

long-term development of the company. It should be improved.

C. The suggestion of performance improvement

The enterprise managers of A company need to adjust strategy to change the present situation according to the performance prediction and casual analysis above. They raise the enterprise information automation rate up to 0.7 and raise staff training times each month up to twice. The results are shown in curve 2 in diagram 3 and curve 2 in diagram 4.

It can be seen from the prediction results, the profit curve ascends more quickly than it is in strategy 1 and keeps on a higher level on account of information automation rate raising to 0.7. After the period of oscillation, the profit has far surpassed the profit condition of strategy 2 and presents a rising trend. The employee satisfaction also has a integral improvement than it is in strategy 1.

In that information automation rate raises to 0.7, the employee workload decreases and the employee satisfaction increases. The service quality improves accordingly, thereby the client number increases and the profit promotes. The operating speed of internal procedure promotes and the decision-making efficiency and accuracy of enterprise senior leaders get promoted after the enterprise management information system improves effectively. This lays the foundation of client increasing. This also presents that the enterprise information results have the quality of time delay. The increasing of the number of training not only improves the quality of employees and service quality but also increases the training cost. So the enterprise profit doesn't increase much. But as the client increases, the effect is brought out gradually which gives security for the profit growth.

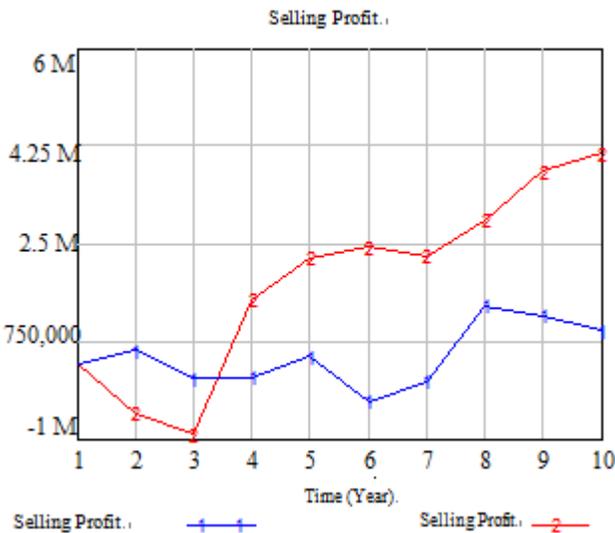


Figure 3 Sales profit trend graph

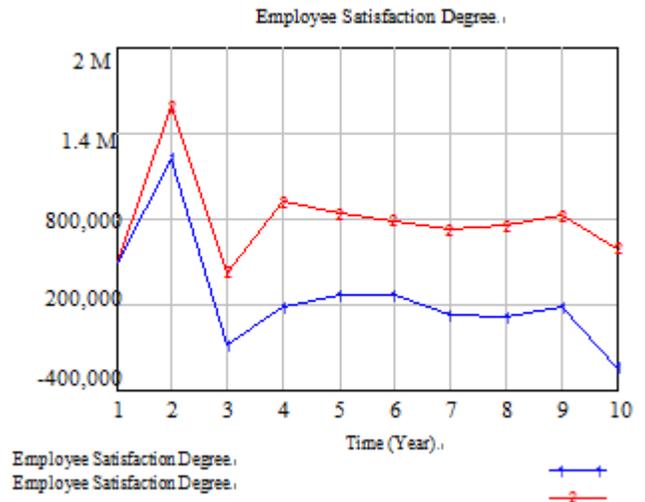


Figure 4 Employee satisfaction degree trend graph

IV. Conclusion

This paper establishes the dynamic model of performance evaluation of company by using vensim software based on the principle of DBSC. The operating result of the simulation of the module reveals the ERP implement effect under the two strategies directly. Thus avoid the subjective defects of thinking of managers. This provides reference for the managers in the company to carry on the strategy and improve policy in practice.

V. Fund Project

1. Heilongjiang Province Natural Science Fund Project (G201013)
2. Heilongjiang Province in 2013 graduate innovation project

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