

Countermeasures for the Innovation of Enterprise Economic Management Mode under the Background of Marketing

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Abstract: *With the improvement of economic globalization, enterprises have to deal with internal and external pressure. Therefore, enterprises should formulate various management systems according to the actual development needs. This paper expounds the basic concepts and existing problems of enterprise economic management mode under the background of marketing, and puts forward corresponding strategies in order to improve the competitiveness of enterprises and help the sustainable development of enterprises.*

Keywords: *Marketing, Economic Management mode, Innovation*

1. Introduction

Economic development will inevitably increase the competitiveness of various enterprises. Therefore, enterprises should take multiple measures and take effective measures to actively respond. Especially under the current marketing background, enterprises should innovate the economic management mode, innovative sales mode, innovative product use, etc. to promote the high-quality development of enterprises.

2. Basic concepts of enterprise economic management mode under the background of marketing

2.1. Marketing

For enterprises, the market is the starting point and destination of marketing activities. The first step of marketing is to analyze the market, analyze the market situation and opportunities of the enterprise's own products in the market; The second is to select the target market and the market that is most likely to achieve profit; The third is to determine the marketing strategy, according to the characteristics of the product and the market situation, select the appropriate sales mode for the enterprise; The fourth is to manage the marketing activities. The enterprise should formulate a long-term development strategy, determine the development direction and objectives of the enterprise in the general direction, and decompose the long-term plan to track and implement it to each small stage, and implement and control it by professional organizations in the marketing process. Under the background of marketing, all enterprises should accurately analyze and determine the future development direction, so as to meet the needs of customers and achieve marketing objectives and profits [1].

2.2. Enterprise economic management

The production and operation activities of the enterprise are complex, including the planning work in the early stage, the organization and implementation work, the command work of the corresponding departments in the implementation process, the coordination and implementation work of various departments and personnel, and the risk assessment and management of the corresponding activities. The enterprise economic management is the management of the series of production and operation activities of the enterprise. In combination with its own product characteristics and market conditions, the enterprise constantly innovates, sets up advanced management concepts, and forms a personalized and customized management mode to protect the high-quality development of the enterprise. In order to achieve the objectives of marketing and meet the requirements of market economic development, under the implementation of management, the enterprise is also constantly facing its own economic

management problems, focusing on the future development direction, based on the current market economic development trend, we can improve the enterprise economic management mode, and formulate an effective economic management mode that is consistent with the market development and consistent with the development needs of the enterprise.

3. The inevitability of the innovation of enterprise economic management mode

3.1. The inevitable requirement of current market economy development

With the continuous progress of modern science and technology, the development of market economy has entered the era of knowledge economy, knowledge economy to enterprise management mode put forward higher requirements, first of all, the enterprise management is entering the paperless office, open network office era, enterprises must keep pace with The Times, improve their own hardware and software strength, improve themselves and more world advanced enterprise cooperation, eliminate enterprise marketing constraints in time and space, promote the development of enterprise internationalization, to improve their competitiveness. Second, in the management and decision-making, enterprises should rely on the strength of knowledge-based talents, rely on the modern forecast and analysis and scientific evaluation of the market to make the correct enterprise development strategy, clear the development direction of enterprises, so that the macro management of enterprises to achieve knowledge. Only by recognizing their own management loopholes, timely correcting and constantly improving can the enterprise improve its internal management system and achieve long-term development in the fierce competition.

3.2. Enhance the inevitable requirement of enterprise management concept

Enterprise management is a huge project, need to do a good job from top to bottom and management, first of all, the enterprise is for the purpose of profit, must be clear self-financing management concept, enterprises to improve economic benefits must be market-oriented, marketing background, realize economic benefit is necessary to product as the focus of enterprise development and innovation, only products to gain a foothold in the market to bring economic benefits for the enterprise. Secondly, enterprises should make comprehensive innovation, in order to cope with the increasingly stringent market environment and operating environment constraints, in the setting of business goals, to develop development ideas, and strive to achieve the goal of advanced development of the enterprise. Third, establish the concept of competition and cooperation, and innovate the concept of competition and management concept in the fierce competition, the new era must integrate development and cooperative development, and create diversified competition and cooperative relations. Fourth, set up the concept of the system tube, system innovation is not have to deny the old system to cater to the advanced system, but to be suitable for the development of enterprise system, enterprise widespread system and actual operation "fragmented" situation, the system does not conform to the actual situation of the enterprise, employees in the execution of no system can follow.

3.3. The inevitable requirement of enterprise talent development

Talent is the core and driving force of the long-term and sustainable development of an enterprise. In the final analysis, innovation is the innovation of people. If an enterprise lacks talents and does not pay attention to talent training, it will certainly gradually lose its competitiveness. Career employment is a two-way choice of enterprises and employment, enterprises want to choose good employees, employees also choose development potential, in the final analysis, enterprises must pay attention to their own development, only enterprise strength, can provide a broader space for development to attract more talents, through the talent to promote the enterprise to the next level. The primary reason for the lack of talent in enterprises is that enterprises emphasize management over management, lack of necessary foresight, only focus on the immediate development, lack of long-term strategic vision, and thus block the development of enterprises. Secondly, enterprises do not pay attention to the continued cultivation of talents, rely too much on a few backbone forces of the enterprise, have no plan for the cultivation of other personnel, and cannot provide a promotion platform for them, resulting in brain drain.

4. Problems existing in current enterprise economic management

4.1. The internal control management system is not fully implemented

At present, the internal management system of many enterprises is relatively complete and covers a comprehensive range of contents. However, in the actual management of enterprises, there is a serious lack of implementation. First of all, the implementation is not in place. All departments of the enterprise do not learn the corresponding system thoroughly. Even though the enterprise continues to promote the relevant internal control system, all departments still fail to understand it. They do not cooperate or even passively respond to perfunctory situations. The second is the lack of internal management personnel in the enterprise. The inadequate implementation of the system is largely related to the inadequate supervision. Employees have a great prejudice against internal supervision, which is considered as a manifestation of distrust. In fact, internal supervision is a relatively fair management mode that is responsible for employees, leaders and enterprises. The third is that the implementation of internal control management is not in place, which leads to the lack of talents in enterprises. The lack of talents leads to the lack of economic management and marketing vitality. [2]

4.2. Enterprises despise risk management

Many enterprises despise risk management. They lack risk management and control departments and corresponding risk management and control analysis. They cannot predict the potential risks and possible changes. The finance department is not a management department and cannot account for the possible changes and costs, which has hidden dangers for the long-term development of enterprises [3]. Once an enterprise has a risk problem, it can not cope with it, which may easily lead to a small risk becoming a large risk, or even collapse the enterprise. Therefore, enterprises must strengthen risk management and control, strictly implement the process in the examination and approval of various works, and timely discover potential risks to consciously avoid and weaken risks; For risks that cannot be avoided, timely feedback shall be provided, the best strategy for risk control shall be actively found, and the best scheme shall be selected to eliminate risks in time.

4.3. Low degree of enterprise informatization

In marketing, the timeliness and accuracy of information play an important role in the production, operation and management of enterprises. Therefore, it is necessary to strengthen the degree of enterprise informatization, so that all departments can grasp the cutting-edge information in a timely manner and make correct strategic adjustments according to the consulting information. Taking the informatization of finance as an example, the financial department can accurately analyze the financial situation of enterprises by using advanced information, supervise and urge all departments to carry out the work accurately according to the work flow, in order to avoid possible financial problems of all departments, and lay a foundation for high-quality work. The backward financial information causes the enterprise to have no objective and accurate understanding of its own problems, and the enterprise managers and employees can not effectively grasp the information of the enterprise, which hinders the development of the enterprise and leads to low anti risk ability of the enterprise. In addition, with a high degree of informatization, enterprises can establish enterprise information databases by categories, so that enterprise managers can comprehensively grasp enterprise related information and improve work efficiency.[3]

5. Countermeasures for the innovation of enterprise economic management mode under the background of marketing

5.1. Establishing scientific and effective management system to ensure the sustainability of enterprise development

Enterprises should formulate feasible long-term development strategic plans and effectively organize their implementation. Enterprises should strengthen the formulation, implementation and supervision of internal management systems. First of all, the enterprise should organize relevant personnel to learn various management systems. In the process of learning, it should interpret each system in detail, and restrict employees with the help of the management system to ensure the scientific and standardized operation of the enterprise. Secondly, it is necessary to strengthen the training of enterprise internal

management personnel, strengthen supervision, timely find and correct the situation of inadequate implementation in the work, in order to strictly manage and ensure the implementation of the system. In the final analysis, the economic management of modern enterprises relies on talents for management. In Beijing, where all major enterprises are "competing for talents", we should strengthen the cultivation and introduction of talents to ensure the sustainability of enterprise development. Third, in the enterprise budget, it is necessary to strictly control the details. All departments should cooperate with each other to calculate the budget of their own departments according to the actual situation and provide accurate and effective data to the finance department to ensure that the finance department integrates the data of the whole company and ensures that the budget deviation is as small as possible; The enterprise shall strictly implement the assessment, assess the responsibilities of the target positions according to the completion conditions, and implement the performance assessment for the employees and departments that fail to complete the assessment as required, so as to ensure that the assessment encourages the employees to make progress and achieve the purpose of enterprise marketing.

5.2. Attaching importance to enterprise risk management

Marketing is the cornerstone of enterprise survival, but enterprises should also balance resources and strengthen enterprise risk management. First, we can strengthen the learning of enterprise managers on risk management, improve their cognition, and establish advanced risk management concepts and a sound risk management and control system. Secondly, it is necessary to strengthen the screening of enterprise risk points. All departments should timely identify the existing hidden dangers according to the internal operation conditions and formulate corresponding solutions to improve the ability of each department to identify, predict and solve risks. Third, in the actual development process, we should constantly innovate the economic management mode, strengthen the innovation of risk management, and adopt advanced and scientific management methods, in order to effectively promote enterprise risk management, create a good and stable development environment, and enable enterprises to cope with changes. The marketing strategy is based on the needs of customers. For enterprises, how to retain customers is the key, but the choice of customers is an uncontrollable factor. Therefore, enterprises should consider the possible problems in all aspects and formulate risk assessment plans according to the possible problems. Only when the enterprise risk management is implemented in place can it help the enterprise finance make affordable decisions and ensure the scientificity and correctness of the decisions.

5.3. Improving the degree of enterprise informatization

In the face of increasingly severe competition, enterprises must further improve the economic management mode and improve the enterprise informatization process, so that enterprises can improve their work efficiency, timely grasp the cutting-edge information and grasp the key information, so that enterprises can use modern means and information technology to solve the problems faced by enterprises. First, the enterprise should establish an effective management team, establish the idea of "information first", and effectively apply information technology to the economic management innovation of the enterprise, so that the management can skillfully use advanced information technology to improve management efficiency, master the overall operation of the enterprise, and make accurate strategic judgments in time. Secondly, we can strengthen the communication and exchange among various departments within the enterprise. Under the coordination of the leaders, all departments cooperate with each other. Under the new economic management mode, each employee should actively give play to his subjective initiative and cooperate with each other to make the information system interlinked, ensure the normal operation of all links, and work together to complete all tasks to ensure the normal operation of the enterprise. Third, enterprises should build an information management platform to ensure that all work can be carried out in a process.

6. Conclusion

The ultimate goal of the enterprise is to achieve profits to ensure the operation of the enterprise and the rights and interests of employees. Therefore, in the process of economic management, the enterprise should fully consider the marketing status of the enterprise, investigate the market development trend, and formulate an advanced economic management mode according to the actual operation and existing problems of the enterprise to promote the sustainable development of the enterprise.

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