



Management and Analysis of Chinese Business Information System in the New Era

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Abstract. In recent years, with the rapid development of information technology in China, business information system management has become the mainstream means of modern enterprise management. Nowadays, the transactions and development of Chinese enterprises are not limited to regions, borders, races and nationalities, etc., but also save a lot of costs for enterprises, which makes a great contribution to the development of China's social economy. However, with the continuous application of business information system management technology, the problems of business information system management are gradually shown. Therefore, this paper focuses on the management situation and existing problems of China's business information system in the new era, and puts forward optimization measures to solve these problems, aiming at providing reference and reference for the construction of a powerful and stable business information management system, and laying a foundation for enterprises to improve their management level and profits.

Keywords: Information system management · Business · Problem · Measures of optimization

1 Introduction

For thousands of years, human business behavior has been defined by conditions and scope, without these rules and scope, business behavior is difficult to carry out and continue. Information-based commerce requires both parties to fully negotiate and effectively use the Internet platform to facilitate the smooth completion of the transaction. Under the background of rapid economic development, it is difficult for traditional business information system management to continue to adapt to the needs of the new era. Based on this, the study of business information system management in the new era has become a hot issue for relevant analysts and researchers.

In the era of economic globalization, China has opened up foreign markets, which has brought convenient conditions for the development of its enterprises. Meanwhile, enterprises are also facing severe challenges, that is to compete with foreign counterparts[1]. In this context, only by strengthening the information management, simplifying the management process, and then improving the efficiency of enterprises, can the rapid

development of enterprises be promoted. Different enterprises adopt different information management systems, the ability of enterprises to face the changes of domestic and foreign markets and their own market competitiveness will be different. In recent years, information system management has become the main way of current business management, but because it is not mature, it leads to many new problems. Therefore, it is necessary for relevant analysts to conduct in-depth analysis and put forward corresponding countermeasures.

2 Overview of Business Information Systems Management

Business information system management refers to the use of information technology, network facilities and office equipment, through the way of information media for data statistics and accounting, its ultimate goal is to promote the construction and development of enterprises, to provide enterprises with scientific management schemes and decision-making information [2]. The application of this technology can make the effective integration of business resources and business data, and improve the management mode of each component of business. Business information has unique characteristics, such as transferability, memorability, replicability, sharing and so on. Because of the unique characteristics and content of business information, the traditional information management model cannot keep up with the pace of the new era and is facing the inflection point of being eliminated or improved. Information system management can realize the interconnection and sharing of data by means of communication network and data, which greatly improves the working efficiency and quality of enterprises and contributes to the sustainable development of enterprises. For example, for online shopping, Chinese consumers usually use Taobao, Jingdong, Pinduoduo and other software, which can enable merchants across China to achieve efficient and orderly collaborative management and reasonable resource allocation, so as to achieve the management goal of minimizing logistics and capital costs. In other words, these e-commerce enterprises integrate warehousing and express resources through information system management technology to form a mature warehousing system, providing a professional warehousing management system for e-commerce warehouses, ensuring delivery accuracy and cost reduction.

The main function of information management system is to further deepen the function of information processing, and choose scientific data according to their own needs. Management information system can make the integration of resources and data more convenient, so that the enterprise to build a perfect management mode, change the traditional management mode, solve a number of problems in the traditional management mode, so as to comprehensively promote the quality of enterprise management work. For example, in the last decade, research and data analysis companies have grown and developed. These companies focus on providing data analysis services, analysis engines and offline analysis reports, business process and management process analysis, analysis computing modules and decision system design, SaaS design (Software-as-a-Service design), PaaS design (Platform-as-a-Service design), industry data modeling and other services. Provides information management resources for many industries. We believe that with the continuous development of the economy and the continuous progress of

science and technology, it is bound to continue to promote a variety of advanced science and technology into the information management system, making the calculation more accurate, the depth of content significantly improved.

3 Current Situation and Existing Problems of China's Business Information System Management in the New Era

3.1 Lack of Business Information Management Talents

Since the outbreak of the COVID-19, Chinese enterprises are facing a severe competitive situation [3]. In order to ensure their survival in the market, they must make full use of information resources. Energy and information are the two most important cornerstones of human civilization. For decades, the development of the information field, from computers to the Internet and from the Internet to AI technology, has been essentially centered on the generation, acquisition, dissemination, storage and use of information. High-quality information manager is the most needed talents in enterprises. However, there is a shortage of such talent in China, and companies do not pay much attention to the recruitment of such talent. In fact, there are still many problems in the training of information technology professionals in China, especially the training objectives are not clear enough and it is difficult to meet the international standards. Although many universities in China have launched relevant courses, such as system development, software engineering, network design, etc., in general, China is still short of information system management talents, and the imbalance between supply and demand in the market is very prominent [4].

3.2 Lack of Understanding of Business Information System Management

Information system management has been an important cornerstone of modern business, but some enterprises for information system management understanding is not enough, do not fully realize its advantages and effects. Many enterprises believe that it is a losing business to invest in information system management, and this work cannot be supported by leaders and managers, which is the key to the rapid promotion of information system management in China. In fact, there are very few enterprises in China that can really apply information system management technology. However, with the in-depth promotion of this concept, Chinese enterprises will continue to change their ideas in the future, and the advantages of information system management in the new era will be highlighted. Based on the new era of information management, on the one hand, it can improve the enterprise management process and improve the efficiency of enterprise management; On the other hand, it can also solve the problems of slow information acquisition speed, incomplete data retention and easy loss of information data [5]. In addition, the relevant managers can operate by computer, greatly reducing the human workload, which is also a potential cost saving means.

3.3 Business Information System Management Process is not Standardized, Security is Questioned

In the new era, the information system is realized based on the network platform. While enjoying the convenience, it also has the risk of information leakage. For example, in the event of network hacker attacks, important information of enterprises is likely to be stolen and used, resulting in huge losses for enterprises. The main ways of information system management leak include computer electromagnetic radiation leak, computer remanence effect leak, computer network leak, staff leak and so on [6]. Therefore, information system managers should pay attention to these contents from time to time to judge whether information leakage occurs. In the process of business information system management construction, non-standard management process is a common problem in China. In the absence of standardized management process, it may lead to the failure of the information system and cannot effectively guarantee the stability of the information system operation.

4 Optimization Measures of Business Information System Management in the New Era

4.1 Improve the Understanding of Business Information System Management and Strengthen the Training of Information Talents

Enterprise leadership is the front line to promote the development of business information system, they should fully understand the value of information system, clear information system construction to promote the development of enterprises. For example, some enterprises regularly carry out satisfaction research, aiming to study and track customer satisfaction and loyalty to the company's products and services, and provide suggestions for enterprise improvement based on the current market competition situation [7]. Through information management and analysis, they noticed the importance of customer list management, identified the responsible person to rebuild the real and effective customer list management system, learned the management weaknesses through customer feedback, and identified the next improvement direction. Aiming at the serious shortage of information talents in China. The government should conduct effective guidance from the macro level and determine the long-term goal of information personnel training. In the final analysis, the competition of enterprises in this century is the competition of talents. In the training of business information system management personnel, the teaching content should keep pace with The Times; Teaching thinking can not restrict the training of information talents.

4.2 Improve the Information System Management System

The information system of many Chinese enterprises is not perfect, so we should strengthen the improvement and enrichment of the information system in the future, aiming at the real application of information system management technology in enterprises. Many companies in the world have relatively perfect and scientific information system management technology. For example, IBM itself is engaged in consulting work,

so it is very good at using information system management technology to improve the efficiency of the company [8]. For another example, HR will make use of information system management technology to analyze and then deploy to appropriate positions [9]. Before the construction of information system management, enterprises should formulate scientific and detailed rules and regulations, but they should pay attention to simplifying the information system management process. In the process of information system management construction, we should ensure the accuracy, integrity and effectiveness of data. In the ever-changing business battlefield, if an enterprise can effectively enhance its information collection and processing capabilities and collect more effective and reliable information, it will be better in the future competition.

4.3 Strengthen the Construction of Standardized Management Process and Strengthen the Security Protection Means of Information System

Information system management seems simple, but it is complex. If there is no standardized construction, it is easy to make mistakes [10]. This requires the relevant enterprises to conduct regular preventive testing of the information system. The MAPE of all simulation experiments is within 2%, and the simulation can be completed within 2s. The reliability of the equipment is preliminarily estimated by realizing the law of the life of the equipment, and preventive maintenance is realized by predicting the life of the equipment. In addition, relevant enterprises need to strengthen the maintenance and upgrade of information system management to ensure that the information system management can match the actual needs of enterprises and avoid the occurrence of information system lag. For example, enterprise financial information system management can make use of big data technology to analyze financial data, effectively improve the effect of information system management, and promote the quality of information system management [11]. In order to maintain the security of the enterprise, the information system management should be based on the situation of the enterprise, the scientific use of the Internet, always pay attention to the security protection of the business information system.

5 Conclusions

Under the background of international market competition, business information system management is the key to improve production efficiency and economic benefit of enterprises in the future. This paper briefly describes the situation of business information system management, analyzes the existing problems in China's business information system management in the new era and puts forward the solutions. The development of business information system management is a process of constant exploration and practice. Although the rapid development of science and technology has provided a strong impetus for the maturity of information system management, it is still necessary to strengthen the information system management ability of front-line managers and inject funds to improve the construction of business information system management.

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