

Exploration of Optimization Strategies for Economic Management Models of Agricultural-related Enterprises in the context of Internet Plus

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Abstract: With the emergence of the Internet Plus concept, numerous entities in traditional industries have embarked on a path of transformation, including agricultural-related enterprises. Aimed at achieving sustainable development, agricultural-related enterprises should integrate the characteristics of the “Internet plus” era, shift from traditional economic management thinking, leverage the innovative features of the internet, and explore new directions in the development of economic management for enterprise. This article aims to explore how agricultural-related enterprises can develop in the “Internet Plus” era, analyzing economic management issues from three aspects: systems, structures, and skill levels of management. Finally, it presents targeted optimization strategies.

Keywords: Internet Plus; Agricultural-related Enterprises; Economic Management

1. Introduction

An enterprise's economic management model is a series of systems, regulations, procedures, structures, and methods of management gradually formed and essentially established during an extended practical process, representing the enterprise culture. The economic management model is a crucial element affecting the core competitive advantages of enterprises in the social and economic market. To adapt to the rapid development under the backdrop of the Internet Plus era, agricultural-related enterprises need to optimize and innovate based on traditional economic management models to confront the challenges posed by the new era. As representatives of traditional entities in the tangible economy, some agricultural-related enterprises remain ensnared in the shackles of

traditional economic management models, hindering their development. Addressing this situation has become a focal point in the considerations of agricultural-related enterprise management.

2. Concept of ‘Internet Plus’

Internet Plus, driven by innovation 2.0, signifies a new business form primarily led by the internet industry. It represents a new form of social development engendered by the evolution of internet forms and the impetus they provide. It refers to the model of "Internet + traditional industries," emerging in the context of new advancements in science and technology. This model leverages information or internet technology platforms, fostering the symbiotic development of the internet industry and traditional industries.

3. Issues with Economic Management Models of Agricultural-Related Enterprises in the Context of Internet Plus

3.1 Inadaptability of Management Systems to the Era's Development

The management system serves as a crucial safeguard for fostering enterprise development and functions as a reference and standard for regulating and constraining employees' work behavior. Within the scope of Internet+, certain agricultural enterprises in China have yet to prioritize the optimization of their economic management systems. This is evident in two specific aspects:

Firstly, there is a lack of coordinated communication within the management systems of agricultural enterprises. These systems fail to align with the operations of other departments within the enterprise, leading to a conspicuous fragmentation in departmental work. This fragmentation hampers effective collaboration, thereby impeding the enterprise's long-term

development.

Secondly, the management systems within agricultural enterprises lack differentiation. Due to the diverse array of departments and roles, the current economic management systems exhibit homogeneity and a delay in adaptation. For instance, the management systems across departments like agricultural production and sales tend to be fundamentally similar and lack alignment with the distinctive characteristics of each enterprise or department. Consequently, this inadequacy hampers the establishment of standardized management models essential for Internet+-oriented enterprise management.

3.2 The Lack of Flexibility and Adaptability in the Organizational Structure

The uneven allocation of human resources is the first aspect observed in the organizational structure of agricultural enterprises. In the era of Internet Plus (Internet+), many traditional industries are embracing transformation, integrating advanced technologies such as artificial intelligence and big data, which necessitate comprehensive technical team support for effective implementation. However, agricultural enterprises currently face imbalances in human resource allocation, witnessing an oversaturation of administrative and financial positions while encountering an issue of "one person handling multiple roles" in technical positions.

The second identified issue lies in the imperfect nature of the organizational structure. Amidst intensifying competition within the socio-economic market, some agricultural enterprises are zealously pursuing innovation but overlooking the completeness of their organizational structures. For instance, in technical roles, these enterprises ought to establish separate positions for research and development, practical application, management, and optimization in order to ensure a structured approach. However, certain agricultural entities consolidate these functions into a single technical role, leading to excessive workloads for individuals, compromising work quality, and thus hindering the desired effects of enterprise transformation.

3.3 The Mismatch between Management Skills and the Demands of the Era

Under the perspective of Internet Plus, the competence of personnel stands as the core

competitive advantage for agricultural businesses within the socio-economic market. However, due to the inclination of agricultural business operations toward traditional economic practices, certain managerial individuals within these agricultural entities have been influenced by conventional economic management paradigms, hampering the enterprise's development. This is notably evident in two aspects:

Firstly, inadequacy in the management skills of managerial personnel. These individuals serve as the primary executors of economic management tasks in agricultural businesses. Their management skills and quality significantly impact the economic management standards of the enterprise. However, due to a failure to break free from the constraints of traditional thought patterns among some managerial staff in agricultural businesses, there's an oversight regarding the stimulating role of Internet Plus in fostering the enterprise's advancement. Consequently, there is a neglect in enhancing personnel competence, coupled with an overly traditional and antiquated management approach, ultimately impacting the efficacy of economic management within the enterprise. Secondly, inadequacies in the enterprise's incentive structure. In the perspective of Internet Plus, the recruitment and retention of talent have become focal concerns for agricultural businesses. However, due to the lack of well-structured mechanisms for talent acquisition, incentivization, and assessment within certain agricultural enterprises, a situation of 'inability to retain talent' has emerged, significantly affecting the efficacy of economic management within the enterprise.

4. Optimization Strategies for Economic Management Models of Agricultural-Related Enterprises in the Context of Internet Plus

4.1 Enhancing Enterprise Economic Management Systems

In the context of Internet Plus, agricultural enterprises aiming for sustainable development must initially refine their own economic management systems. Employing a comprehensive SWOT analysis approach, they should analyze the socio-economic market environment and the actual developmental conditions within the enterprise, thereby addressing the challenges posed by the Internet

Plus era. Building upon the aforementioned issues of lacking coordination in management systems and homogeneity in the management system, agricultural enterprises can make the following optimization improvements:

Firstly, appropriately managing the coordination of economic management systems. Given the numerous positions and departments within agricultural enterprises, preventing the fragmentation of departmental work tasks is essential. Agricultural enterprises should align their strategic developmental objectives and require different business departments to develop 'Sub-department Economic Management Plans' based on the nature of their work. For instance, the finance department should focus on accounting, strengthen budget management, strictly enforce corporate fund approval procedures, and enhance asset protection. Similarly, the administrative department should establish business operation procedures to regulate employee conduct. Moreover, the audit department should devise scientifically effective audit methods in alignment with the company's strategic developmental objectives, reinforcing the audit approval process within the internal control implementation.

Secondly, developing specialized economic management systems tailored to the enterprise. Although the operational scope of agricultural enterprises revolves around agricultural economics, these can be further delineated into production, sales, processing, distribution, and other branches. Different agricultural enterprises should integrate their unique operational characteristics and actively learn from exemplary enterprises' economic management models and concepts. This involves establishing or refining economic management systems suited to the specific traits of each enterprise."

4.2 Refining Enterprise Organizational Structures

Refining the organizational structure of a company significantly impacts the economic management control of agricultural enterprises. It helps delineate responsibilities across various departments, ensuring that each department and position fulfills its designated role, thereby avoiding instances of position redundancy. Specific optimizations and enhancements can be made in the following two aspects:

Firstly, strengthening personnel position

allocation. Human resource departments should leverage their organizational and coordination functions. Initially, they should conduct a comprehensive assessment of existing positions and consider merging certain administrative roles and functions. Additionally, these departments can encourage talented individuals to engage in learning and working in vacant positions, thereby boosting employee motivation and harnessing their potential.

Secondly, enhancing the company's governance structure. Improving the governance structure of a company enhances vertical management effectiveness. Hence, agricultural enterprises need to refine shareholder assemblies, boards of directors, general managers, and departmental management based on their operational and managerial nature. Moreover, establishing an 'Enterprise Governance Organizational Chart' can clarify the management hierarchy and serve as a foundation for detailing departmental positions and promptly addressing position-related issues.

4.3 Enhancing the Overall Competence of Enterprise Personnel

The overall competence of personnel stands as a primary influencing factor in the standardized and normalized development of economic management models within agricultural enterprises. Therefore, to focus on the overall competence of personnel, agricultural enterprises should proactively optimize and improve in the following two areas: Firstly, enhancing the quality of managerial staff. In the context of the Internet+, these enterprises should regularly organize knowledge-sharing sessions and economic management model workshops for managers across different departments, aiming to elevate their comprehensive skill set. Additionally, agricultural enterprises should actively facilitate job rotation training for managerial staff, encouraging them to explore and learn from other departmental roles to strengthen their economic management capabilities. Secondly, refining the company's incentive system. A well-structured incentive system can effectively motivate personnel, elevate the rate of attracting outstanding talent, and reduce employee turnover. Therefore, the human resources management department of agricultural enterprises should align with the company's strategic development goals. They should refine performance evaluation criteria for

different departments, improve mechanisms related to salaries, assessments, and other aspects of positions. Simultaneously, ensuring fairness and comprehensiveness in salary packages, assessments, and reward and penalty systems is crucial to fostering a positive work environment within the enterprise.

5. Conclusions

Aimed at improving the economic management level of agricultural-related enterprises in the context of Internet Plus, these strategies focus on integrating internet thinking and management models while considering the specific characteristics of enterprise management. Current challenges in agricultural-related enterprises, such as inadequacies in management systems, organizational structures, and management skills, call for optimization measures centered on management systems, organizational structures, and managerial skills, aligning them with the distinctive features of enterprise management.

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