

Research on the Impact and Countermeasures of The Digital Economy Era on The Development of Real Enterprises

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Abstract: With the continuous advancement of the scientific and technological revolution, the digital economy has widely affected all walks of life with the help of "Internet +". This paper focuses on analyzing the impact of the digital economy era on enterprise management and the problems faced by enterprises, and proposes methods and countermeasures for enterprises to carry out digital management transformation in three aspects: establishing digital management strategies, accelerating digital application and infrastructure construction, and cultivating digital management talents. Accelerate the entry into modern management and provide ideas for sustainable development. The digital economy is a new economic form produced with the modern information network as the carrier with the development of the scientific and technological revolution. With the development of society, the wide application and coverage of the Internet, and the impact of the new crown epidemic, the era of digital economy has accelerated. In the era of digital economy, the traditional enterprise management model is difficult to adapt to the current new business format. The digital economy is both a challenge and an opportunity for enterprises. To adapt to the impact of the digital economy, establish a digital management thinking, expand the application of digital technology in enterprise management, improve enterprise management efficiency, and find more development opportunities in the wave of the digital economy. It has become an inevitable choice in the process of enterprise management optimization.

Keywords: Digital economy, Industry, Influence, Countermeasures.

1. The Significance of The Digital Economy to The Development of Enterprises

First of all, the so-called digital economy in an enterprise refers to the user data accumulated by the enterprise during the operation process. It analyzes this information through big data, uses information technology to present the analysis results, and finally provides suggestions for enterprise decision-making and resource allocation to realize enterprise economy. high-quality development. The era of digital economy includes not only the integration of various types of data, but also the popularization and application of cloud computing, the Internet and the Internet of Things by enterprises. Therefore, new technologies, new models and new business formats have emerged in the process of enterprise operation.

Secondly, enterprises can accurately control the general trend of market development through the multi-operation technology platform under the digital economy, and then formulate an operation plan that caters to the law of market development, and rely on the digital economy platform to deliver product information to consumers as soon as possible. To enable enterprises to understand the balance between product supply and consumer demand in the market. To this end, enterprises must innovate the existing management methods, organically unify all production links of enterprise products under the background of the digital economy, shorten the product marketing cycle, and adjust the production plan in the first time according to the market demand. Some competition mechanisms innovate, enhance the core competition of products, and take market changes as the guide to realize the sustainable development of enterprises [1].

Finally, there is a close relationship between business operation and business management, both of which are inseparable from innovation and orderly norms. To this end, enterprises should start from each link in the operation and management process, scientifically allocate enterprise funds and conduct purposeful management to ensure that the operation plans formulated by enterprises in each cycle meet market requirements, and solve problems arising under the digital economy. and challenges. Therefore, enterprise management innovation must be carried out according to the actual situation, and the current management mode of the enterprise should be gradually improved. With the deepening of the digital economy era, the management mode based on the computer has become the mainstream trend of enterprise operation. Therefore, in the process of enterprise operation management Managers must have digital economic thinking, apply digital economic thinking to enterprise operation management, and promote enterprise development through advanced management concepts [2].

2. The Impact of The Digital Economy Era on Enterprise Management

2.1. Improve the openness of enterprise management

The Internet, big data and other information technologies on which the digital economy relies are inherently open. Enterprise management in the context of digital economy, first of all, can effectively strengthen the information sharing and connection of internal management. Through digital technology, the information resources of various departments and levels within the enterprise have changed from the traditional regular or irregular sharing of emails and meetings to the direction of real-time open sharing of information

resources between departments and levels, allowing information exchange and communication between departments and levels[3]. It is more smooth, reduces information barriers, and provides convenience for enterprise management. Secondly, it can effectively strengthen the exchange of information between the internal and external enterprises. Through digital technology, the communication between enterprises and customers has been strengthened, the information exchange and transmission between internal and external customers of the company can be realized in a timely manner, and the comprehensive understanding and trust of existing customers and potential customers on the company has been enhanced; Understanding of different needs[4]. Again, play a greater role in information aggregation. Through digital technology, the internal work information resources and the collected external information resources are integrated, sorted and analyzed, and the information data that is conducive to the promotion of enterprise management and development is mined, and the management is provided for decision-making, procurement, sales, service, etc. A richer reference basis to solve existing problems[5].

2.2. Promote the optimization of enterprise management processes

The traditional enterprise management process includes the management and connection of multiple links such as plan formulation, review, development, implementation, marketing, and after-sales. There are often many management levels and it is necessary to review, approve, implement, feedback and revise step by step according to the process. The process is complicated[6]. The efficiency is relatively low, and it is prone to problems that the management process is not in place. With the effective application of digital technology in the enterprise, it can reduce the time and space constraints of the traditional management model, break the boundaries between departments, realize the flattening and efficiency of management, optimize the hierarchical problems in the management process, and make each department the first time. Learn about data resources, work information and the latest changes, so as to make work predictions in advance, improve response speed and work efficiency, quickly complete, update or revise work content, and adapt to the ever-changing information environment[7].

2.3. Promote the reduction of enterprise management costs

In the context of the digital economy era, through network information technology and big data, it is possible to promote enterprises to reduce management costs. First, the development of digital technology eliminates intermediate links, reduces the cost of information collection for enterprises, and reduces the cost and waste of enterprises due to information asymmetry or incomplete information. With the support of digital technology, customers can even participate in the process of production, personalization and customization become possible, realizing a high degree of integration between customer ideas and product reality, and achieving precise production[8]. Second, the development of digital technology has reduced production costs. Under the background of digital technology, intelligence and mechanization will gradually replace manual work, and the mechanism for preventing mistakes will be more scientific and sound, making the production process more precise, and reducing the cost caused by manual mistakes and rising labor

costs year by year. Third, the development of digital technology has reduced the cost of "feedback-correction". Based on customer reservations, sales and after-sales evaluation, verification costs and decision-making costs are further reduced. Through the network real-time evaluation system and data analysis, we can distinguish the advantages and disadvantages of high-quality products and products to be improved, finally determine the "main" products of the enterprise, and further improve and enhance the quality and service of products, in order to build brand effects and enhance the brand Reputation lays the foundation[9].

3. Problems Faced By Enterprise Management in The Era Of Digital Economy

3.1. Lack of digital management thinking in enterprises

While the digital economy is increasingly affecting all walks of life and becoming a social development trend, the digital management thinking of a considerable number of enterprises in my country, especially small and medium-sized enterprises, has not really been established. On the one hand, affected by the long-term inertial thinking of operation and management models, some enterprises still remain in the traditional management model, lack a comprehensive understanding of digital management concepts, business concepts and service concepts, and believe that no matter how they develop, the real economy will always be the best[10]. It is the last word, the digital economy cannot shake the foundation of the real economy. On the other hand, there are also some enterprise management who have come into contact with or understand the rapid development brought by digital technology to enterprise management and production and operation, and have seen the coming of the wave of digital economy. There is confusion in management or transformation, the entry point for the integration of enterprise development and the digital economy cannot be found, and a scientific and reasonable digital management system has not been established for a long time, and digital technology has not been used to optimize enterprise management. The lack of digital capabilities has also caused some companies to suffer greater losses under the influence of the public health emergency such as the new crown epidemic[11].

3.2. The digital application of enterprises and the backwardness of software and hardware

First, affected by the lack of digital management thinking at the decision-making level of enterprises, there are only a few companies willing to take the initiative to invest funds to accelerate the digital transformation of enterprises; secondly, my country is dominated by small and micro enterprises, and its own economic strength is not strong. Even if there is willingness to invest, it is also powerless. As a result, the understanding of the application of digital technology by most enterprises, especially small and medium-sized enterprises, still remains at the stage of networked office systems, online office, and the use of office software to communicate, communicate, convey and other primary networked management stages. Digital software and hardware The proportion of applications is relatively low, and it fails to enter

the digital and intelligent stage such as information aggregation, digital analysis, decision-making, and automatic production; it fails to realize a production management model that is dominated by intelligence and automation and supplemented by labor; it fails to make full use of it. Big data and cloud computing provide deeper, broader and more precise expansion for enterprise management and operations[12].

3.3. Lack of digital management talents in enterprises

Under the background of the digital economy, the management and operation mode of enterprises has undergone earth-shaking changes compared with the traditional mode, which requires a new management system and sufficient digital capabilities to meet the management requirements of the enterprise, and the comprehensive quality of personnel engaged in management work. Also put forward higher requirements. However, because the digital economy is still a new thing developed in recent years, and due to the general lack of digital thinking at the decision-making level of enterprises and the influence of traditional management models, there are not many managers in enterprises who have both digital management thinking and digital application capabilities. Either they have strong traditional management capabilities, but lack of digital thinking; or they are young people with advanced theories and digital thinking, but lack of management experience; or they have certain digital thinking and management capabilities, but it is difficult to combine the two capabilities. Fully blended to form comprehensive talents with digital management thinking and ability at the same time.

4. Transformation of Enterprise Management in The Era of Digital Economy

4.1. Establish a strategy for digital management

Today, when the digital economy has entered the fast lane, taking the initiative to transform into digital is the future development direction of enterprises, especially when my country is still plagued by the new crown epidemic from time to time, and the domestic epidemic prevention and control has become normalized. Enterprises that take the initiative to transform into digital There will be more development opportunities. As enterprise managers, especially decision-makers, they should actively follow the wave of the digital economy, view digital technologies from a developmental perspective, study and establish enterprise digital management strategies that suit their own development, and clarify the path of digital transformation. It is possible to enhance the digital management thinking of the internal members of the enterprise, especially the middle and senior level, by organizing out-of-the-way learning and training or inviting professional third-party guidance, and promoting the digital transformation of the organizational structure, management model and corporate culture of the enterprise, and using digital management to assist the enterprise. Decision-making, improving the management efficiency of the enterprise, promoting the production and operation capacity of the enterprise, improving the quality of products and customer satisfaction, etc., lay a good foundation for the

long-term development of the enterprise.

4.2. Accelerate digital application and infrastructure construction

The construction, supporting and application of digital infrastructure determines the advanced level of digital management of enterprises. Therefore, enterprises should fully understand the importance of digital infrastructure construction and application, increase capital investment in digital transformation of enterprises, and select digital equipment and platforms that can be integrated with their own enterprise development positioning on the basis of absorbing the advanced experience of other enterprises. Digital transformation of software and hardware such as software. Ordinary small and medium-sized enterprises can choose to cooperate with an analysis cloud platform with mature operating experience or a third party to centrally manage data at all levels and departments within the enterprise to achieve system-wide analysis, or outsource part of the business to professional Third-party processing, which is supported by mature digital applications provided by third parties, can not only improve efficiency, but also effectively reduce expenses ; enterprises with sufficient funds can choose to purchase digital software and hardware by themselves, and have a better understanding of internal management structure and operations. To carry out digital transformation, through continuous improvement of digital management, we can find a digital path that is more suitable for the development of our own enterprise, which not only ensures that core data is not leaked, but also easily trains a group of comprehensive digital management talents in the process of digital transformation. Provide a strong guarantee for the follow-up development.

4.3. Cultivate digital management talents

In the process of digital management transformation, enterprises need to have professional backgrounds in data design, human-computer exchange, data analysis, etc., as well as a comprehensive digital management team with enterprise management experience as the backing support. For the cultivation of digital management talents, two aspects can be considered: First, training and upgrading the original management talents. Since the original internal management personnel of the enterprise are already familiar with the situation of their own enterprise, as long as the training of the original management team is increased and their digital management thinking and digital application ability are improved, the original management personnel can grow into their own digital comprehensive management talent. Second, the introduction of external professional and technical personnel. For some professional and technical positions that are "high-level and profound" and difficult to meet the requirements through internal training, we can consider introducing high-quality professional and technical personnel, hiring experts or outsourcing to professional teams to solve problems, which not only ensures that problems are dealt with in a timely manner, and solves talents The long period of cultivation and the high cost are also conducive to the rapid establishment of a new digital management system for enterprises, providing support for the digital transformation of enterprises.

5. Summary

At present, the advent of the digital economy era has

brought more opportunities and challenges to the development of enterprises. In the era of coexistence of opportunities and challenges, operation management innovation has become an important way for enterprises to establish an image, enhance market competitiveness and achieve sustainable development of enterprises . Therefore, when innovating, enterprise managers must first analyze the problems and resistances in enterprise innovation, and then propose practical solutions. innovation strategy.

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