

Innovative Development of Enterprise Economic Management under the Environment of Knowledge Economy

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ABSTRACT. *Since China entered the 21st century, the level of science and technology has been continuously improved. The knowledge economy has gradually developed into a key content of social economy. This paper will start to explore the shortcomings of enterprise economic management in the current economic management based on the context of knowledge economy. At the same time, it proposes innovative countermeasures for enterprise economic management in the context of knowledge economy.*

Keywords: *knowledge economy; enterprise economic management; innovation development*

1. Introduction

At present, because the knowledge economy is constantly accelerating, the economic management of enterprises is paying more and more attention to innovation and practice. They have changed their past cognition, put knowledge in the first place[1], tapped high-quality personnel, changed traditional management concepts, and put new development elements into practice, thus getting more progress. Therefore, the innovative actions and practical steps carried out by enterprises in economic management have met the practical needs of strengthening their own strength and continuously integrating knowledge management and information resources. In the era of knowledge economy, if enterprises want to strengthen their own strength, then the innovation and practice of economic management is very necessary.

2. The significance of the company's economic management work

First, the goal of business economic management is to develop and create more benefits based on the completion of management objectives, plans, and the development of a series of rules and regulations, while limiting and supervising the behavior of corporate personnel. Therefore, enterprises can carry out the business

activities under the economic development goals and the practice of economic management through all personnel to indicate the direction of development for the enterprise and ensure reasonable and healthy development[2]. Enterprise personnel can control their behavior through management, improve their work ability, exert their potential for active creation, inject their own strength into the development of the enterprise, and improve the comprehensive strength of the body. Second, corporate economic management can make reasonable plans for future development. Therefore, enterprises should plan effectively according to the needs of long-term development. Enterprises must effectively implement economic management planning, and their content should meet the needs of enterprise development, lay the necessary foundation for future development, and create more economic benefits for enterprises in the increasingly complex economic management process.

3. The problem of enterprise economic management under the knowledge economy

3.1 Economic management concept is not scientific

Under the knowledge economy, enterprises from all countries are paying more and more attention to strengthening their soft power and carrying out economic management innovation[3]. Chinese enterprises are no exception. However, as far as the current situation of China's enterprise economic management is concerned, its management philosophy still has great problems, reflecting a certain backwardness and unscientificity. In China, whether it is a large enterprise or a small and medium-sized enterprise, the perception of enterprise economic management is still at a low level, and the improvement of short-term economic benefits is regarded as the primary goal or even the sole goal of management. This leads to the management of the company is based on short-term economic interests, but ignores the long-term development of the company. The economic management concept is unscientific and reflects serious short-sightedness. It is an important issue in the current economic management of China's enterprises, and it is also a key reason for Chinese enterprises to achieve sustainable development and achieve success in international competition.

3.2 The construction of the management system is not perfect

Although the knowledge economy has become an important trend in the development of the world, it has deepened the importance that domestic enterprises attach to the economic management of enterprises. However, due to the low level of leadership awareness and the lack of management talents, most of the enterprises in China are not in place to build the management system. Especially in the majority of small and medium-sized enterprises[4], it is still managed by relying on leadership experience, rather than institutionalized management. Even if some enterprises have established a management system, they are generally in a formal form and have not been implemented at all. The establishment of enterprise economic management

system is not in place, leading to the unclear distribution of powers and responsibilities of enterprises, the responsibility of work cannot be specific to specific staff members, and it is easy to trigger mutual excuse, which is not conducive to the development of management work, but also affects the economic benefits of enterprises. At the same time, the lack of economic management of enterprises will also make employees lack of restraint, and it is easy to breed lazy and passive absenteeism, which is unfavorable to the development of enterprises.

3.3 Human resource management is not in place

Knowledge is created by people, and its economic benefits are also released through human activities. Therefore, in the era of knowledge economy, talents have a prominent position in the development of enterprises. However, as far as the current status of corporate economic management in China is concerned, talent management is not fully done. First of all, in the recruitment process, adhering to the incorrect talent concept, equating talents with highly educated personnel, often recruiting some high-educated talents, but talents that do not match the needs of enterprises and positions ultimately lead to inefficient work of employees or The turnover rate is high. Secondly, it does not pay much attention to the in-depth exploration of talent capabilities, and does not establish a sound training system, which leads to the inability of internal staff to gradually strengthen. Finally, many companies completely copy the international knowledge economy management system to develop a talent management system, regardless of whether it is consistent with the national conditions, and ultimately lead to lack of motivation in management.

4. Innovative countermeasures for enterprise economic management under the knowledge economy

4.1 Actively change the concept of economic management

The management concept of the enterprise is very important. In order to continuously improve its management, it must have innovative ideas and practices[5]. In the context of the current knowledge economy and the future development trend of the enterprise, the enterprise must carry out its own management philosophy. Innovation, it mainly starts from two aspects: First, enterprises must formulate strategic management concepts, managers must recognize the importance of economic management for enterprises, continuously strengthen the management concepts and methods of learning, adhere to management concepts and management methods Advance with the times, regularly publicize the importance of economic management to employees, and form an atmosphere that emphasizes economic management in the whole enterprise. Second, enterprises must have a crisis management concept. Economic globalization makes strategic management and crisis management the focus of enterprise economic management. In the management process, we must ensure the sustainability of

corporate strategy, requiring managers to be based on the actual situation of the enterprise and look to the future to ensure the comprehensiveness and advanced strategy. Sex, in order to improve the competitiveness of enterprises. Finally, enterprises must innovate economic management implementation methods and improve their ability to respond to crises. Only in this way can enterprises be managed and implemented around new goals, and maximize the comprehensive role of enterprises.

4.2 Human Resource Management Innovation

The management of human resources is very important for the innovation management of enterprises. In the process of implementation, the management departments must continuously strengthen the understanding of personnel and help them improve their business level. First of all, we must innovate management concepts, establish and adhere to the “people-oriented” management philosophy, and start from the needs of employees, strengthen employee training, improve the knowledge reserves of employees, and thus improve the employees' centripetal force. Secondly, we must use diversified means to explore talents and cultivate talents. In recruiting, we should consider employees from the aspects of moral, intellectual, and artistic aspects of employees. After employees join the ranks, they must educate employees on vocational concepts and skills to improve their business ability. Enterprises should be based on the company's future development plan when recruiting, and build a high-quality talent team to drive the future development of the company. At the same time, in order to improve the enthusiasm and solidarity of the employees of the company, the company can regularly organize team building to strengthen the cohesiveness of the employees. In addition, the company must strictly control the process of personnel recruitment, and make reasonable plans according to the actual employment needs of the enterprise. Recruitment plans and recruitment standards, in order to ensure that companies can recruit talents that meet their own requirements, and add to the development of the company.

4.3 Innovative enterprise economic management mechanism

The implementation of enterprise economic management is the enterprise itself and the employee group. It not only can properly restrain the employees, but also has a certain guiding role to ensure that the specific behavior of employees meets the requirements of the enterprise management system. Therefore, institutional innovation in this area must be based on institutional innovation. Various management systems should be established and improved, management in all aspects of the enterprise should be strengthened, the overall situation should be coordinated, various problems in management should be explored, and effective solutions should be formulated. The economic management system of an innovative enterprise can usually be carried out in three aspects: First, the enterprise should formulate and implement a reasonable post responsibility system according to its specific reality and development status, further clarify the responsibility of each

person and ensure the relationship between the departments. Responsibility and ensure that the relevant systems are implemented between each department and individual employees. Second, enterprises not only need to improve the management system, but also establish a more comprehensive supervision system, avoid the lack of sense of responsibility of the departments who implement economic management, and cannot carry out relevant work with a correct attitude. At the same time, they also prevent employees from being too individualized. Serious economic problems have occurred, causing serious losses to the company. Third, enterprises should pay attention to internal control work, continuously optimize relevant control systems, strive for integration of various parts of the economic management process, and promote their own development and progress.

5. Conclusion

Under the background of knowledge economy, enterprise economic management innovation helps enterprises to keep pace with the times, keep up with social trends and enhance their competitiveness. To this end, enterprises must innovate the concept of economic management, strengthen the construction of economic management systems and strengthen the management of human resources. The management personnel should be based on the actual situation of the enterprise and the future of the enterprise, and enhance the competitiveness of the enterprise in the market through enterprise economic management.

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