market and let the market play a better role in resource allocation. The Internet breaks geographical restrictions, improves the ability of resource allocation, helps different companies to improve their technological capabilities, empowers them, and undoubtedly improves production efficiency [4]. Enterprises should seize the opportunity of the technological revolution with the Internet as the main driving force, innovate the enterprise management system, and realize the innovation of the business model through the development of science and technology. For example, Alibaba has seized the market opportunities, seized the opportunities arising from the improvement of people's living conditions and the rise of online shopping patterns, and became the first in the industry.

#### **2.1.3. The Information Age Needs Innovation**

China continues to carry out technological innovations, and the development of the Internet has increased the power of enterprises. Enterprise management also needs innovation, from traditional manual management to intelligent information management.

### **3. How to Integrate Internet+ into Enterprise Management**

#### **3.1. Enterprise Management**

Enterprise management is a general term for a series of activities such as planning, organizing, commanding, coordinating, and controlling the production and operation activities of an enterprise and is an objective requirement of socialized large-scale production. Enterprise management is to use the human, material, financial, information, and other resources of the enterprise as much as possible to achieve the goal of saving, fast, more and better, and obtaining the maximum input-output efficiency. According to the management object, it includes: human resources, projects, funds, technology, market, information, equipment and technology, operations and process, cultural system and mechanism, business environment, etc [5].

If an enterprise wants to develop for a long time, it must learn to pay attention to the market situation timely. If enterprise management is conservative and backward, it must change its development thinking and continue to innovate [6]. For an enterprise, it is particularly important to master certain business management methods. This is related to the future development of the company, whether it can seize market share and make the company bigger and stronger. Managers must have a clear mind, make plans in advance, establish a sound enterprise management system according to the characteristics and shortcomings of their own enterprises, and develop step by step.

#### **3.2. Application of Internet+ in Enterprise Management**

The combination of Internet + and enterprise management has many advantages, which can not only help enterprises optimize and innovate management methods, but also help enterprises better adapt to this information age and seize market opportunities. Moreover, integrating the Internet operation model into enterprise management can improve the productivity of the enterprise and can reasonably arrange the enterprise resources to avoid the occurrence of problems such as resource waste or resource loss [7]. As for the traditional enterprise management mode, enterprises mainly rely on manual management. Manually record some data, analyze the operation of the enterprise and predict the development prospects of the enterprise. Doing so, the efficiency is very low, and it is also prone to errors. With the rise of the Internet, enterprise management is adopting the Internet+ enterprise management model, which uses technology to record data and analyze it, which can largely avoid many management risks. Integrating Internet technology into enterprise management can master advanced enterprise management methods, improve production efficiency, and allow enterprise to invest more energy and resources in innovating new products. In addition, the Internet can also help enterprises conduct dynamic analysis, analyze market conditions and various investment hotspots, and master the most cutting-edge consulting. It can also help enterprises to reflect and analyze the operating results over a period of time to help enterprises adjust their plans timely and avoid many management risks.

#### **3.3. Internet+ Changing the Way of Enterprise Management**

Internet+ can help enterprises to continuously improve production efficiency. Based on the strong interactivity and fast update speed of the Internet itself, it can help enterprises expand their popularity, sell products faster, obtain new investment opportunities, and improve their competitiveness. For example, a make-up brand “Hua Xizi”, at the beginning, it just silently researched, produced, and sold. Under the suppression of other big international brands, its sales are not high. However, the company seized the opportunity of the Internet, innovated its marketing strategy, and invested a lot of funds and resources in publicity. Huaxizi’s products were also advertised by Tik Tok and Weibo, and they also invited the famous anchor “Li Jiaqi” to recommend them. People have noticed the brand of

Huaxizi [8]. More and more people buy their products, and the brand value is getting higher and higher. This is a good example of using the advantages of the Internet to maximize their benefits.

At the same time, enterprise management is more inclined to the consumer level, pays more attention to consumer needs, meets consumers' personalized services, conducts in-depth analysis, and explores management methods suitable for enterprise development. The change in decision-making is also a highlight. In the past, corporate decision-making was concentrated at the management level, but now corporate decision-making needs to listen to the suggestions of some employees, strengthen employees' sense of participation, and improve employees' career satisfaction, which can greatly enhance employees' commitment to the company. A sense of belonging can make them more active in their work and improve their efficiency.

### **3.4. Internet+ Expanding the Business Path of Enterprises**

In the past, traditional corporate marketing was mostly B2B, and online channels were rarely developed due to insufficient technical support. Therefore, corporate customers were very fixed, and it was difficult to develop new customers and new opportunities. With the rise of the Internet+ model, enterprises can make full use of this platform and build their own online and offline marketing methods, which can not only attract new customers, but also develop new marketing models, such as B2C. Enterprises can make good use of popular online platforms such as Weibo and Tik Tok to promote products, and can invite KOLs to evaluate new products of enterprises in advance to attract consumers' attention. It can be seen that the active development of Internet+ enterprise management can well expand new marketing paths, increase revenue, and cooperate with other companies.

## **4. Problems Existing in Enterprise Management under the Impact of the New Model**

### **4.1. The Concept of Enterprise Management is Relatively Backward**

China has not carried out socialist market economic reform for too long, and corporate management tends to prefer traditional management methods for insurance. It is difficult to accept new innovative methods, and it takes a period of exploration and experimentation to match the Chinese market in order to achieve maximum benefits. However, Chinese enterprise management requires innovative thinking, and the pioneering ideas can help enterprises reach a higher level. However, observing the current market environment in China, the management methods of enterprises still tend to be traditional and lack breakthroughs and innovations, especially in strategy.

When a company's management strategy is too traditional, many problems arise. The first point is that they do not pay attention to the market and customers. The focus of enterprises lies in the decision-making of managers, and they will not consider consumer attitudes or hot changes in the market. The second point is that there are internal contradictions between departments. The management strategy of the company has not adjusted the internal structure of the company. The focus of the project may be inclined towards a certain department, resulting in insufficient unity between departments. Completing a project requires the cooperation of all departments, and the department is not enough [9]. Unity businesses tend to be much less efficient. The third point is that the traditional management strategy does not take into account the characteristics of the company and still sets the organizational structure according to the traditional method, resulting in a bloated organization and an increase in the cost of information transmission and communication.

### **4.2. Lack of Diversified Talents**

Under the background of the Internet+, enterprises are constantly developing new technologies to seek business opportunities. In traditional enterprise management, the talents needed are obedient,

able to endure hardships and work overtime, but after the integration of Internet+ into enterprise management, enterprises need more diverse and compound talents who can master new technologies, have innovative thinking, and can provide many novel ideas that enhance the completion and innovation of the product, making it attractive to more consumers. However, there is still a shortage of such talents. Enterprises need to change their business deployment methods and structures promptly, and introduce human resources that meet the needs of enterprise development.

### 4.3. Lack of Matching Platform

The existing enterprise management platform is still relatively traditional and backward despite the integration of Internet+ enterprise management. If intelligence relies on offline platforms, companies will lose the opportunity to compete with other companies that apply innovation management platforms [9]. Managers must assess the situation, be sensitive to changes in market conditions, and update management methods and management platforms on a regular basis; otherwise, adapting to changes in the market environment will be difficult, resulting in certain operational risks. Moreover, many small and medium-sized enterprises do not have sufficient financial support and relevant policy support, so it is difficult to introduce advanced equipment and technology, resulting in difficulties in platform construction [10].

First of all, small and medium-sized enterprises should actively seek opportunities. The Chinese government has promulgated some policies in recent years to support the innovation and transformation of small and medium-sized enterprises and obtain financing opportunities. They should apply actively to obtain financial or technical support for transformation. Secondly, small and medium-sized enterprises are trying to transform their business models. Small and medium-sized enterprises should make an effort to transform their business models. They can use the webcast marketing model to actively promote their products. Finally, small and medium-sized enterprises have disadvantages such as insufficient funds and insufficient personnel. They should actively cooperate with upstream and downstream enterprises, and use the synergies brought by such cooperation to help themselves transform.

## 5. Conclusion

With the deep integration of the Internet+ enterprise management, it will undoubtedly bring a lot of benefits to enterprises, enrich the development path, expand the marketing platform, and add many new opportunities. In current enterprise management, there are problems such as too much traditional management thinking, which leads to not focusing more energy on the market and customers, inefficient internal organization setup, which leads to rising information and communication costs, and rigid employment thinking, which leads to the failure to attract diverse talents. However, enterprises must seize the trend of the Internet+, change their management system in time, build an advanced management platform, and attract suitable talents in order to truly enhance their competitiveness. There are some deficiencies in this paper. This paper doesn't refer to enough company cases to summarize the thinking changes and response methods of all companies in the entire market. Future research can continue in-depth research on the microscopic part, such as exploring the transformation of its enterprise management model in the face of the trend of Internet+ for a representative company.

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