

An Exploration to the Innovation Path of Traditional Business Management Based on Internet Background

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Abstract: *A profound impact on the social economy brought by the advent of the information age, it has large and fast information storage favored by all walks of life and plays a benign role in promoting the development of the world economy. There comes profound revolution for traditional business management and mode under the influence of new technology of internet mindset. The internet mindset should abandon traditional business management concepts and models to move forward in the direction of innovation and development under the needs of social development in the new era. The competitive advantage can be reinforced in the market and economic development with a positive attitude to reform and innovate its own management. In order to provide reference for peers, this research is to analyze how traditional business management concepts and models should be adaptable to the development of the times and progress under the background of internet mindset.*

Keywords: *Business Management, economic, mindset*

1. Introduction

Under the background of internet mindset nowadays, a paramount role has been played in the economic development of the new era for the internet with its high speed, sharing and other advantages, which is widely favored, while traditional business management concepts and models are gradually fading from people's vision. A suitable transforming method should be adapted to follow the trend of social economic development, and traditional development concepts and models should be upgraded in order to attain a foothold in the highly competitive business circle.

2. Background of the Development of Internet Mindset

With the development of global economy, people's life is embedded with different aspects of internet applications, which forms one internet mindset with many applications of internet technology such as internet plus, cloud computation, and big data^[1-3].

There are six characteristics of internet mindset: big data, zero distance, transparency, sharing, applicability, and beneficial. In this context, people will examine the value and development of enterprises and markets from a full-ecological perspective, and at the same time, enterprises need to re-assess at the development of consumer groups, commodities and markets^[4-7]. Tremendously affected by the background of internet mindset, for one thing, it brings about certain impact on traditional business as a consequence of its continuously same operation modes, which steadily goes far away from people's production and life. For another, it also brings new development and innovation opportunity for traditional business while bringing impact. The advent of internet plus mode has utterly changed multiple facets of traditional business, such as marketing, sales and supply chain. Through online sales mode, the volume of online sales increases remarkably^[8-10]. Aside from that, the online volume will mostly facilitate offline consumption, which gives an impetus to the development of enterprise. The advent of internet mindset provides consumers with multiple channels to search goods information, thus lessening the brokers' price difference, and making the goods directly reach consumers through e-commerce platforms, which not only increases efficiency, but also leaves the consumers the entire right in terms of how to purchase and how to make payment^[11-12]. It can be showed at figure 1 as follow:

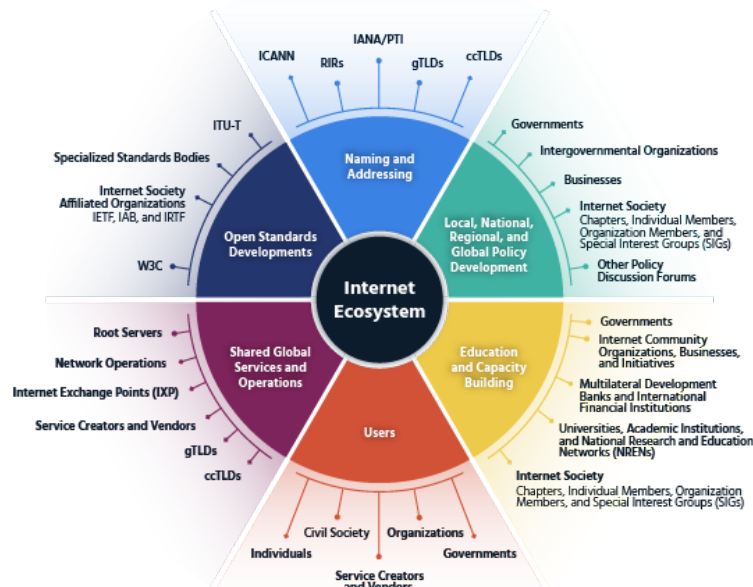


Figure 1: The circle of internet ecosystem

The important core of internet mindset is to grasp consumers' consumption views. In traditional business management models, they are often fixed, which therefore gives rise to a waste of resources. Enterprises cannot communicate and cooperate with the outside world, and miss out on a multitude of development opportunities. Hence, the biggest advantage of internet mindset is its convenience and speed, which reinforces cooperation between enterprises and the outside world, forming an enterprise ecosystem^[13-16]. The internet mindset has pushed ahead the development of enterprises, enabling internet platforms to better meet the needs of users, such as social, entertainment, consumption, and other needs. Furthermore, internet mindset has driven the transformation of traditional business values on a certain basis, thus having a far-reaching impact. In such case, Chinese enterprises should innovate their development concepts on the basis of their own development models and internet mindset to materialize the transformation of traditional business development^[17-19].

3. The Impact of Internet Mindset on Traditional Business Management

1) The impact of enterprise communication concepts

The traditional business management model is primarily publicized through television, advertising, leaflets, and other means. The emergence of internet plus breaks traditional propaganda methods, which provides people with multiple choices and meets their needs. Apart from that, it not only expands the promotional space and communication channels of enterprises, but also enables them to develop models and concepts that are in line with their own development, thereby breaking free from the constraints of traditional business models, adapting to the trend of the internet plus era, and promoting successful transformation and innovation of enterprises^[20-21]. In an effort to seek a new path for dissemination, enterprises can fully utilize the products of the internet. Strengthening the construction of enterprise culture is a pivotal measure to heighten the competitiveness of enterprises. Only by integrating into social life can we promote the improvement of enterprise culture, optimize product services and establish brand image. In a sense, internet mindset is a new mode of online publicity and sales, which strengthens the interaction and contact with consumers. Enterprises can establish stores on multiple platforms for publicity and sales, while consumers can also learn about products purchased through Tiktok, Taobao, Xiaohongshu and other online platforms to elevate the service level of enterprises and augment their competitiveness in the market^[22-24].

2) Impact on consumer group positioning

A host of enterprises do not clearly understand the importance of consumers, thus lacking adequate research and analysis on fashion. With the advent of the internet era, not only has the position of consumers in enterprises been elevated, but also market transformation has been accelerated^[25-26].

Under the internet mindset, enterprises should prioritize the expansion of their consumer base and continuously expand their audience to heighten their brand effectiveness^[27-29]. In order to expand the consumer group, it is essential to continuously conduct in-depth research on the consumer group, adopt big data to probe into consumers' consumption habits and characteristics, understand the composition of the consumer group, and ultimately achieve are planning of the consumer group^[30-31]. Meanwhile, it is also imperative to continuously explore potential customers and adjust marketing strategies in a timely manner to ensure more scientific sales deployment. Under the internet mindset, the marketing channels of enterprises have been expanded in multiple dimensions. In such case, enterprises need to form a relatively distinct consumer group concept, conduct in-depth research on the characteristics of dissimilar consumer groups, continuously adjust the functions and promotional models of products, and deeply explore the purchasing characteristics of target and potential customers, psychological decision-making factors, etc., so as to consolidate the position of the enterprise in the hearts of consumers and elevate its business profits^[32-35]. It can be showed at figure 2 as follow:



Figure 2: The growth of ecommerce

4. Exploring the Innovation Path of Traditional Business under Internet Mindset

1) Constantly innovate development concept

It is to strengthen the application of internet mindset concepts. As the internet technology advances, it has been extensively used in all walks of life. The model of the developing internet is also expanding, deriving from internet plus finance, internet plus education, internet plus industry and other models^[14]. With the rise and updating of internet mindset, traditional business models also need to undergo changes in management models and concepts to cope with the current market environment. Besides, it's imperative to carry out new business management and operation mode with the help of internet plus business management mode, increase the application of internet technology in the management process to promote the formation of a new business ecosystem^[36-38]. In order to ensure the innovation and transformation of traditional business management models, enterprises need to continuously introduce high-level professional data analysis talents, so as to actualize the scientific induction and organization of big data and effectively predict the development trend of the market economy^[39-40]. With regard to existing talents, it is imperative to continuously heighten their internet technology level through various methods such as training, reinforce the attention of marketing personnel to the market entities of the consumer group, and delve into the characteristics of the consumer group^[41]. Moreover, it is essential to truly stand at the commanding heights to understand the entire market development context, and provide professional guidance for the future development of enterprises by digging into information technology such as big data^[42].

2) It is to establish a management philosophy with consumers as the main body. As the information technology advances continuously, traditional business models have confronted enormous challenges. Thus, it's imperative to promote the long-term stable development of enterprises through business transformation. In the process of business transformation, it is essential to scientifically and effectively manage and plan the consumer population. Furthermore, it's also critical to analyze and integrate the management path guided by the current market development status and future development plans. The consumer-oriented management concept in the context of the internet is not the traditional concept of customer first, but rather the need to strengthen the balance between the market and consumer groups, and maintain mutual respect and equal communication relationships in the process of transactions with

consumers^[43]. When transforming traditional business models, it's also essential for enterprises to reinforce their attention to the needs of existing employees, who are the core competitiveness of the enterprise. By establishing corresponding reward and punishment systems, promote employees' work enthusiasm and efficiency. A scientific and effective reward and punishment system can enhance employees' enthusiasm for work, promote their own professional literacy, and elevate their professional abilities. The transformation of traditional business management should continuously transform its development ideas in the new market environment, follow the overall direction of sustainable development, and maintain a customer-oriented business philosophy. Continuously conduct in-depth analysis of the market and consumers, and continuously develop new marketing technologies. It's preferable for enterprises to strengthen the construction of enterprise culture, and through excellent enterprise culture, marketing personnel can have a desirable cohesive effect, which can not only enhance the soft power of the enterprise, but also ultimately materialize the goal of sustainable development of the enterprise.

3) It is to effectively optimize industry strategic deployment. Affected by internet mindset, during the process of traditional business models undergoing business transformation, it is essential to attach adequate importance to analyzing dissimilar consumer groups, categorizing consumers in line with different keywords, and conducting in-depth research and analysis on the characteristics and structure of consumer groups. For instance, when analyzing the Baoma group, their shopping tendencies are household products, mother and baby products, etc. As a consequence, when traditional commercial enterprises deploy sales strategies, they need to adequately take into account the characteristics of dissimilar consumer groups and develop marketing strategies for small accounts accordingly. Meanwhile, it's also essential for them to strengthen the expansion of sales channels and push ahead the diversification of enterprise sales channels through an online plus offline model.

In an effort to effectively analyze consumer data, it is essential to enhance the ability to analyze big data. After obtaining big data, it's crucial to adopt relevant data to implement modeling and achieve a three-dimensional representation of the real sales situation. Aside from that, traditional business should also reinforce the user experience, change the extensively used price war model in traditional business models, and stimulate consumers' purchasing desire with innovative sales models. In the process of management innovation in traditional commercial enterprises, the focus of reform needs to be on user experience, continuously improving the quality of enterprise products, strengthening services, and reinforcing consumers' shopping experience. After completing shopping, it is also essential to actively probe deep into consumers' shopping experience, so as to make timely adjustments to sales strategies, product quality, functions, etc., and ultimately achieve optimization of enterprise strategic deployment. In the transformation of traditional business, it is also essential to strengthen the investigation of the consumer market, determine the regional product demand based on the sales category, and ensure a balance between product supply and demand. It can be shown at figure 3 as:

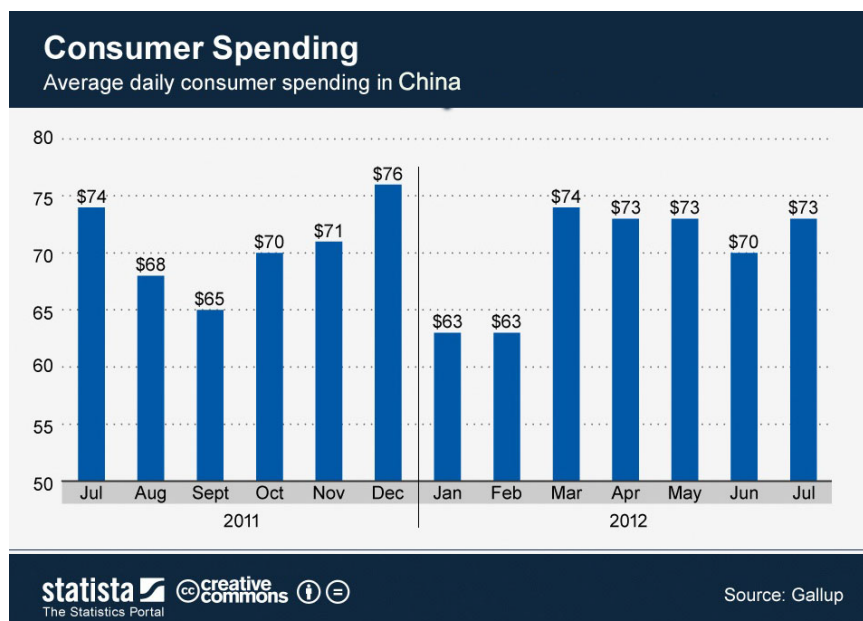


Figure 3: Monthly consumer spending questionnaire

4) Continuously strengthen the expansion of management channels

The arrival of the information age has facilitated the penetration of internet technology into people's daily lives and work, which allows consumers to interact with businesses through the internet. In some degree, this convenience has promoted consumers' desire to purchase. Simultaneously, internet technology has also brought diversified promotion platforms and investment methods to enterprises, further enhancing their visibility and publicity. In the process of transformation, traditional commercial enterprises also need to pay more attention to the internal needs of consumers, and promote new products to consumers through the internet, such as the Tiktok, Weibo, etc., so as to elevate the awareness of products. Traditional commercial enterprises should also concentrate on their enterprise image and reputation in the marketing process, fully ensuring product quality, consumer purchasing experience, after-sales experience, etc., and systematize and standardize management of this series of processes to reinforce their reputation and influence in the market and establish their enterprise image. Apart from that, it's essential to actively transform the business philosophy and thinking mode of the enterprise, change traditional marketing policies, continuously strengthening the training of marketing personnel, stimulate their sense of enterprise responsibility, and form enterprise cohesion. With regard to managing channels, enterprises should also reinforce the application of information technology, adopt information technology platforms and means to promote enterprise culture and products, establish a favourable enterprise image, and capture more audiences. By utilizing big data analysis technology to analyze the audience group, constructing a complete user experience management system, actively conducting R&D of new products, and strengthening innovation in marketing strategies, the enterprise can ultimately achieve its long-term development.

5. Conclusion

Altogether, the arrival of the internet era has not only brought multitudinous technological changes, but also transformed the business models of enterprises. Traditional business models are no longer able to adapt to the changes in the new market environment, so it's imperative for enterprises to conduct business transformation so as to ensure long-term and stable development. Affected by internet mindset, it's essential for enterprises to break the shackles of traditional business management models, face the dominant position of consumers, and innovate their existing management models by virtue of internet technology and tools. In order to ensure the stability of enterprise development, it is essential to further reinforce the market competitiveness and commercial development stability of the enterprise, so as to ensure the timeliness of enterprise commercial management, and thereby actualize the development of the enterprise and contribute to the socialist modernization construction.

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