

# Exploration on the Innovation Path of Enterprise Management Mode in the Age of Big Data

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**ABSTRACT.** *Along with the development of the economy and the progress of society, a new term has gradually appeared in people's cognition. "Big data", how to better use big data in the new era for better enterprise management model innovation, from change Find the right information in the market to manage the enterprise, and what is big data, how to use big data to better help their own companies to fight the market, as this technology becomes more mature, this technology has been applied in more and more enterprise management areas.*

**KEYWORDS:** *Big data; Enterprise management; Innovation management*

## 1. Introduction

In the new economic background, along with the role and value of big data, people have been discovered, and the internal management mode has been gradually applied, and continuous innovation has improved the new management model. This new management model, In the traditional mode, we can better utilize human resources, improve the management innovation system, and ultimately further enhance the company's social competitiveness and economic benefits.

## 2. Role of Management

### 2.1 Management Definition

The Xinhua Dictionary explains the word leader as follows. It refers to the individual or organization with certain rights and status, through its own ability, to guide the process of leading others and organizations to achieve organizational goals under certain circumstances. However, since the 1930s, with the rapid development of the social economy, the economic leap, more and more management problems have followed, and a new topic has been opened. People begin to discuss from which aspects can be cultivated. There have been many attempts to develop an effective management talent, and from what aspects can be effectively managed, as

well as various discussions on leadership. The first is to understand that managers and implementers have the same traits, and the emergence of managerial theory.

The second way is often to explain the behavior of the manager, and the leadership behavior will be born. It is an attempt to explain leadership based on the actions taken by the leader, and the theory of leadership behavior emerges as the times require.

The third way is the effectiveness of managers who are recognized by many experts and scholars. It is implemented according to managers, implementers and environmental factors. It is necessary to select management personnel from specific situations and select managers from actual situations and circumstances. This also led to the theory of management power change. In modern times, the progress of society has also led to the advancement of management, which in turn links the positions of managers and implementers, and seeks to find a way to improve the efficiency of both parties. This is the later transformative management theory.

## ***2.2 The Role of Management***

Enterprises should conduct the next step of marketing and the introduction and training of management personnel through the analysis and positioning of products and markets. The enterprise side should have a complete system for the development of specialized talent plans and training reserves for talents. For talents in different fields such as R&D management and marketing, we must carry out the talent management model with the times. Match different management concepts for different positions. Give full play to the personal potential of employees. Through the subdivision of the company's diversified sales and marketing strategy, each user is subdivided into tasks, making full use of effective resource analysis to avoid waste of resources. The first advantage is that it can cultivate professional R&D personnel, recruit technical and technical employees with strong technical skills, and strengthen professional training for R&D personnel to market-oriented and produce products that the market really needs. Through external research and development, learning, product integration, and strengthen external cooperation and development. Second, we must actively cultivate professional management talents, strengthen the management of internal management personnel and improve the internal management system by timely introducing the management concept that is most suitable for the market situation. Third, train specialized professional sales personnel in their professional training. Incorporating the culture and service tenet of the company, organizing a professional sales team, strengthening the cultural heritage of the company, and cultivating a specialized diversified sales and marketing strategy for the market.

## ***2.3 Problems with the Current Management Model***

At present, the main mode of enterprise human resource management is to sign labor contracts, and the provident fund to fill in these traditional matters. For the

special employee problem management positions, it is more part-time, lacking professional treatment in dealing with problems, and it is difficult to rely on professional knowledge to deal with. In our further investigation of the implementation of the management system, it is known that many employees and mid-level management generally have inadequate feedback management and implementation is not strong. Most of the decision-making and systems of enterprises are mostly conveyed by paper documents, or on-site meetings, oral presentations, and some policy documents are literally ambiguous, and employees can only explore and implement them. In the relationship management of employees has yet to be improved and improved, the main problem is that the human resources management department has always been carried out activities, there is no reasonable planning and layout on the manpower problem, the employment mechanism is not flexible, the layout awareness is not strong, and the staff training is too formal. It is difficult to achieve a really useful effect. Moreover, in the performance appraisal, it has always played the role of muddy and sloppy, hello, hello, everyone, this will greatly ruin the enthusiasm of employees, causing the company to lose its vitality. In the opinion and feedback of employees, the feedback of employees is difficult to get response and adoption, and the legal services and file management of employees are inefficient. This is because there is no stable enterprise management system.

### **3. Specific Countermeasures for Strengthening Enterprise Innovation Management Construction under Big Data Environment**

In order to better improve the level of enterprise innovation management, we can optimize from the following two aspects: First, conduct a more in-depth analysis of the big data environment, and build a complete file information management service system based on reality. It is more important to understand the connotation of big data through the surface and grasp more advanced information technology. It is also necessary to manage the work according to the actual file information, and then take the initiative to carry out the file information management technology and process reengineering. It is also necessary to optimize the design, carefully sort out the existing systems and management systems, and regard the implementation of the file information management law as a big data background. Take the four major projects proposed by the state as opportunities for development, build a more complete information service and management system, absorb advanced construction experience at home and abroad, and carry out more scientific and effective construction work according to the actual situation of the units at all levels.

In addition, effective linkages between the human resources departments are needed to continuously improve work efficiency. It is necessary to pay attention to the introduction of professional management information management talents and the construction of a group of high-quality management talents to better carry out the innovation management of enterprise management models. It is also necessary to supervise the more powerful law enforcement process in the management process. It is best to establish a public opinion monitoring mechanism and realize the

intelligence of data monitoring through the application of information technology. It is able to find some of the erroneous data more quickly, and through the effective law enforcement supervision, the corresponding punishment work.

#### **4. How to Optimize the Application of Innovation Management in Big Data Enterprises**

##### ***4.1 Internal Corporate***

In order to ensure that innovation management work is carried out more effectively, there is also a very high demand for the quality of scientific research personnel.

First of all, for researchers, it is necessary to clarify their own responsibilities, pay attention to some of their professional problems, business units need to organize employees to establish management training, and thus continuously improve the comprehensive ability and quality of employees.

Secondly, researchers need to have good communication and coordination skills, be able to use their professional knowledge, and experience accumulation, effectively guide some issues for orderly negotiation, so that the equal exchange of the two will not be destroyed by interest disputes. Enterprises should carry out the next model innovation and the introduction and cultivation of management personnel through the analysis and positioning of products and markets. The enterprise side should have a complete system for the development of specialized talent plans and training reserves for talents. For talents in different fields such as R&D management and marketing, we must carry out the talent management model with the times. Match different management concepts for different positions. Give full play to the personal potential of employees. Through the subdivision of the multi-faceted marketing strategy of the enterprise, each person in each position is subdivided and tasked, making full use of effective resource analysis to avoid waste of resources. The first advantage is that it can cultivate professional R&D personnel, recruit technical and technical employees with strong technical skills, and strengthen professional training for R&D personnel to market-oriented and produce products that the market really needs. Through external research and development, learning, product integration, and strengthen external cooperation and development. Second, we must actively cultivate professional management talents, strengthen the management of internal management personnel and improve the internal management system by timely introducing the management concept that is most suitable for the market situation. Third, train specialized professional sales personnel in their professional training. Incorporating the internal culture and service tenet of the company, organizing a professional sales team, strengthening the cultural heritage of the company, and cultivating a special multi-faceted marketing strategy for the market. Establish a resource sharing platform that can be used by the entire management system, which will also help to form a life chain, and establish an industry chain corresponding to the detection data of external uncertainties.

#### **4.2 Corporate Culture Management**

Enterprises actively constructing an innovative management model requires complete conception and effective control. If this is done, it will directly and effectively promote the cultural and ideological construction of the enterprise and the promotion of its own social image, and enhance the social influence and industry competitiveness of the enterprise.

The effective implementation of the enterprise construction innovation management model is also the promotion of corporate culture. While strengthening its own value creation for customers, it also conducts research on the innovative management model of the enterprise to provide better services to the target market and customers, and to manage the enterprise human resources and research and development close to the market and customer needs.

Follow the trend of social development in a timely manner, actively carry out industrial network, fully collect the ideas of internal personnel, create a perfect network communication information platform, realize cultural exchange and communication, and strengthen the service ability attitude of marketing personnel with the main purpose of customer needs.

The big data construction of enterprise innovation management is an increasingly obvious trend under the new development situation of the international community, and it is an important basic work to improve work efficiency. In the process of construction, the big data of innovation management must strive to improve the level of information processing of its own information, so as to build a complete information processing platform. Only in this way can we adapt to and promote the continuous development of the economy and society. In recent years, big data has become an irreversible trend and trend. It is necessary to continuously improve the information data changes, the speed of generation and integration of enterprise management models. In a certain sense, if you want to make information technology better To serve the economy and society, it is necessary to use the big data information technology to effectively and effectively develop and utilize statistical data.

#### **5. Conclusion**

In the context of the new economy, along with the gradual development of big data, if a company wants to strengthen the new normal competitiveness of human resource management, it must enter the market and rationally and fully utilize the advantages of big data to improve the quality of construction. This paper starts from the perspective of enterprises using big data innovation management, focuses on the internal and external environment of domestic enterprises, and selects and formulates the management innovation mode of enterprises through big data methods, so as to enhance the core competition of enterprises. Force and seizure of the market are also an effective way for a company to achieve long-term sustainable development.

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