

# Research on Enterprise Management Model Innovation under the Background of Digital Economy

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**Abstract:** With the advent of the era of digital economy, the development of this economic form with digital technology as the core involves a wide range of fields, including industry, business model, technological innovation, finance, etc., and has a profound impact on the entire social economic structure and people's way of life. At this time, the innovation of enterprise management mode in the era of digital economy is very important. In addition, it is necessary to make full use of digital technology and new business models to improve the efficiency, innovation ability and competitiveness of enterprises, and pay attention to talent training and organizational culture construction, in order to create an innovative atmosphere and environment.

**Keywords:** Digital Economy; Business Management; Innovation Research; Necessity

## 1. The Necessity of Enterprise Management Model Innovation Under the Background of Digital Economy

Under the background of digital economy, the innovation of enterprise management mode becomes very important. The development of digital economy brings the rapid development and popularization of information technology, which presents new challenges and opportunities for enterprise management<sup>[1]</sup>.

First, the digital economy makes enterprises face a more complex and rapidly changing market environment. The development of information technology accelerates the dissemination and acquisition of market information, the market competition is more intense, and the consumer demand is more diversified and personalized. The traditional enterprise management model may not be able

to effectively cope with this rapidly changing market environment, so it is necessary to innovate the management model to better adapt to the market demand.

Secondly, the digital economy provides more data and information resources, and enterprises can carry out fine management and decision-making through technical means such as big data analysis and artificial intelligence. This requires the corresponding innovation of enterprise management mode to make better use of these data resources and improve management efficiency and decision-making level.

In addition, the digital economy has also changed the organizational structure and operation mode within the enterprise, such as the emergence of new working modes such as remote working and virtual team, which also requires the corresponding innovation of the enterprise management mode to better adapt to these new working modes.

In short, the development of digital economy makes enterprise management face new challenges and opportunities, and it is necessary to innovate management mode to adapt to this change and improve the competitiveness and adaptability of enterprises.

## 2. Characteristics of Enterprise Management

**Organizational:** Enterprise management is for the organization, it involves the coordination, integration and guidance of various resources and personnel within the organization to achieve the goals of the organization<sup>[2]</sup>.

**Goal-oriented:** Business management is the activity carried out in order to achieve the set objectives of the organization. It is committed to effectively planning, organizing, leading and controlling the resources to achieve the desired objectives of the organization.

**Systematic:** Enterprise management is a systematic activity, which involves a variety of

different management functions and activities to coordinate and interact with each other to achieve the overall management effect.

**Long-term:** Business management is a long-term activity that requires continuous planning, execution, monitoring and adjustment to ensure that the organization can continue to achieve its goals.

**Flexibility:** Enterprise management needs to have a certain degree of flexibility, and can make corresponding adjustments and changes with the external environment and internal changes to adapt to the changing market environment and the internal needs of the organization.

**Diversity:** Enterprise management involves a variety of different management functions and activities, such as human resource management, financial management, marketing management, etc. These management activities are interrelated and influence each other, and need comprehensive consideration and coordination. These characteristics make business management a complex and important activity that requires managers to have comprehensive knowledge and skills to deal with various challenges and problems.

### 3. Background to the Digital Economy

The background of digital economy can be traced back to the rapid development of information technology and the Internet. With the continuous maturity and popularization of technologies such as the Internet, mobile Internet, cloud computing, big data and artificial intelligence, economic activities on a global scale are gradually digitized, networked and intelligent<sup>[3]</sup>. The rapid development of these technologies has provided the foundation and impetus for the rise of the digital economy. The background of the digital economy also includes the trend of globalization and informatization. The increasingly close economic connection on a global scale and the more convenient flow of information and capital provide a broad space for the development of the digital economy. At the same time, the popularization and application of information technology also makes economic activities more convenient and efficient.

In addition, changes in consumer behavior and spending habits are also an important part of the context of the digital economy. With the

popularity of the Internet and mobile Internet, consumers' access to products and services, shopping and entertainment have undergone great changes, which has also promoted the rise and development of the digital economy.

In general, the background of the digital economy is the comprehensive effect of information technology, the Internet, globalization, consumer behavior changes and other factors, which have jointly promoted the rapid development and vigorous rise of the digital economy.

### 4. Principles of Enterprise Management Innovation Under Digital Economy

**Agility and flexibility:** Business management needs to be more flexible and agile, able to react and adjust quickly to market changes. Managers need to be more able to make decisions and execute quickly, and organizational structures need to be more flexible and able to adapt quickly to new demands.

**Data-driven decision-making:** enterprises need to rely more on data to make decisions, and through technical means such as big data analysis and data mining, they can better understand the market and customer needs and make more scientific decisions<sup>[4]</sup>.

**Innovation and openness:** Enterprise management under the digital economy needs to pay more attention to innovation and openness, encourage employees to put forward new ideas and innovations, and establish an open innovation culture to promote the development of enterprises.

**Customer orientation:** Under the digital economy, customer needs are more diversified and personalized, and enterprise management needs to pay more attention to customer orientation, understand customer needs, and provide personalized products and services.

**Technology integration and digital transformation:** enterprises need to pay more attention to technology integration and digital transformation, integrate various information technologies into enterprise management, and improve management efficiency and effectiveness.

These principles can help enterprises better adapt to the development of the digital economy, improve management level and enhance competitiveness.

## 5. Content of Enterprise Management Innovation Under the Digital Economy

**Data-driven decision-making:** Using big data analysis, data mining and artificial intelligence technologies to achieve in-depth analysis of massive data, find business opportunities, predict trends, optimize business processes, and make decisions and plans based on data.

**Innovative business models:** The digital economy provides enterprises with the opportunity to innovate business models, such as sharing economy, subscription services, platform-based businesses, etc., and enterprises can explore new business models to adapt to the digital environment.

**Personalized marketing:** Using data analysis and artificial intelligence technology to achieve personalized understanding of customer needs, precision marketing and customized services to improve customer satisfaction and loyalty<sup>[5]</sup>.

**Agile management:** Adopt agile development, agile project management and other methods to accelerate product development cycle, improve flexibility and adaptability, and better meet market needs.

**Digital transformation:** Drive the digital transformation of internal business processes, including digital marketing, digital production, digital supply chain management, etc., to improve efficiency and reduce costs.

**Innovative talent cultivation:** Cultivate talents with digital skills and innovation ability, encourage employees to learn new technologies and accept new knowledge, and promote the innovation and development of enterprises.

**Open innovation:** Cooperation with external innovation resources, such as partnerships with start-ups, research institutions, universities, etc., to jointly explore new business opportunities and innovation directions.

These innovative contents can help enterprises better adapt to the development of the digital economy, improve management level and enhance competitiveness.

## 6. Conclusion

With the development of the digital economy, business management models also need to be innovative to adapt to the changes and needs of the digital environment. Under the background of digital economy, there are many ways to innovate the enterprise management mode, which can carry out digital transformation, innovative business models, personalized marketing, training talents with digital skills and innovation ability, etc. These innovative contents can help enterprises better adapt to the development of digital economy, improve management level, and enhance competitiveness. At the same time, the innovation of enterprise management mode under the background of digital economy also needs continuous exploration and practice to adapt to the constant changes and development of digital environment.

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