

Research on the Application of Information Ecology in Enterprise Information Management

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Abstract: How to produce, store, exchange, disseminate, select and apply information in the information age is an important problem faced by individuals, social organizations and even the nation. "Technology is good", "technology is productive" - blind worship of technology makes us forget the main function of information: to improve people's knowledge and skills. The misuse of information resources and the abuse of information technology make people face increasingly serious information and environmental problems: information monopoly, information overload, information gap, information island, network security and so on. These problems seriously hinder the exchange of information and sharing, thus affecting the value of information embodied. Knowledge-based enterprises are information and knowledge as the main input and output of economic organizations, the level of information management will directly affect the level of business performance. In the face of highly volatile information environment, knowledge-based enterprises need to establish a systematic scientific thinking, re-examine the information environment and information between the main body, the relationship between information resources, and then develop a corresponding strategy to respond to changes in information environment, improve business information Resource management efficiency.

Keywords: Information Ecology, Enterprise Information Management

1. INTRODUCTION

Knowledge-based enterprise is an economic organization based on information and knowledge creation. It provides customers with a set of information resources through identification, selection, collection and analysis of processing market demand information, forming demand-oriented, integrated and service efficient information resources. Of the solution, and in the process to obtain a certain economic benefits. Therefore, the quality of information management is relatively high, and because of the irreversible defects in the traditional information resource management methods can not meet the development needs of knowledge-based enterprises, the main

manifestations are: in the management of the object, limited to management Knowledge, for the tacit knowledge is powerless; in the subject, to literature, documents, network and other information carrier and information management system as the main body, ignoring the information person's main position, resulting in a large number of enterprises into the "IT black hole" can not get out; In the information service, the low-level information service based on the information service personnel with uneven information quality can not satisfy the knowledge type. In the information service, The high demand for the quantity and quality of information. With the gradual development and perfection of the knowledge economy and social form, the quantity and quality of knowledge-based enterprises will go up. If the management level of enterprise information resources can not keep up with the times, according to the theory of "bucket", the information resource management Will become the shackles of enterprise development. Therefore, knowledge-based enterprises must use the new theory and methods, the information resource management model for fundamental reconstruction. Ecology is a basic biological science that studies the interrelationships between creatures, creatures and the environment. Because of its research ideas, content, goals, and methods of continuous updating and transformation, has become one of the most active social science. At the same time, it crosses with the success of economics, sociology, management and information science, so many scholars are keen to use the ecosystem as a metaphor to examine the social, economic and cultural phenomena, its comprehensive rigorous logical analysis and thought-provoking conclusions : The integration of ecology and other disciplines greatly expand people understand themselves, understand the organization, understand the width and depth of society. Information ecology is an example.

2 ENTERPRISE INFORMATION ECOSYSTEM OF THE MEANING AND CHARACTERISTICS

Static environment transition to turbulent environment, local competition extended to the global scope, making the market there is a phenomenon: from different industries, different

regions of a large number of enterprises combined with a loose link together to respond quickly to changing market demand, each of which Participants rely on other participants in order to achieve good viability, the academic community similar to the natural biological ecosystem of the economic interests of the dynamic alliance organization called the enterprise ecosystem. From the information point of view, in the enterprise ecosystem, each participant is a relatively independent and connected to each other information subject, if the information in addition to the main body of other information entities connected with the network structure as the main body of the ecological Environment, then we will be the main body of information in its ecological environment for material, information, energy communication formed by mutual interaction, coordination of symbiosis system known as the enterprise information ecosystem. Based on the definition of knowledge-based enterprises, knowledge-based enterprise information ecosystem refers to the knowledge-based enterprise knowledge activities, knowledge work and knowledge workers and their internal and external information environment due to information exchange and knowledge sharing Self - organization, self - learning, self - improvement ability of life organism.

Because each participant interacts in a complex way in a knowledge-based enterprise information ecosystem, the health and performance level of each participant depends on the overall health and performance of the system. That is to say, the health and performance of each enterprise are both affected by their own ability and their complex interaction with other members of the ecosystem. So the balance of the system is particularly important, it is necessary in the system to build a comprehensive consideration of technology, people, the coordination between the environment to maintain information, knowledge input and output relative balance, so that the various parts of the system are in mutual adaptation and Coordinated dynamic balance.

Knowledge-based enterprise information ecosystem is the innovation of enterprise existing information resource management mode. With the complexity of the market environment, knowledge-based enterprises on the quantity and quality of knowledge corresponding to a higher standard requirements, but the actual situation will not be optimistic: "information paradox" describes the enterprise into a technical investment difficulties Embarrassing scene, "the more the better information," the traditional concept makes decision-making no way to start, "information flooding" and "information island" caused an insurmountable information gap, etc., all require companies should be more attention In their participation in the overall characteristics of the enterprise ecosystem, and abandon the "technical first" traditional information resource management

philosophy, pay more attention to people, technology, practice of unity. Therefore, the knowledge-based enterprise information ecosystem is not only a concept, but also a view of the nature of enterprises, information behavior, technology impact of the new concept.

3 CONSTRUCTION OF ENTERPRISE INFORMATION ECOSYSTEM

A social role in the implementation of a social behavior, must be driven by a certain interest. The first factor restricting the survival and development of enterprises is the production cost and product income, reduce costs, improve the income of any business engaged in production and business activities starting point and the foothold. For the knowledge-based enterprises to build information ecosystem can effectively broaden the scope of its sources of information, in a wider range to improve resource utilization, better information sharing to reduce R & D costs and improve business income.

According to Schumpeter's theory of innovation, the reason why companies risk all kinds of innovation activities, is because of its meet the market demand, and then get the monopoly of expectations. Therefore, in addition to the interests of the drive, the enterprise innovation activities are also "to meet the current market demand to open up future market share," the expectations of the drive. Determine the market demand First of all, enterprises need to start market research activities, and sometimes the speed of access to information resources will determine the success or failure of the enterprise. In the information ecosystem, users become one of the components of the system, it allows enterprises to fully understand the needs of customers and the market, so as to guide the direction of production and business activities. Through the operation of information ecosystem can enable enterprises to quickly understand their goals, shorten the market demand and product time to market, to quickly capture the market, improve the purpose of influence.

Intermediary organizations mainly refers to some technical consultants, venture capital consultants, institutions of higher learning, independent scientific research institutions, industry associations and so on. Its role is reflected in two aspects: First, the enterprise information activities to enhance the ability to innovate can not just rely on the enterprise itself, but also with the help of scientific research institutions, universities and related consulting firm to support the formation of new innovative ideas; These intermediaries can provide enterprises with funds, knowledge, technical support, to ensure the continuous and normal operation of information innovation activities.

4 ANALYSIS ON THE OPERATION MECHANISM OF ENTERPRISE INFORMATION ECOSYSTEM

Knowledge-based enterprise information ecosystem The creation of ecological value depends on the coordination of system elements, reasonable system structure, relatively balanced system input and output. An ideal knowledge creation and sharing system (enterprise information ecosystem) should be reflected in six aspects, according to the Buckman Laboratory, which has been named the Most Admired Knowledge Enterprise for the world for many years. Its value: (1) to minimize the path of knowledge transmission and minimize the distortion of information (2) each employee has the power and opportunity to contribute their knowledge to the system (3) to give each partner (4) the information system is not subject to time and space constraints 24 hours of continuous work (5) even if the partners are not computer experts can easily use our system (6) in the system can use any one door Language to communicate. However, there are many anti-ecological problems in the information ecosystem of current knowledge-based enterprises. In the information activities, the phenomenon of neglecting the value of some information is often caused by the imbalance of the information subject. In the information management system, In the information ecological environment, due to the incomplete information infrastructure, the information system is imperfect, the information strategy is not clear, the information culture is lagging behind. The information environment is not clear, the information system is not clear, the information strategy is not clear, the information culture is lagging behind. And other issues, leading to information is false, repeated, abuse and other phenomena after another. In short, the existence of imbalances makes the knowledge activities of knowledge-based enterprises face severe challenges, so how to effectively run the information ecosystem has become the inevitable requirement of realizing the ecological value of the system. In this paper, the key to solve the above problem lies in the coordination of information, knowledge in the information producers, transfer, decomposition, consumer information between the main body of the cycle, is to adjust the information ecosystem internal coordination mechanism, focusing on strengthening the information The relationship between the information management system and the information environment, the promotion of the number, proportion and relationship of the elements in the information ecosystem are in a stable development state, and the knowledge enterprise information ecosystem is oriented to the balance, Healthy direction.

Knowledge-based enterprise internal information The ecological environment is not spontaneous formation, but in the external information of the ecological environment of continuous interaction and evolution based on the game. The link between strengthening the internal and external information environment is

the key link of the information ecological environment optimization, the prerequisite for the information ecological environment subsystem to obtain the living condition, the development opportunity and the competitive advantage. It is also the inevitable way to form the reasonable and orderly internal structure. Through the ecological link with the external information environment, on the one hand can adjust the strategic direction, the introduction of the latest technology, improve the security system; the other can also find potential information resources to share organizations, create alliances, access to new competitiveness. Therefore, we must first strengthen the internal information between the ecological elements of the interaction between the formation of mutual promotion and coordination of the interests of the community, to maintain the order of information activities; followed by strengthening the internal and external information ecological environment interaction, timely access to the latest information resource management philosophy, Learn from the advanced development experience and management ideas to adapt the system to the changing external environment. Practice shows that the competitive advantage of information management not only need to constantly temper their own characteristics of expertise, but also need to continue to learn the advantages of competitors, which requires managers to focus on the use of information resources alliance and innovation alliance to find and build.

Good information policy and legal system is conducive to the orderly development of information activities and maintenance of information ecosystem balance. At present, although China has promulgated the "Intellectual Property Law", "Computer Software Protection Regulations", "Software Product Management Measures", "Internet Culture Interim Provisions" and other laws and regulations, but far behind the actual needs. To further improve the existing laws and regulations, to more adapt to the knowledge economy era of information activities. In addition, it is necessary to formulate the information resource management law as soon as possible to guide the government information, business information, public information, the development, utilization and management of private information from the macro level, standardize the order of social information activities, formulate the rational use of information technology, Such as the protection of intellectual property rights, the rational distribution of information producers, information transfer, information decomposition and information between the interests of users; the development of information talent law, improve all kinds of information personnel education and training, qualification, assessment of employment system, And strive to improve the information quality of information and technical level, and enhance its information screening and processing

capacity.

At present, the negative effects of information about the ecological environment, fundamentally speaking, is not just a matter of information technology, more importantly, the main body of information ecosystem - information people's problems. Therefore, some scholars have pointed out that "the prevention and solution of the negative effects of information ecological environment depends on the construction of complete information ethics and information ethics." Specifically, the construction of information ethics with the times includes five aspects: Is the ecological environment of information, with ecological point of view of human information activities on the overall impact of the environment, from the human health to protect and clean the information of the ecological environment; Second, the information values, requiring everyone to recognize the value of information, with information , The use of information to enrich their knowledge, to master the development and use of information resources in the information age to "live an effective"; Third, respect for personal privacy, developed information network to facilitate the privacy of others, but at any time Personal privacy has never been relaxed, it emphasizes through the construction of individual health information and moral supervision and regulation of public opinion to constrain their own information behavior; Fourth, the concept of information obligations, "people become morally because he is responsible" , The information obligation concept emphasizes the individual in the information activities should consider the organization and Social interests; five is the spirit of information contract, the spirit of contract is to keep promises, heavy reputation, respect for the contract, the spirit of information contract in the settlement of information production, dissemination and use of the process of distribution and conflict issues play a vital role, "Information contract spirit in the process of adjusting the information economy activities of different information between the information interests of an important ethical rules.

4 CONCLUSION

Research on the Operational Mechanism of Information Ecosystem in Knowledge - based Enterprises. The effective operation and sustainable development of the system are the result of the coordinated development of the information

subsystem, the information resource management subsystem and the information ecological environment subsystem. In the information resource management, it is proposed that a complete information management system should be constructed and the information nodes, information path and information operation should be optimized. In the information resource management, it is necessary to construct a complete information management system and optimize the information nodes, information paths and information operations. , To save information costs; the optimization of the environment mainly through the strengthening of internal and external information ecological environment links, access to growth genes, to promote the management of technology in the ablation, to achieve the commercial value of IT, improve the information policy and information legal system, To build the ethical norms of information with the times, to moral education information ecological environment four aspects. Pointing out that the three aspects of coordination and integration should be accompanied by the whole process of system development.

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