Innovative Strategies of Enterprise Economic Management under the New Situation

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Abstract

With the development of the times, China's economic development is also slowing down, accumulating potential and affecting various industries. Enterprise economy is the key to the survival and rapid development of enterprises. Its importance is self-evident. It puts forward the corporate governance innovation strategy under the new situation.

Keywords

New Situation; Enterprise Economic Management; Enterprise Management Innovation.

1. Introduction

With the deepening of economic globalization, the Chinese market has been expanding, and the national economic system has also been greatly improved. At present, all enterprises are also facing many major challenges and opportunities. At the same time, the traditional economic management mode chosen by most enterprises can no longer meet the needs of modern market competition. In order to seize the opportunity and realize the continuous development of enterprises, the innovation of enterprise economy is very important.

Each enterprise has its own culture and management methods, as well as its own internal structure system. For China's situation, most of it depends on the form of the overall economy. Therefore, the innovation required by enterprise economic management should not only be reflected in ideological innovation, but also in the adjustment of internal organizational structure. At the same time, the management of relevant enterprise rules and regulations can not be ignored. Only by innovating on the whole can we change the management of the enterprise and build a better enterprise.

2. Reasons for enterprise economic management innovation

Enterprise economic management is the planning, organization, guidance, coordination and control of all production activities of an enterprise. It is an important part of enterprise management. At present, with the rapid development of Internet information technology, the global economy is becoming more and more integrated and knowledge-based. At present, the speed of economic development is very amazing, which makes the pressure on enterprises become greater. To change the situation, enterprises need to innovate in economic management, so as to improve competitiveness and ensure that enterprises have a broader development space. Therefore, with the continuous growth of enterprises, the old systems stipulated by most enterprises are very unfavorable to the continuous development of enterprises, and put forward new innovative requirements for enterprises in the field of economic management, so as to improve the economic management mode and improve the internal development conditions of enterprises, so as to make full use of all resources of enterprises, Will inject new blood power into the vigorous development of the enterprise in the future. [1]
3. This paper discusses the problems contained in the current enterprise economic management

3.1. Lack of concept of economic management
In the new era of economic development, some enterprises seem to turn a blind eye to the current complex economic situation. The existing business model can not match the existing rapid development needs, which hinders the further rapid development of enterprises.

3.2. Unreasonable enterprise management system
At present, some enterprises have realized the importance of carrying out economic management, but their economic management system may have some defects, either underdeveloped or relatively perfect, but the implementation control of the economic management system is not enough.

3.3. Enterprises lack professional talents
At present, many business premises of Chinese enterprises are merged with personnel from other departments, lack professional economic management skills, and sometimes even have problems.

3.4. Enterprise economic management is backward, tired and lazy, and advanced management knowledge is very scarce
At present, the economic management of most enterprises is not standardized and lacks enterprise cohesion. If an enterprise has a serious problem, it will be difficult to solve the problem because it cannot combine the collective strength.
In this era of rapid development, the old economic management concept has been seriously unable to reach the ability to make enterprises develop rapidly. In this case, the development of enterprises will be greatly limited, and the economic development speed of enterprises will slow down. If this situation cannot be corrected in time, it will be discarded in the era. [2]

4. Explore the methods of enterprise economic innovation management

4.1. Innovative management concept and mode
At present, because we are already in a new stage of development. Therefore, the past economic system has been unable to meet the needs of development. Enterprises should pay attention to the innovation of economic management concept and reform the existing economic management mode according to market conditions and their own development needs. The environment requires enterprises to actively participate in economic management and use the current advanced network for strict information management, such as establishing a management network, which can greatly improve the communication of employees and optimize the work of the enterprise.

4.2. Innovating the concept of economic management
In the economic management activities of enterprises, people's mentality directly determines people's behavior. Establish a good innovation atmosphere in the enterprise. What determines the implementation of economic management innovation in enterprises is first through the implementation of enterprise management innovation. Study the advanced mode of foreign enterprise economic management, guide enterprise economic activities, jump out of the cycle of lack of competitiveness and innovation, and reflect on the innovative thinking of economic management mode. Abandon the traditional concept of enterprise management. Train enterprise employees to improve their understanding of the importance of innovation and pay attention to the transformation of employees' innovative ideas. Establish the concept of
innovation and change among employees, analyze business with new ideas, and improve the innovation ability of enterprises.

4.3. **In order to develop innovative ideas and manage the company, we need to start with each employee and create a good economic management and innovation atmosphere within the company.**

With innovative business management ideas, it is necessary to involve all employees. The point is that everyone is involved. Moreover, as enterprise leaders, they must be aware of innovation, have a sense of crisis, and make strategic deployment for future enterprise development and economic innovation management. This requires enterprise managers to continuously study the innovation modes and methods in the process of innovation and construction in the field of enterprise economic management. They should always pay attention to the size of the enterprise and understand the advantages and disadvantages of the enterprise, so as to effectively improve the unscientific management methods in enterprise economic management. [3]

4.4. **Clearly understand the benefits of accelerating institutional reform**

As we all know, reasonable economic system reform is one of the measures to improve the economic management level of enterprises. Correct enterprise economic management needs a set of comprehensive, scientific, clear and detailed economic management system as guidance, so as to ensure that enterprise economic activities can be effectively supervised by the overall system. In the process of enterprise management, we must know that the first step should be to reform the enterprise economic management system, carefully check the possible defects, actively learn from the successful experience of other enterprises, abandon the defects of traditional economic management system, innovate enterprise reform, simplify the steps of enterprise economic activities, standardize economic management behavior, and simplify internal management, Enrich the company's economic management style, simplify the economic system and improve the ability of enterprise management. The goal is to change the overall organizational structure of the enterprise through computer network. Moreover, we must formulate forward-looking economic management plans, establish advanced virtual network management organizations, and improve economic management to deal with the corporate governance crisis. Enterprise managers must consider macroeconomic methods and formulate the future development plan of the enterprise, so as to activate the whole enterprise management mechanism. Flexible management organization is required.

4.5. **Strengthen internal control, supervision and management**

In order to simplify the organizational structure and implement the corporate governance system, it is also necessary to establish a flexible corporate governance organization, simplify internal control, enrich corporate governance, seek a free economic management organization, reduce organizational redundancy, simplify the economic system, improve efficiency, establish a virtual economic management organization, make rational use of computer network tools and simplify the management process

4.6. **Promote information management**

The 21st century is the information century. Enterprises can introduce some information elements in the process of economic management. The development of everything has its own meaning. The Internet industry is one of the most promising and valuable industries at present. Therefore, we should learn to use Internet tools and integrate them into the process of enterprise management, so as to improve management methods.
4.7. **Strengthen talent training**

In the new situation, talents are the most important. First, we must let the economic management departments pay attention to talent training, unremittingly attract talents, and attract relevant talents through a scientific reward system;; Second, enterprise leaders should establish a scientific promotion platform. Establish a good and timely training mechanism, improve the quality of employees, and provide a stable reserve force for enterprises. Finally, we should constantly improve the quality of professional culture, clarify the functions and responsibilities of economic management, quantify performance indicators and improve internal competitiveness.

Therefore, it is of great significance for enterprises to reasonably realize the innovation of economic system. Corporate governance innovation should be the background of the long-term development of the global economy and enterprises. In the new era of the 21st century, new policies and new economic situation constantly put forward new development requirements. Only by constantly innovating and finding deficiencies can we make a difference. As the person in charge of the enterprise, we must realize that under the new conditions, if we want to build an enterprise that can stand the test of the times, we must carry out new innovation and create a new enterprise management model, otherwise we will be eliminated in the fierce competition.

5. **Conclusion**

To sum up, for the new situation and responding to the new development requirements. Our old enterprise management system has fallen behind and can not adapt to the call of the new era. Therefore, we must pay attention to innovation. Focus on development. look forward. Carry out economic management reform. Enterprises should analyze their own problems, innovate and reform economic management ideas and methods, improve relevant management systems in combination with market reality, pay attention to domestic economic development and talent management, and constantly improve the comprehensive ability of enterprise economic management, so as to ensure the continuous and rapid development of enterprises.

**References**

