Reflections on innovation in economic management of modern enterprises in the post-financial crisis era

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Abstract. In recent times, the global economy has been developing rapidly with diversification, integration and internationalization, while the financial crisis has become a frequent economic phenomenon. The situation is very serious. China's enterprise economy to quickly restore the situation, we must continue to innovate and reform the economic management model under this wave of economic change, in order to achieve stable and long-term development of the enterprise economy.

Keywords: post-financial crisis; modern enterprises; economic management; innovation.

1. Introduction

With the advent of the post-financial crisis, many enterprises are facing a competitive economic market, and the phenomenon of product stagnation and backlog is becoming more and more serious, which seriously hinders the economic development of enterprises. In this context, to promote the stable, sustainable and healthy development of enterprises, it is necessary to innovate and innovate the economic management mode of enterprises, integrate resources and improve the operational efficiency of enterprises on the basis of continuous improvement and optimization.

2. Brief description of the post-financial crisis era

2.1. Defining the concept in the post-financial crisis era

In 2008, the world economy was undergoing a huge shock as a result of the outbreak of the sub-prime mortgage crisis in the United States, which severely damaged the economy and finances globally, during which the global economy was gradually moving towards a slow recovery and gradually entering a new phase of development. The massive shocks that occurred this time indicate that the global economy has bottomed out and is in a period of slow recovery, particularly in the United States, where the real economy is doing particularly well and showing signs of economic improvement, and in many developing countries that have experienced inflation.

2.2. Characteristics of the post-financial crisis era

(1) Increased competition in the global economy. The financial crisis has left lasting wounds on the global economy, bringing serious impacts and far-reaching effects. Many countries have suffered from the Great Depression and severe economic losses, and hope to emerge from the shadow and rebuild their economies as soon as possible. As a result, market resources have become the focus of competition, resulting in the global financial markets and the real economy facing complex, volatile and relentless competition in the competition for market resources.

(2) The financial crisis that once swept the world has had a tremendous impact on global economic operations, and as a result, the economies of various countries have been hit hard, with many

enterprises facing economic crises, hindered development and extremely low economic efficiency, and in this context, countries are waiting for the right time to make a comeback. In this period, the global economy has entered a new period of turbulence on a large scale, with great variability and challenges to its development prospects. It is impossible to predict accurately, scientifically and rationally the economic development in this period, and a large amount of capital is flowing from the real economy to the virtual economy, which makes it difficult for the real economy to develop. [1]

3. The importance of innovation and reform of enterprise economic management in the post-financial crisis era

The financial crisis has made the economy of each enterprise suffer great turmoil, blow, the advent of the post-financial crisis era, so that China's enterprises gradually calm development, began to base on reality, according to the current situation analysis, China's economy in the environment is still relatively severe, for this reason, only to strengthen, explore, study the innovation of enterprise economic management way, is the only way out.

On the one hand, the financial crisis hit the enterprises, in order to stand firm in the next stage of development to seek development, we must strive for a breakthrough. For a long period of time, the global economy was once in a negative growth trend of recession, and for a while having the advantage of resources became a lifeline for the development of enterprises, and then the competition for resources and the market began to be sharply serious. Therefore, in order to survive in the post-financial crisis era, Chinese enterprises must adapt to the laws of economic development in this environment, abandon, change and update the backward traditional economic management model and management concept, and build a scientific and effective economic management system and management system, so as to help enterprises obtain resources and gain greater competitive advantages in the market at the same time.

On the other hand, in this financial turmoil, China's enterprises have serious weaknesses compared to many foreign enterprises, such as: a serious lack of internal management personnel, unsound management system, personnel allocation problems, lagging technology, etc. The development process has revealed a variety of hidden problems and deficiencies, especially obvious, these problems have led to enterprises in the face of the financial crisis, reflecting the helplessness, no response to the problem Therefore, it has become a key issue to consider and explore how to make up for the shortcomings in management, optimise the economic management system and quickly restore the economic vitality, development and strength of enterprises.

Therefore, in the post-financial crisis period of Chinese enterprises, the test is very serious, only the use of reasonable and effective management tools, continuous innovation and innovation of economic management model, control and supervision of each management department, each management, to reduce production costs, improve management and improve efficiency, in order to promote better development of enterprises.

4. Exploring the innovation and reform of enterprise economic management in the post-financial crisis era

4.1. Coordinated development of innovative cooperation

It is possible to achieve alliance and collaboration between enterprises, and enterprises can carry out technical exchanges, business cooperation, with the platform of mutual sharing of resources, learn management experience, get rid of the management mode of fighting alone, build alliance relations, play the power of cooperation, and promote the development of enterprises. In addition, to enhance brand awareness, the development of brand concept, continuous innovation and reform, to create their own brand, to establish their own brand concept, to break the low-level production model, improve market competitiveness, to reverse the current unfavourable situation.

4.2. Optimize and innovate the concept of financial management

(1) Adopt diversified financial management

In the post-financial crisis period, the rapid development of information technology is very beneficial to the development of enterprises, which can use the Internet to build a network financial management system, which is conducive to improving the efficiency of financial management. On the one hand, enterprises can use computers, based on the network to work remotely, so that auditing, checking accounts, data transmission and other work under remote operation more systematic, comprehensive and accurate, not only can be timely and maximize its effectiveness, but also help enterprise managers to supervise the financial management work of various departments, to achieve financial transparency, rigorous. On the other hand, the use of network technology, network communications, to build a set of financial management database, so as to unify the management of these financial work, unified supervision. The establishment of a financial management database not only prevents too many people from having access to it and reflects the rigour of financial management, but also enables the use of more advanced processing technology to achieve the accuracy and feasibility of the data when processing financial data, providing the latest data for the enterprise, as well as providing financial analysis reports and market development trends, thereby making accurate judgements and forecasts on the operation of the enterprise and improving its efficiency. In addition, the information technology enables refined management, avoiding many human errors, freeing up manpower and helping finance staff, which is in line with the development of enterprises and the trend of the times. [2]

(2) Building a system for managing corporate financial expenditure

The construction of a financial expenditure management system and continuous improvement and standardisation of the enterprise, so that all expenditures are in accordance with the rules and regulations, improve the rules and regulations, in the specific system to monitor the flow of each item of money, limit while ensuring its reasonable use, do a good job of enterprise budget, as far as possible on the basis of can be guaranteed to save money expenditure, in addition, statistical fixed asset losses, inventory registration of the actual fixed assets.

4.3. Innovative financial budgeting

If an enterprise wants to develop for a long time, it must attach great importance to and correctly understand the work of financial management budget, because this work is very important and can help to promote the development of enterprises. With the help of the current financial policy of the state, a scientific and perfect financial budgeting system can be built to facilitate the smooth and healthy development of the enterprise in this environment. In addition, the system is used to assess the risks of the enterprise and to take precautionary measures to avoid the occurrence of risks and thus to better adapt to the external market environment.

4.4. Strengthened internal control management

(1) To build a sound management system

On the basis of the original management system, the enterprise should combine the economic structure and development direction to create an innovative management system, which will lay the foundation for the subsequent innovative activities. The system should be set up to adhere to the "people-oriented", configure the reward and punishment system and assessment system, and build a better personal development platform for employees with an open and transparent assessment system, so that employees can make contributions to the enterprise while their own values are also well realised. In addition, in terms of fairness, internal decision-making and supervision mechanisms should be continuously improved, emphasising the democratic nature of the system, reducing the psychological contradictions between employees, improving staff loyalty and providing stable human resources support for the long-term development of the enterprise. In this regard, the internal financial management controls are outstanding in their capacity.

(2) Need for innovation in internal management controls

Combined with the development of the times to improve the system, improve the comprehensive level of supervision and management of enterprises, in the process of adapting to the market, its external environment is constantly changing, the need to improve their own adaptability and speed to adapt to the uncertainty of the external environment changes. The innovation of enterprise management and control should change the management mode [3], from the traditional production management to the strategic decision-making management direction, not only unilaterally focus on production efficiency, but also need to take into account the market demand, focusing on the market economy, and change to a strategic decision-making management mode that is conducive to the long-term development of enterprises.

4.5. Renewing economic management concepts

Combining the actual situation of enterprise management with the relevant management theories, we deeply reflect on the problems of the current economic management work and take them as the specific direction of economic management innovation and reform, so that enterprise economic management innovation can become more targeted. For example, in the overall management mode of enterprises, we should deeply understand the shortcomings of traditional rough management in cost control and efficiency enhancement, and at the same time actively introduce the concept of refinement management, starting from market segmentation, organisational function segmentation, customer segmentation, strategic goal refinement decomposition, flexible management system construction and other aspects, and build up a refined management mode. In the increasingly complex market economic environment, enterprises need to constantly strengthen their own risk awareness, rely on big data and other advanced technology, as soon as possible to build up a risk prediction and identification system, in order to clarify the various potential risks that may exist in the process of business development, and in the first time to make early warning of the risk potential, to remind the relevant managers to develop timely and targeted risk prevention strategies, To minimise the impact of business risks on the long-term, stable development of the enterprise[4] .

5. Conclusion

To sum up, if enterprises want to win a position in the post-financial crisis era, they should make efforts in economic management, constantly innovate and develop, introduce advanced technology, change traditional thinking, accept new ideas, establish their own brand concept, build financial management system, compete for resources to obtain a leading edge, only in this way can they quickly recover the enterprise economy and achieve the maximum benefit of the enterprise.

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