

Research on the Reform and Innovation of Modern Enterprise Economic Management Model based on Knowledge Economy

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Abstract. Under the current conditions of the development of knowledge economy, the economic management of modern enterprises has been highly valued. However, there are still many problems in the process of enterprise economic management model reform. Therefore, based on knowledge economy, the author studies the reform and innovation of modern enterprise economic management mode. On the premise of analyzing the authority existing in the reform mode of enterprise economic management at the present stage, the corresponding countermeasures are put forward. Research shows that the road to innovation and development of enterprises needs to find key breakthroughs and points of convergence, and the related work of economic management just provides this opportunity for enterprises. Enterprises should firmly grasp the key points of this reform and innovation. The management mechanism has moved to the innovation stage to promote its further development.

Keywords: Knowledge economy, modern enterprise economy, management model reform and innovation.

1. Introduction

In order to better adapt to social progress, enterprises themselves must focus on improving and improving the more traditional management methods in the past, and forming new economic management methods and ideas that adapt to the development of the times and the needs of enterprises themselves [1]. It can promote the comprehensive improvement of its core competitiveness, and enable enterprises to take the initiative in the fierce market competition [2]. The opportunity lies in providing a new way for enterprise development, and the enterprise economic management innovation with the background of knowledge economy conforms to the needs of the times for the development and innovation of enterprises, so that enterprises can maintain fresh vitality, cater to the new economic challenges of global economic globalization, and improve economic practice ability [3]. The effective enterprise economic management can clarify the development direction of the enterprise and promote the implementation of the enterprise rules and regulations. It is the employees' potential to exert their own potential and create more economic value for the enterprise [4]. Innovative enterprises should be reformed with the innovative concept of economic management, and their innovative consciousness and ability should be gradually cultivated, so as to increase their share in the market and ensure their sustainable development [5]. At the same time, it is also an inevitable trend in the process of enterprise development. However, in the face of fierce market competition, enterprises need to constantly improve the economic management model, in this case, enterprises are required to change the traditional economic management model, by adjusting production-oriented management to production-oriented management [6]. By innovating the economic management mode, we can further meet the needs of the development of the knowledge-based economy era.

The innovation of enterprise economic management requires the innovation of enterprise's previous management concept, the cultivation of enterprise's innovation consciousness, and the formation of good innovation ability. Enterprises adopt various innovative practices. The innovation of enterprise economic management should pay attention to combining with its own reality, excavate and constantly enhance its own value, break the traditional thinking and management mode [7]. In the process of enterprise development, we always adhere to the management concept of sustainable development, promote the strengths and avoid weaknesses, and continuously improve the market competitiveness of enterprises and their own development speed [8]. The challenge is that the

enterprise economic management system is lagging behind, which hinders the effective development of knowledge economy. To this end, enterprises should cater to the development of the times, continue to make changes and innovations with the climate of the world economic system, build a good atmosphere for the benign development of the knowledge economy, and achieve the goal of promoting the sustainable development of China's economy. The economic management of enterprises is the basis for the development of corporate management activities [9]. Enterprise economic management must be continuously improved and innovated, guiding enterprises to be practical activities, in order to achieve effective management of enterprises. The fundamental essence of enterprise economic management is to improve the seasonality of the staff, and promote the development of the enterprise to strive for the right path, then the social and economic benefits of the enterprise will increase immediately [10]. In the market economy environment, with the intensification of competition, the survival environment of enterprises is becoming more and more serious. On the basis of ensuring their own survival, the value of economic management mode is fully explored to promote the sustainable and healthy development of enterprises.

2. Management Problems Prevalent in the Enterprise

2.1 The Economic Management of the Enterprise is not Enough.

The advanced nature of enterprise managers' ideology has greatly affected the economic management level of enterprises. Many enterprises have short-sightedness in the process of implementation management, over-emphasizing immediate interests, and only trying to seek more benefits through continuous production. Few companies can take corporate economic management as an important factor in increasing the economic efficiency of enterprises. Most enterprises fail to adopt scientific economic management methods in production and management, which is not conducive to promoting the development and progress of enterprises, and even less able to improve the economic benefits of enterprises. Some enterprises in China have only focused on enterprise production to create more economic benefits, while ignoring the economic management of enterprises, often lacking effective economic management tools in the production process. To a large extent, it restricts the development of enterprises, and the economic benefits of enterprises have not been significantly improved. Because of the weak management concept, the economic management departments of enterprises have not been paid attention to, and managers lack scientific management rules and regulations, unable to implement management responsibilities, affecting the role of enterprise economic management. Under the background of knowledge economy era, people gradually develop from traditional manual labor to mental labor. However, compared with the speed of economic development, the speed of reform is obviously lagging behind, and there are still many problems in economic management, which need to be solved.

In recent years, the number of researches on the reform of modern enterprise economic management mode is increasing, which shows that the research value of such projects is quite high and is being concerned by scholars. Fig. 1 is the trend of increasing and decreasing the number of researches on the reform of modern enterprise economic management mode in recent years.

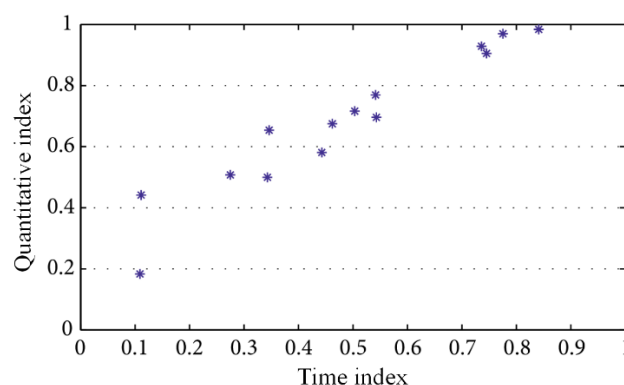


Fig. 1 The Trend of Increase and Decrease in the Number of Relevant Research in Recent Years

2.2 Implementing the Economic Management of Enterprises is not in Place.

After the establishment of relatively advanced economic management system in the beginning, enterprises as managers have not been able to effectively deploy and implement these systems. Then the management responsibilities of various departments within the enterprise are not in place, and the personal work obligations of employees are not in place. These factors make it difficult for the enterprise to achieve the good development under the advanced economic management system, and even affect the normal development of the enterprise. Enterprises lack scientific personnel post management system, enterprises lack clear understanding of their post responsibilities, and cannot clearly define their work responsibilities, resulting in various loopholes in the process of enterprise economic management. Among them, the factors that have a far-reaching impact on economic management are the lack of management ideas of enterprise managers, focusing only on the management of corporate income, and neglecting the form of corporate economics. The enterprise has established an economic management system. However, due to the lack of clear responsibilities, rights and obligations of various departments of the enterprise, the lack of effective implementation and supervision has made the enterprise economic management system unsupervised and unexecuted. Unlike agriculture and production resources, the knowledge economy is more focused on technical and information support. With the continuous advancement of the global economic integration process, foreign multinational corporations have entered China one after another, further exacerbating market competition. In order to meet the needs of economic development, China's modern enterprise economic management model needs to be reformed accordingly.

3. Innovative Enterprise Economic Management and Practice

3.1 Method of Innovating Economic Management Thoughts and Practice Ways

Whether an enterprise has advanced management ideas and correct practice methods determines the company's sustainable development ability and value creation ability. Enterprises must constantly improve the innovation consciousness of enterprise employees, especially enterprise management personnel, update their economic management concepts, carry out economic management technology innovation, and promote innovative ideas throughout the entire process of production and management, and create a good atmosphere for technological innovation. The former pays attention to peace of mind, raises the awareness of economic management crisis, and makes economic prevention and control targeted, avoiding the emergence of unnecessary losses in the process of inquiry of knowledge economy system, and the latter focusing on overall economic planning. Consider the development direction of knowledge economy system in enterprise management from a forward-looking perspective, make scientific adjustment and overall planning to meet the needs of enterprise development, so as to make enterprise economic management more effective and achieve the goal of promoting sustainable development of enterprises. Managers of enterprises should strengthen their understanding of economic management innovation and keep pace with the times. In order to promote the innovation of enterprise economic management, it is necessary to enhance the innovation ability to meet the needs of the development of the knowledge-based economy era. In this mode of economic management, all decision-making power is grasped by leaders, and employees can only act as executors. They cannot really play their initiative and initiative in their work.

In different economic forms, the depth and breadth of knowledge application are different, so the role of knowledge application is different. The development process can be seen in Table 1.

Table 1. Status and Position in Various Economic Forms

Economic form	Accumulation of human knowledge	Application of knowledge	Elements of production
Agricultural economy	Knowledge accumulation and technology development	Weight information is used in production, but only a small amount is used in production.	Labor, Land, Capital, Knowledge
Industrial economy	Knowledge accumulates a lot and science and technology develops.	A great deal of information is used in production, and a great deal of knowledge is used in production. Science and technology are productivity.	Natural resources, capital, knowledge, Labor
Knowledge economy	Rich Knowledge Accumulation and High-tech Development	Excess information application and production, huge quantities are only directly applied to production, science and technology is the first productive force	Knowledge, Natural Resources, Capital, Labor

3.2 Forming a Reasonable and Effective Management System

Reasonable and effective management system can realize the normal operation of enterprises, and lead employees to work in an orderly manner within the system. Effective economic management innovation can create a high-quality soft environment for enterprise development, provide innovation power for the implementation of enterprise management work, and promote enterprise development and progress. Comprehensive, advanced, scientific and enterprising are the main characteristics of strategic management concept. Managers should adhere to the principle of seeking truth from facts and think about the effectiveness of management so as to enhance the executive ability. Fully exerting the innovative concept of the enterprise can promote the innovation of management technology, form an innovative atmosphere from top to bottom, and guarantee the development of the enterprise. In the process of deepening the new normal economy, as a business manager, we should constantly change our management philosophy, upgrade the traditional concept in the past economic management process, and pay attention to the scientific development of the enterprise. Pay attention to the cultivation of high-quality comprehensive talents and inject more fresh blood into the enterprise. Implement the effect of the enterprise economic management model, arrange special personnel to supervise, and ensure that various economic management resources are optimized and configured. Secondly, combined with the consumer's diversified demand-oriented design, while satisfying the basic material needs, it provides consumers with a spiritual level of enjoyment. This requires designers to continuously innovate ideas and create more personalized animation peripheral products. In order to shape the brand image and meet the diversified needs of consumers.

4. Summary

With the continuous development of the knowledge economy and the gradual strengthening of international cooperation, the social and economic competition is becoming more and more fierce. If a company wants to achieve better development in an increasingly fierce competitive environment, it must continuously realize the innovation and development of its own economic management. Secondly, when carrying out recruitment work, enterprises should comprehensively analyze the actual development of the enterprise and establish a sound talent selection standard and evaluation system. To this end, enterprises should recognize the connotation of the knowledge economy, clarify the shortcomings of today's economic management, and adhere to the principle of seeking truth from facts in light of the practical problems of enterprise economic management. In the process of recruitment, according to the actual situation of enterprise development, the company formulates scientific talent selection and assessment standards to ensure that enterprises can absorb excellent management talents and high-tech applied talents in a timely manner. Build a high-quality, high knowledge content, high-tech talent team. The detailed division of enterprise management can basically be divided into financial management, safety management, production management, quality

management and human resources management. To sum up, in the market economy environment, all activities carried out by enterprises are based on economic benefits. To achieve this goal, it is necessary for enterprise managers to establish a new management concept and reform the traditional economic management model. Continuously activate the vitality of enterprise innovation and development, cultivate and establish the spirit of enterprise innovation, and enhance the ability of enterprises to sustain economic income and create economic benefits.

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