

Research on the Innovation Trend of Enterprise Management Mode

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Abstract. Modern management from the emphasis on the management of the matter to the importance of human management, from focusing on micro-management to the importance of environmental research strategic management, experienced from rational management to irrational management, and return to rational management and the process of integration. The evolution of management theme embodies the results of scientific and technological revolution, but also reveals the inherent nature of the evolution of enterprise management model. The knowledge economy has given the modern enterprise management obvious characteristics of the times, the organization and management flexibility, the human development of human resources, the production and operation of internationalization, the core of cultural construction has become the trend of enterprise management development and innovation.

Introduction

Enterprise management model is to promote the good development of enterprises an important force, through the scientific application of management model can help to promote the good development of enterprises. Enterprise management mode involves more content, in the management of these content should pay attention to scientific, to ensure the quality of each management link. Through the theoretical level to explore in detail the innovative development of enterprise management model, from the theoretical play for the role of business management model to play a theoretical support.

Management and technology are two important aspects of economic development and social progress. In many enterprises in China there are backward technology, management is more backward, improve management is particularly urgent. Enterprise management science is the science of the objective law of enterprise management, which is derived from management and management. From the evolution of management science, business management model is constantly innovating.

The Times Characteristics of the Modern Enterprise Management Model

Enterprise Management Model (Enterprise Management Model), referred to as EMM, including the structural model and support model. The structural elements of EMM are corporate culture, management, management technology, management system and regulation, decision-making and leadership system. The support model shows the elements that support the existence and effective operation of EMM, and the relationship between the elements. EMM support elements include personnel quality, product technology, business goals and target markets. These elements only in the enterprise management in accordance with certain rules to produce interaction in order to occur the role of the elements should be. This rule has a self-organizing form and a hierarchical management form. Self-organization form is the economic system self-formation, self-organization, self-implementation; hierarchical management form refers to the government or high-level economic system for the low-level economic system directly set by the external authority to monitor the implementation of the system. Modern enterprises are faced with the era of knowledge economy, knowledge and information increasingly become an important business management of the

enterprise, the new management ideas with the emerging, a new, with the characteristics of the era of enterprise management model is taking shape.

First, highlight the concept of people-oriented, that is, all people-oriented, pay attention to the enthusiasm of the people, creative incentive management ideas. Enterprise management has never been like this, from the development of human needs, emphasis on the resources as a person to cultivate, develop, encouragement. Second, it embodies the concept of system integration, that is, pay attention to the internal management level, links, departments, personnel between the interrelated and constraints, attention to individual and overall coordination, emphasizing everything from the whole, aimed at optimizing the overall enterprise system Functional management thinking. Thirdly, the concept of merit-based decision-making is strengthened, that is, decision-making must be multi-angle, multi-factor analysis after the multi-program comparison, and then preferred. This decision is not a simple experience of guidance, but a variety, dynamic, systematic management behavior. Fourth, establish a strategic management concept, that the management issues revealed, the development of management measures, management methods must be adjusted from the enterprise's long-term, consistent with the internal and external environment, management behavior to be far-sighted, managers should have advanced thinking. Fifth, into the concept of contingency, that is, stressed the adaptability of management. That management must be contingent, because people, because of things, because of time, according to local conditions.

The Innovation Trend of Modern Enterprise Management Model

In the process of profound changes in the scientific and technological revolution and scientific and technological progress in the process of enterprise management, it is particularly noteworthy that the rise of complex science and IN-TERNET culture in recent years and the vigorous development of e-commerce business management model of the significant impact. Complexity science sees enterprises as self-organization, adaptive, self-motivated, and intelligent, complex organizations such as Learning Organization, while INTERNET and Electronic Commerce fundamentally change the business the familiar internal and external environment, which eventually led to the upgrading of enterprise management and innovation. Throughout the status quo and development trend of domestic and foreign enterprise management, the innovation of enterprise management mode presents the trend of internationalization, flexibility, humanization and knowledge.

The Global Business with Global Awareness. Economic globalization is the main feature of the new economic era. As the development of electronic technology, shorten the enterprises and enterprises, enterprises and consumers, especially between domestic and foreign enterprises and their distance between consumers and consumers. With the internationalization of production, the internationalization of the market, the internationalization of consumption, the development of many enterprises are inseparable from the development of foreign markets and the introduction and use of advanced technology. It can be said that the internationalization of business management is in the context of globalization, the inevitable choice of each enterprise, but also the inevitable trend of world economic development. However, it is noteworthy that the international business is a process from the primary form to the advanced form of development. It is generally experienced from a single trade or production to trade, investment, production, financial integration, that is, to the development of integrated multinational companies. Since the 1990s, in the international operation, there has been a so-called strategy of evolution to the absence of nationality. On the one hand to implement the localization strategy, while the implementation of cultural openness; the other hand, adjust the structure, the implementation of horizontal management, within the company to eliminate border barriers and sectoral division, re-formation of the company to meet the information age of enterprise development needs.

Good at Capturing Opportunities for Machine Management. Well-known management scientist Kongz said that effective management is always a randomized, due to the situation of different management. Consumers of product performance and quality requirements of the difference, the rapid technological progress, the fierce competition in the market will provide new

opportunities for business growth and space. Enterprises can take advantage of these opportunities and space and it depends on its grasp of the degree of machine management, and the resulting release of energy. It is different from the routine or routine management. It requires that the management methods and technologies should be improved and innovated according to the changes of the environment. It is not limited to a management model. It is to find out the opportunities and make the right situation under the premise of forecasting the development opportunities. To get the success of machine management, we should first establish a sense of crisis. Survival crisis can stimulate the growth of enterprises. Haier "doomsday management" is the core of constantly self-denial, be vigilant, and thus always keep a clear head. Second, we must continue to grasp the law of market competition changes. Opportunities for a large number of enterprises are fair, but specific to a business, can effectively grasp and use it, but it has a great chance. A lot of practice has proved that enterprises in order to grasp the future changes in the law of the market, to the market to make a quick and sensitive reflection, especially on the possible opportunities for the market to be analyzed and studied. For example, through the understanding and understanding of market competitors and consumers, to analyze possible opportunities; the business opportunities for the possible opportunities to cope with the advantages and disadvantages are predicted. Only those who can foresee the law of market changes and take the opportunity to take business management business can guide consumers' consumption trends, and achieved good economic returns.

Implement Flexible Management. Many management scholars in the 21st century, the new development of enterprise management, said that due to changes in economic structure, the diversification of consumer demand, the past business is organized around the items and capital flows, and now become around the information of the flow to organize, so the management of flexibility and adaptability put forward higher requirements. To this end, the modern enterprise is to have a moderate scale of business. Second, there must be a flexible management organization. First, strategic alliance organizations are widely present. In order to jointly utilize the electronic technology platform or to jointly develop one or more related products, the company often breaks the space barrier between enterprises. Those are, on the basis of the original business unit, and further some of the production units, business units into self-financing profit center. And some will be by region, according to the department management system, into a business scope of the direct management of the system. The future enterprises to establish decentralized management system will be the trend. From the traditional vertical, functional management structure, to the team as the core of the flat management structure development. As the popularity of computers and the development of the Internet, more and more work can be done at home, this trend makes the flexible working class increasingly popular, but also to the traditional personnel performance appraisal system challenges.

The Innovation Strategy of Business Management Model

Innovative enterprise management model, we must focus on strengthening from various aspects. The author combined with the reality, explore the enterprise management mode innovation method, in the implementation of these methods, play a role in promoting the enterprise management model.

First, the enterprise institutionalized management model innovation. The innovation of enterprise management mode should pay attention from the system level. To combine the actual development of enterprises, strengthen the enterprise management system standardization. Enterprises in the system innovation and development, combined with Chinese enterprise development and characteristics, targeted innovation system. Please develop professional management system. In the system innovation, the innovation enterprise management cost management system is also more important. Faced with the current increasingly fierce market, enterprises in order to improve competitiveness, we should focus on improving their own operating costs management level, in the system to be strictly regulated, pay attention to capital management and scientific and technological innovation application system. Not only that, innovation and development of enterprise institutionalized management model, and constantly strengthen the business management of fine management, clear management responsibility. We should pay attention to the construction of the

system of detecting credit files, to supervise the management of enterprises and strengthen the supervision and management of the work of the situation.

Second, the enterprise people management model innovation. Enterprise management model in the human management model of innovation and application is conducive to improving the overall level of development of enterprises. From the specific work of the implementation, it is necessary to give full attention to the training of employees to strengthen the staff and the staff should pay full attention to the incentive. In the enterprise employees to strengthen the incentive, the staff of the appropriate salary increase, to stimulate the enthusiasm of the staff work. It can hire experts to carry out specialized training of staff, the staff of professional knowledge and skills to strengthen training. In the enterprise management of the team management approach, in the overall work atmosphere can be well trained, which is conducive to adapt to the new economic restructuring, and promote the management of enterprises to improve.

Third, innovative enterprise management model and pay attention to the application of knowledge management model. In the current era of knowledge economy development, the management of knowledge and information management is different, which is mainly in the knowledge sharing and flexible use on the basis of integration in the minds of staff knowledge resources in the model, in the application of knowledge management model, Is conducive to improving the development of enterprises adaptability and innovation. The knowledge management model combines the knowledge superiority of the employees with the development of the core competitiveness of the enterprises, and can grasp the development direction of the market accurately and promote the market competitiveness of the enterprises.

Fourth, the innovation and development of enterprise management mode, in the flexible management model application level is more important. Flexible management model will become the future of the enterprise management model. In the modern enterprise management concept, the appropriate development of enterprises has become the consensus of many current enterprises. This requires a hierarchical approach to the organizational structure of the enterprise, as well as the application of flattened approach, the organization and management of the time and space boundaries to break through, which can help improve the efficiency of enterprise management. In the flexible management model, combined with the integration of various management elements, can clearly show the flexibility of management features. In order to combine the development of their own enterprises, pay attention to the concept of human into the text, in the management model can be diversified applications, which will help enterprises to improve the overall level of management.

Conclusion

The application model of innovation application enterprise should be based on the facts, pay attention to the development of the enterprise itself, and combine it with its own innovation management mode. In the modern management of the concept of enterprise management model innovation and application, we must from the micro-management and macro management two levels of optimization. Through the study of enterprise management model innovation can promote the good development of enterprises.

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