Research on the New Pattern and Methodology of Enterprise Operation and Management in the Big Data Information Era

Dahai Wang

1 Northeast Normal University Humanities College, Changchun, Jilin, 130117 China

Abstract. In this paper, we conduct research on the new pattern and methodology of enterprise operation and management in the big data information era. Under the environment of big data management decision puts forward new requirements on knowledge discovery. Big data mass, value diversity, dynamic and sparse, make the results of traditional optimization and algorithm accuracy is not fit for the big data knowledge discovery method, advantages and disadvantages of metrics also does not apply to the traditional data mining method based on sample learning, knowledge discovery method based on the data has become a great new way of data knowledge discovery. In the future, we plan to conduct more in-depth research to modify the current idea.

Keywords: Enterprise Operation; Big Data Information Era; Effective Management.

Introduction

Enterprise management, is refers to the enterprise according to their own internal and external environmental factors of actual situation of the changes and its own resources, how to adapt to change and how to maintain the stable, healthy and sustainable development of the enterprise for the logistics planning and decision-making activities. Say simply, enterprise management is to the survival and development of the enterprise strategy planning and decision-making activities. Enterprise management is refers to the enterprises to realize strategy target and business objectives and plan, organize, command, coordination and control and so on a series of work activities. From the perspective of the definition of enterprise management, enterprise management is the study of the enterprise's survival and development and it needs from the overall situation of the enterprise, for the long-term development of the enterprise overall planning. For enterprises, enterprise management is the macro, it has the overall importance, insufficiency and challenging. From the definition of enterprise management, enterprise management is make full use of the existing of people, goods, content resources, using scientific and reasonable management mode and management method, maximum limit to mobilize enterprise internal staff enthusiasm, initiative and creativity to achieve the management of the enterprise strategic target and business objectives. For enterprises, enterprise management is the microcosmic and it has the scientific, artistic and practical.

Now Chinese companies don't have to debate whether to information, but today's Chinese enterprises how to survive in an increasingly digital world, from this perspective, the information itself must be part of the development strategy of Chinese enterprises, to escape the information of enterprises in the future of the Chinese society will be more and more difficult to survive, therefore this thesis should be how Chinese enterprises by the application of information technology, especially information technology to realize strategic value. The content of the enterprise management is shown as the follows. (1) Gradually cultivate and establish enterprise's core competitive advantage. Enterprises want to long-term survival and development, must build up its own core competitive advantage. (2) Always pay attention...
to and study of domestic and international politics, economy, culture, science and technology and the development of the market change, with keen smell angles and perspectives, accurately find the opportunities and threats of enterprise development and actively with preparation and plan in a timely manner. (3) To research and analyze the running state of enterprise management, find out problems, study countermeasures, to further improve and improve the quality of operations. (4) Create a good business environment to the enterprise. Business operators should try to get along with all departments and all aspects, get the support of all parties, as far as possible to reduce the constraints of enterprise development, build a good business environment to the enterprise. (5) Research on enterprise development strategy and business strategy in the future. Managers deal with the future development of opportunities and threats of careful research, to the enterprise in the industry, the development of the industry and market changes to be more accurate predictions, for the future management of the enterprise development strategy and business strategy.

The execution of the enterprise development strategy is the need to rely on enterprise multiple elements to cooperate with each other, to the people, processes, technology to do as a whole the organization and arrangement. Enterprise architecture is a comprehensive description of enterprise angles and it reflects the enterprise's people, process, technology, organization and arrangement, like corporate gene which decided the enterprise's development direction and results.

To combine the enterprise with the information and big data, in this paper, we conduct research on the new pattern and methodology of enterprise operation and management in the big data information era. Enterprise management is a science and enterprise management is also a science. For the corporate world, find out the difference between the enterprise management and enterprise management and contact, will not only help companies define operators and managers' professional role, is advantageous to the operators and managers responsibility division of labor, make the operators and managers can work according to their requirements, avoid dislocation, and can help companies to deepen the understanding of the importance of enterprise management, in order to pay more attention to and to carry out the work of enterprise management [1-4]. In the follow sub-sections, we will discuss the theory in detail.

Our Proposed Methodology

The Influence of Big Data for Enterprise Management. With the rapid growth of data, the time has come for a big data. Big data under the decision depends on a large number of market data, how to effectively collect and distribute data, reliable, intelligent analysis and perform data become the challenge for the future. Big data based on cloud computing environment affect the enterprise information collection methods, decision-making plan formulation, scheme selection and evaluation of decision-making and implementation process, which influence on the enterprise management decision. Research shows that the more data driven enterprise, financial and operational performance, the better. Big data is a very rich set of data, the data is an important production factor and the knowledge economy era is the fundamental resource in the economic operation. It can be expected that the future decision, evaluation of enterprise value is the maximum core data, the accumulation of data, data analysis, data driven business will be the main factor of enterprise value.

Under the big data decision-making technology content and knowledge content increased, the effective use of big data become the key to business decisions, so to manage a large amount of data is a challenge, if you can't find the data, enterprises cannot collect data, the data will be lost. Big data era requires companies not only have the ability to collect analysis data,
need more enterprise has the ability of processing and use of these data. The challenges for the enterprise under the huge and big data environment could be summarized as the follows. (1) Real-time analysis for the data. With the rapid development of economy, the enterprise faces in a rapidly changing market, enterprises have already can't deal with the after process of conventional mechanism, the enterprise needs to real-time insight into business operation state, in order to quickly respond to changing market conditions. (2) Data link across business platform. In the enterprise data is separated by the division of business module. A single business module of associated data value is far less than all the business module data were analyzed using, the enterprise will be how to realize the data connection and integration across business platform will face a huge challenge. (3) Unity and integration of unstructured and structured data. With the rapid development of Internet and communication technology, the enterprise data type is not a single text primarily structured data already, also filled with widely exist in social networks. But the enterprise existing data processing method is only applicable to structured data, to a great deal of structured data and unstructured data are unified, integration, will not be able to explore the value of the data. (4) The general data-driven strategic decisions. Social networks, mobile Internet, enterprise information rapid development in recent years, constantly produce huge amounts of data will be more and more influence all aspects of the enterprise from tactics to strategy formulation.

Enterprise boundary problem research is always the classical economics and new institutional economics, strategic management an important issue. Enterprise boundaries including the longitudinal and lateral border, in the research of lateral boundary problem is the number of products or services, the problem is in the study of the vertical boundary in the production of a product or service, enterprises engaged in the scope. For enterprise vertical boundary, the scholars from the perspective of transaction cost theory, enterprise competence theory, form the two main points of view. This is because there are specialized products on the market or supplier, compared with the enterprise, it has the advantage of economies of scale and learning curve, and its production cost is lower than the cost of production enterprises. However, due to internal production costs and suppliers the cost of production will be affected by the large data also. So the ignore big data influence on the cost of production, consider only big data for internal coordination costs and the influence.

The Enterprise Operation and Management. In terms of enterprise operation and management, is refers to under certain social and economic conditions, in the process of enterprise development from the working procedures to the behavior way, management style, thinking habits and values would be a particular type of some internal consistent state. Enterprise operation and management mode must be adapted to the external environment, when a great change of the environmental conditions, inevitable requirement of enterprise operation and management mode and adjust accordingly. The advent of the era of network economy, greatly shorten the time, cost, information exchange has also changed the method of communication which makes the communication become more extensive, convenient and active and the emergence of the Internet economy.

Traditional organizational structure with linear system, unity form the structure of the organization, from top to bottom layers of transfer and arranged layout task model, will be rushed across the network economic spring tide, the middle of the huge loss management, the basis of management level, enterprises tend to be more flat organizational structure system. This is because: first, due to the application of computer technology and network technology which will make the enterprise internal and external
信息转移更加方便、直接，大量的原始波动在组织内部可以被删除，从而降低管理层级，提高组织的反映能力。第二，在网络经济时代，企业的所有部门和人员应该充分理解和掌握各类信息，直接面对市场，这也促使企业尽量减少中间层，确保扁平组织结构，因为扁平结构是减少决策和执行的延迟，加快市场动态变化的原因。

在越来越激烈的市场竞争中，企业必须保持或提高其竞争力，争取在竞争中处于主动地位，企业信息科技策略将成为企业基础设施的一部分，同时也可以作为企业在竞争中的尖锐或秘密武器。

和平与发展已成不可逆转的历史潮流，经济发展已成为国家的总体要求，企业家无疑成为这个时代的主要主角，在我国已进入了以经济建设为中心的新历史时期，适应社会主义市场经济和现代企业制度的要求，当前需要的是现代管理人才，特别是要尽快建立一个强有力的企业家队伍，这不仅是我国经济发展的迫切需求，也是时代的呼唤。

**The Novel Pattern and Methodology.**

企业管理是企业生产经营和业务运作活动的组织、计划、指挥、监督和调节等一系列功能。企业的管理和指导整个企业的运作过程，二者之间是不可分割的联系，但企业和管理不是一个概念，只有正确理解它们之间的关系，企业才能实现科学管理与有效管理，实现企业最大的经济效益。业务战略必须符合企业的管理理念和目标标准，在此基础上制定业务战略，考虑内部和外部环境的机会和威胁，在一定的关系中符合企业的环境，从而确定业务的范围、发展方向和市场定位，合理调整企业内部和外部的分布和资源分配。

在动态环境中，分散式决策结构可能更重要，IT可以提高企业对动态变化环境的数据处理能力。此外，企业组织结构在智力分配权、知识转移成本和转移成本中，如果高层领导者集中分配知识，则相应集中决策结构，如果分散分配知识，则相应分散决策结构。大数据下的政策环境更加复杂，决策的及时性更强，分散决策在大数据下的主要形式。从决策权力分配的角度来看，分散的决策结构可能更适用，IT是提高企业对动态变化环境的数据处理能力的一个手段。在大数据环境下，决策的及时性很强，分散决策结构作为主要形式。从决策权力分配的角度来看，分散的决策结构可能更适用，IT是提高企业对动态变化环境的数据处理能力的一个手段。在大数据环境下，决策的及时性很强，分散决策结构作为主要形式。
efficiency of enterprise decision one of the reasons is that there is no decision permissions assigned to the appropriate roles.

Conclusion
In this paper, we conduct research on the new pattern and methodology of enterprise operation and management in the big data information era. In the era of big data, on the depth of data mining can get more knowledge, enterprise can greatly benefit from it. Under the big data companies can learn more about business thoroughly, use knowledge to improve decision making and performance. Big data era, ordinary employees also have the right decision, the trend of flat organization structure will be more clear, the decision-making power allocation should conform to this change. Collect and analyze massive amounts of data, and rapid access to influence the ability of future information, is the charm of the big data technology. In the process of management decision, the data of used cannot be replaced, but need the data combination of objective and human's subjective decisions. Decision making participants in the era of big data is still the most important decision factors. Big data has changed for a long time, the theory and the thought way of management decisions based on the experience and intuition to precise data analysis, decision-making under the big data participants role has changed. In the future, we will conduct more related research to polish our current idea.

References

