

A Brief Discussion on the Problems and Solutions of Modern Enterprise Management

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Abstract: *In the context of the development of the new era, the survival and development of enterprises and effective management has a close relationship, once the economic management of enterprises can not scientifically guide life management activities, then the enterprise will suffer from huge restrictions and obstacles, so it is of great significance to meet the requirements of enterprise management. Therefore, this article mainly discusses the problems existing in the economic management of enterprises, and proposes corresponding effective countermeasures to solve the problems, so as to ensure the orderly development of the management of enterprises, and then lay a firm foundation for the comprehensive promotion of the development and growth of modern enterprises.*

Keywords: modern enterprise; Economic management; A problem; 2. solve method.

1. INTRODUCTION

In the process of continuous development of modern enterprises, it is extremely difficult for enterprises to survive and develop in competitive industries. Only by formulating a reasonable and perfect management system can the core competitiveness of enterprises be guaranteed and the development and progress of modern enterprises be promoted [1]. Therefore, while enterprises realize social value and function through effective economic management, they fully highlight the economic value of modern enterprises and play a vital role in improving the economic management level of modern enterprises.

2. THE EXISTING PROBLEMS OF MODERN ENTERPRISE MANAGEMENT

2.1 Lack of awareness of management innovation

In today's society, the internal managers of some enterprises lack the cognition and understanding of enterprise economic management, and have not yet established the correct economic management concept and formulated the management system, and constantly pursue sales and profits, which eventually leads to the serious lack of enterprise economic management. Therefore, some managers of enterprises lack a one-sided understanding of management work, lack of innovation awareness and exploration ability, and often just invest a lot of manpower and physics in the enterprise and establish the corresponding management system, without considering whether the management system and mechanism meet the actual needs of modern enterprise economic management. As a result, the economic management of modern enterprises is too simple and formalized, which makes it difficult to give full play to the practical role of modern enterprise economic management [2]. At the same time, the vast majority of the internal economic management of enterprises all year round apply the same management process, often in accordance with the successful management methods and models of other enterprises applied in individual enterprises, unable to fully consider the actual situation of modern enterprises, so that the enterprise economic management mode does not meet the actual needs, and even the work management of enterprise economic management personnel is not in place. It is difficult to give full play to the role and value of management staff in enterprise content [3]. In addition, the most serious common phenomenon is that the enterprise's internal management staff has not yet understood the innovative ways of economic management and is not deep enough to apply the new development ideas and thinking to solve the new problems of the enterprise, resulting in the scope of economic management is not standardized enough. Combined with the above content, it can be seen that, In the end, it has caused serious restrictions on the development and survival of modern enterprises, and then has an important role in the restriction, resulting in modern enterprises difficult to effectively carry out economic management.

2.2 Low organizational management efficiency

In the process of diversified economic management of modern enterprises, enterprises only pay attention to the expansion of the scale and degree, but completely ignore the efficiency and quality of enterprise economic management is difficult to reach agreement with the pace of enterprises, and cannot continuously expand the scale of enterprise management, which leads to the backward and lagging economic management [5]. Therefore, due to the unclear responsibilities and powers within the modern enterprise, in the process of improving and perfecting the modern enterprise management system, management bodies such as shareholders and the board of supervisors should be set up, but the internal organs of the enterprise have not played an important role, in this case, the lack of an effective structure to effectively realize the enterprise system and governance. Therefore, from the perspective of economic management, the vision and short-sightedness of enterprise management staff, the lack of macro awareness of operation and management work, followed by the management organization is not perfect and standardized, leading to the cross between the various parts of the enterprise, in the occurrence of problems, often appear to shirk the responsibility of the situation and situation, Ultimately, the internal economic management of modern enterprises is lack of

predictability and feasibility.

2.3 Lack of core competitiveness

First, the cost of modern enterprises is completely backward in the competitive market industry, and many enterprise management staff lack the cognition of the market industry competition. Nowadays, the market industry is becoming increasingly fierce, and the managers not only lack the cost savings, but also lack the cognition and understanding of professional theoretical knowledge, which eventually leads to the increasing cost expenditure [6]. Secondly, the economic management departments of enterprises lack professional and technical talents, which means that the internal working environment and salary of modern enterprises are difficult to introduce a large number of professional all-round talents. Third, the enterprise brand in the market industry competition consciousness is insufficient, many enterprise products in the market for a long time, so that their quality and technical content has been seriously declined, unable to survive and develop in the fierce market industry. Fourth, the network platform and development of modern enterprises are inconsistent with the development needs of the new era, and it is difficult to keep up with the development needs of the new era. Their marketing and sales methods are too single [7], and it is difficult to master the new sales methods, which leads to the difficulty in creating brilliant market share and continuous breakthrough. Fifthly, the enterprise's after-sales service cannot meet the needs of the market industry, so that many products lack after-sales service, and a comprehensive after-sales service mechanism has not been built. As a result, its requirements cannot meet the requirements of the new era, or even cannot occupy the market share. Sixth, the internal management personnel of the innovation awareness and innovation power is insufficient, lack of the innovative management concept of cognition and understanding of professional knowledge, in the maximum extent it is difficult to fully promote the survival and development of our modern enterprise.

3. THE SOLUTION OF MODERN ENTERPRISE MANAGEMENT

3.1 Enhance the consciousness of management innovation

Because some internal managers of enterprises have not fully realized the importance of enterprise economic management, they have not continuously in-depth and carried out the study of professional knowledge of enterprise economic management, nor have they improved their professional ability and level [8], and have carried out practical work on enterprise production through the new economic management work. Therefore, in order to help modern enterprises continuously improve and perfect this situation, first of all, it is necessary to strengthen the management consciousness of enterprise internal managers by means of symposiums and lectures, comprehensively improve the professional ability and level of enterprise managers by means of training, and ensure that the professional knowledge learned by managers is fully applied to the economic management of enterprises. And ensure that the contents of the symposium and lecture fully meet the development requirements of enterprises in the new era, carry out regular training courses for managers, attach great importance to the accumulation and innovation of professional knowledge, ensure that enterprise managers fully grasp the professional theoretical knowledge of economic management, at the same time, in the process of in-depth discussion and listening to the opinions and suggestions of enterprise managers, They should have the most basic cognition and some ideas of lectures and symposia, effectively combine their training content with feedback, and make appropriate adjustments and improvements. In addition, only by adopting a new way to carry out training work for managers, can we ensure that the professional ability and professional level of managers are improved comprehensively, actively carry out the work on economic management, and have the professional ability and professional level to carry out economic management work, so as to achieve the important purpose of modern enterprise development to the maximum extent.

3.2 Improve human resource allocation

First, establish a perfect, scientific and reasonable performance mechanism in modern enterprises, and constantly encourage and motivate managers to adopt different kinds of learning methods to learn independently and improve themselves, learn to learn from each other and keep pace with The Times. In short, the professional and technical level of managers is closely related to salary and remuneration, and constantly improve the reward mechanism and punishment. On the one hand, the enterprise's economic management work is guaranteed to be continuously effective and standardized; on the other hand, the enthusiasm and initiative of the enterprise's internal management staff are comprehensively improved, and a harmonious relationship is constantly formed in modern enterprises to ensure mutual help and mutual promotion among managers, so as to promote their common progress and competition in the same environment [9]. Second, in the process of improving and perfecting the allocation of human resources management, new requirements should be put forward in combination with talents from different departments within the enterprise, and all-round talents should be scientifically and reasonably allocated among different departments, so as to ensure their reasonable allocation and achieve the best effect of making full use of talents. Ensure that human resource management department plays an active role in promoting the internal management of modern enterprises.

3.3 Improve the efficiency of organization and management

While improving the efficiency of enterprise organization and management, it is necessary to make full use of the basic characteristics of organizational structure to continuously improve it, reduce the level of traditional vertical management

structure, build a new organizational management structure and management system, constantly strengthen the strength of enterprise economic management, and guide the mutual transmission and transmission of information content between enterprises. Then comprehensively improve the efficiency and quality of enterprise economic management. At the same time, the main purpose of enterprise organization and management structure is to effectively combine the leadership and the relationship between job responsibilities and powers. While actually improving the organization and management structure, a new supervision mechanism should be established to analyze and supervise the actual situation of enterprise internal operation and management, and constantly discover the problems existing in modern enterprise economic management. And for the analysis and effective solution of its problems, and then in the maximum extent to improve the ability of modern enterprise internal management staff, to ensure that the efficiency of organizational management has been improved.

3.4 Pay attention to short-term incentives

In the long run, modern enterprises only pay attention to the short-term reward mechanism of salary bonus and annual salary system in human resource management. Therefore, in the process of staff training, enterprises do not pay enough attention to their education, leading to high attention to the management of human resources, neglect the training of enterprise management staff, and completely ignore the investment and input of human capital. In view of the above problems, it is mainly manifested in the following aspects: the lack of short-term training of enterprise staff, too much attention to the training and organizational model, not enough attention to the personalized aspects of management personnel and so on. Therefore, it is necessary to analyze the above problems, make full use of a variety of incentive measures and mechanisms, fully implement the new management methods and means, and then apply the incentive mechanism in the work environment to ensure that the enterprise applies different effective management systems to the staff.

4. CONCLUSION

To sum up, in the rapid economic and social development of our country today, the economic management work inside the enterprise has a vital role in ensuring the economic and social benefits of modern enterprise, it effectively realizes the stable development of modern enterprise. Therefore, while guaranteeing the stable development of modern enterprises, it is necessary to comprehensively improve the professional skills of the internal economic management personnel of enterprises to ensure the construction of a new economic management system and system, so as to ensure the sustainable development of modern enterprises in the fierce market and industry competition to the greatest extent.

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