

The Method to Strengthen and Innovate the Thinking of Enterprise Economic Management

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Abstract: *The survival and development of enterprises cannot be separated from scientific and effective management, especially in the current environment of socialist market economy, the competition between enterprises is increasingly fierce and cruel, enterprises to get more long-term development, must keep pace with The Times, reform and innovation, and constantly improve their own economic management level, through continuous strengthening of economic management work, improve and optimize the economic management of enterprises Mode, in order to effectively enhance the competitiveness of enterprises, provide fundamental guarantee for the sustainable development of enterprises, so as to promote the economic benefits of enterprises.*

Keywords: innovation; Strengthen; Enterprises; Economic management; think.

1. INTRODUCTION

In the new era, the positive development is more and more rapid, more enterprises will enterprise economic benefits on the positive management, in order to get the market share in the fierce market competition environment, the big enterprises have to combine with their actual situation, take effective economic management measures, bold reform, so that the development of enterprises can integrate the trend of social development Enhance the economic strength of the enterprise. This paper discusses various problems in the actual operation of enterprises under the new situation, and puts forward measures to strengthen and reform.

2. THE IMPORTANCE OF ENTERPRISE ECONOMIC MANAGEMENT INNOVATION

2.1 Enterprise economic management innovation is the urgent need of knowledge economy development

Knowledge economy, in essence, refers to the information road that uses knowledge operation as the method to promote economic growth under the background of new economy. Enterprise economic management not only fully meets the various needs in the development process of knowledge economy to a large extent, but also coincides with the current information development road. Under the background of the new economic form, enterprises also put forward their own development trend clearly according to their actual situation.

2.2 Enterprise economic management innovation is a concrete way to deepen and improve our market economy system reform

First of all, under the background of the continuous reform of our national economic system, the nature of most enterprises is also undergoing corresponding changes, and has changed to become the dominant position in the competition; Secondly, under the current economic background, the characteristics of extensive enterprise management appear in the process, leading to serious waste of product resources, low recovery rate of resources, high energy consumption and so on. In other words, the only way for enterprises to achieve sustainable development is to innovate enterprise economic management.

2.3 Basic contents of enterprise innovation economic management

In fact, when enterprises carry out economic management innovation, it is a systematic and high process, in which each link should be effectively connected, but the key of the connection is innovation. The key to enterprise development and innovation is to further strengthen the ability of enterprise economic innovation. The foundation of enterprise innovation is to realize economic innovation, system innovation and concept innovation. In any economic management work, enterprises need a correct concept to assist, so enterprises further improve their own management system under the guidance of innovative ideas. When improving the management system, it is necessary to start from the rules and regulations to fully stimulate the creativity of the enterprise. Having a perfect rules and regulations can effectively limit the employees of the enterprise

All kinds of behavior activities, so that enterprises can quickly establish economic management mode in line with the current market situation. For an enterprise, cultural management is also very crucial, mainly the development of culture. Taking corporate culture as an advanced concept and incorporating it into the strategic measures of enterprise development, corporate culture can play a key role in promoting production and uniting employees. The main measure for enterprises to win the market is to further safeguard the production technology of enterprises. Enterprises based on technology management need to gradually improve and further strengthen, which can gradually improve the production efficiency to a large extent, and finally achieve the

purpose of production technology innovation.

3. CURRENT SITUATION OF ENTERPRISE ECONOMIC MANAGEMENT MODE

3.1 Management concept lag

In the new era, the internal management mechanism of major enterprises has also put forward higher requirements, and at the present stage of many of our enterprise management, there are some old and backward ideas, the internal management mechanism is also in use of the traditional management mode. The main reason is that many people are subject to the influence of the traditional mode in this process, afraid of big mistakes, so that the enterprise will be in a situation of no recovery. But it is precisely because of the influence of this idea, supporting enterprises can not be combined with the development trend of the modern market economy, and even a large number of enterprises, due to the backward management mode, have gone bankrupt. The economic benefits are also poor. Therefore, the enterprise must grasp the pulse of The Times, update the management mode, establish a sense of crisis, boldly innovate, through inheriting the excellent part of the traditional mode, scientific construction of a new management mechanism, so as to enable the enterprise to achieve long-term development.

3.2 Lack of sound enterprise economic management system

This problem is the common problem existing in some enterprises, mainly manifested in the lack of economic management system combined with the development of enterprises. The specific reasons include that many managers lack the idea of active management and have not formed a complete management system in the process of enterprise management. As a result, enterprises are too arbitrary in production practice without scientific theoretical support. Some enterprises, although with economic management system, but with the development of The Times, has been unable to adapt to their own development; There are also some enterprises that have a relatively complete economic management system, but they just copy the management mode of other companies, which cannot be effectively combined with their own reality. These problems will lead to the formation of serious proportion imbalance in the development process of enterprises, and form a certain resistance to the development of enterprises.

3.3 Lack of internal control

Under the new situation, due to the fierce competition in the market environment, the managers of enterprises pay attention to the external economic environment for a long time, and do not fully consider the internal control and management. Many enterprises have not established the scientific internal management system, and lack of economic management control. For the economic management, only the financial interpretation of this means, cannot be realized the internal control power of an enterprise.

4. SOLUTIONS AND INNOVATIVE APPROACHES TO PROBLEMS EXISTING IN ENTERPRISE ECONOMIC MANAGEMENT

Based on the above problems in the economic management of enterprises, the analysis of the current form of market economy, enterprises only continuously strengthen economic management, innovate the way of economic management, to occupy a strong position in the fierce market competition. Combined with relevant data, the solutions and innovative approaches to the problems in enterprise economic management are mainly as follows:

4.1 Establish advanced management concepts

The development of an enterprise is inevitably related to its management concept. Through practice, it has been proved that only with advanced management concept can an enterprise get better development. Therefore, enterprises must be combined with their own operating conditions, to establish advanced management ideas. First of all, the financial department should play its role and hand over the collected market economy conditions to the management in the form of data and tables, so that the management can grasp the market economy in real time and make reasonable development decisions based on the market economy. By analyzing the current situation of market economy, we can find our own shortcomings in time, and then take effective measures to improve. Secondly, enterprises must create a good learning atmosphere and pay attention to the cultivation of employees' innovative spirit. Only in the continuous learning, employees can improve their own defects, combined with the current situation of the market economy, the future development strategy of the enterprise, constantly innovate management methods, seize development opportunities, in order to promote better development of the enterprise.

4.2 Establish a sound management system

In the development of enterprises, we must establish and improve the management system to ensure the rationality and science of the management system. Through the construction of a perfect management system, the behavior of staff can be restricted, and then improve the work efficiency and work quality. First of all, it is necessary to deeply analyze the current management

system, sum up the advantages and disadvantages of the current management system, retain the excellent part, supplement the defective part, or directly abandon it, and formulate a reasonable management system according to the enterprise's operating situation and later development strategy. Next, learn from, introduce the advanced management system of foreign countries, absorb the essence of which, according to the current market economy condition of our country, gradually establish a management system suitable for the development of Chinese enterprises. After the completion of the management system, the enterprise also needs to publicize the management system to ensure that every employee in the enterprise can understand the management system and implement it into the work, so as to ensure that the management system plays its due role in the actual work and comprehensively improve the economic management level of the enterprise.

4.3 Strengthen the organizational structure of the enterprise

Through the analysis of the current market economy environment, it can be found that most enterprises still adopt the traditional management mode, which cannot adapt to the current management needs, leading to the difficulty of enterprises in the smooth development of economic management. Therefore, the enterprise must strengthen the organizational structure, the first need to optimize the management, can adopt a top-down structure to carry out various work, reduce the level of management work, according to the actual development situation, the enterprise internal functional structure integration, promote the promotion of enterprise management power. Secondly, in the construction of organizational structure, it is necessary to adopt the flexible construction and human governance, and timely clean up some unnecessary institutions and posts, so as to ensure the flexibility of enterprise in operation and management. Finally, to promote the organization toward the direction of virtualization development, through the introduction of advanced network technology, management technology, strengthen the communication between the various departments of the enterprise, close the distance between the departments, to ensure that in the work carried out, the departments can cooperate with each other, jointly carried out, comprehensively improve the management level of the enterprise.

5. ATTACH IMPORTANCE TO THE FINANCIAL MANAGEMENT OF ENTERPRISES

In the process of economic management, enterprises must attach importance to financial management. To do a good job in the financial management of enterprises is reflected in the following three aspects: (1) expand financing channels. In the development of enterprises, capital is the key condition for the development, but also the important material basis for the development of enterprises. If the enterprise does not have enough capital, it is difficult to get sustainable development. (2) Strengthening financial management. The financial department plays a very important role in the economic management of enterprises. Strengthening the management of the financial department is one of the effective ways to improve the economic management of enterprises. (3) Cost management and control. In order to ensure the rationality of enterprise economic management, it is necessary to strengthen cost management. Scientific setting of management and production positions, according to the production needs of the enterprise to set a reasonable number of staff, to ensure the full implementation of post responsibilities.

6. CONCLUSION

Along with the rapid development of Chinese economy, the development of Chinese enterprises has greater space, and also lays a solid foundation for benign competition of Chinese economic market. Therefore, as the pillars of China, we have to further strengthen and actively innovate enterprise economic management, so as to contribute our own strength to our national economic growth, and promote our enterprises to the path of sustainable development.

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