



Research on Informatization and Management Model Innovation

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Abstract. With the vigorous development of information technology, informatization has become the core driving force for enterprises and organizations to enhance their competitiveness, and management model innovation is the key path for its sustainable development. This study deeply discusses the basic theory, practical application and challenges of informatization and management mode innovation, and puts forward a series of countermeasures and suggestions. The research points out that informatization significantly promotes the innovation of management mode by improving the efficiency of information processing, optimizing the decision-making mechanism and promoting the interaction and coordination of internal and external environment. In practical application, informatization has shown remarkable results in the cultivation of property talents, the professional development of property management and the innovation mode of property management in old residential areas. For example, in the cultivation of property talents, the construction of informationbased teaching platform and resource base enriches the learning resources and improves the training efficiency and quality; In the professional development of property management, the introduction of information technology and intelligent means has promoted the professional innovation and development; In the property management of old residential areas, the "trust system" property management mode combined with information technology has enhanced the transparency and credibility of management. However, innovation in information technology and management models also faces challenges such as the integration of technology and management, data security, and privacy protection. Therefore, this study proposes response strategies such as strengthening the integration of technology and management, improving the data security management system, enhancing talent cultivation, and policy support.

Keywords: Informatization, Management Mode Innovation, Property Management, Challenges and Countermeasures.

1 Introduction

1.1 Research Background and Significance

With the continuous progress of information technology, informatization has penetrated deeply into the daily operation of enterprises and organizations and become a key driving force to promote their development. In this context, management model innovation, as the core means to enhance competitiveness, has been paid more and more attention. When informatization meets management mode innovation, the chemical reaction produced by the combination of the two not only greatly improves the efficiency of operation, but also injects new vitality into the strategic transformation and long-term development of enterprises and organizations^{[1][2][3]}.

The integration of informationization and management mode innovation is not achieved overnight, but requires enterprises and organizations to carry out continuous exploration and practice according to their actual conditions. In this process, how to effectively use information technology, how to transform and upgrade the traditional management mode, and how to organically combine the two to give full play to the maximum efficiency, are worthy of indepth study^[4].

1.2 Research Status at Home and Abroad

Foreign research on informatization and management model innovation started earlier, and the research perspective is multidimensional and rich in content. In terms of organizational structure reform, foreign scholars have deeply discussed how informatization promotes the flattening and networking of organizational structure, and how this reform improves the flexibility and response speed of organizations. In terms of optimization of decision-making mechanism, research reveals how informatization can improve the decision-making process and improve the quality of decision-making by providing real-time and accurate data support. In addition, business process reengineering is also an important direction of foreign research, and relevant studies point out that informatization can help enterprises reshape business processes and achieve high efficiency and standardization of processes.

In addition to theoretical research, foreign countries also attach great importance to the empirical research on the combination of informatization and management model innovation. Through the case analysis, the remarkable effect of informatization on improving enterprise management efficiency, reducing operation cost and enhancing market competitiveness is verified. These empirical studies provide strong support for the further promotion and application of informatization and management model innovation^{[5][8][10]}.

Although the domestic research on informatization and management model innovation started late, it has a rapid development momentum. On the basis of learning from the advanced experience of foreign countries, domestic scholars have carried out fruitful exploration in combination with the actual conditions of China and the characteristics of enterprise culture. The research content mainly focuses on the specific impact of

informatization on enterprise management mode, and how to realize the organic combination of informatization and management mode innovation in practice. Especially in the aspect of path selection, domestic research has put forward many targeted suggestions and solutions [6].

2 Discusses the Theory of Informatization and management Model Innovation

2.1 Connotation of Management Mode Innovation

Management mode innovation, as an important driving force for enterprise development, involves the profound reform of management ideas, methods, tools and systems. Its core purpose is to break the traditional rigid management framework and build a new management model that fits the market demand and competition situation in the new era. Through this innovation process, enterprises can realize the efficient allocation and utilization of resources, and then enhance their own innovation ability and market competitiveness [7].

Under the background of information age, the innovation of management mode is particularly critical. The development of information technology not only changes the internal and external information circulation mode of enterprises, but also provides unprecedented possibilities for the innovation of management mode. For example, by introducing advanced information management systems, enterprises can realize real-time monitoring and data analysis of business processes, to improve the scientific decision-making and the refinement of management.

2.2 The Role of Informatization in Promoting Management Model Innovation

The promotion effect of informatization on the innovation of management mode is manifested in many levels, and this promotion effect is deep and lasting. From the perspective of information resources, informationization has brought unprecedented information richness to enterprises. In the traditional management mode, enterprises may be limited by the means of information acquisition and processing, and it is difficult to make a quick and accurate response to the external environment. Through the means of informatization, enterprises can obtain multidimensional information such as market dynamics, customer needs, and competitors in real time, to make more informed decisions. The richness of such information resources not only helps enterprises better respond to market changes, but also stimulates the vitality of innovation within enterprises and pushes enterprises to constantly explore new management and business models [8].

Informatization also provides powerful management tools for enterprises. These tools include, but are not limited to, enterprise resource planning systems (ERP), customer relationship management systems (CRM), supply chain management systems (SCM), etc. The application of these systems not only improves the efficiency and ac-

curacy of enterprise management, but more importantly, they can help enterprises realize the integration and analysis of data, and discover the laws and trends hidden behind the data. Through this data-driven management mode, enterprises can evaluate their own operating conditions more scientifically, find out the existing problems and bottlenecks, and then carry out targeted innovation and improvement of management mode.

3 The Practical Application of Informatization and Management Mode Innovation

3.1 Application of Informatization in the Training of Property Talents

In the practice of property personnel training, the application of informatization has penetrated into every link. Through the construction of information-based teaching platform, property talents can obtain the required learning resources anytime and anywhere, break the limitation of time and space, and realize independent learning and lifelong learning. This flexible learning mode not only promotes the learning enthusiasm of property management talents, but also helps to cultivate their independent learning ability and innovative thinking.

In addition to providing learning resources, the informationbased teaching platform also provides diversified teaching means for the cultivation of property talents. With the help of online courses, simulated practical training, virtual reality and other technologies on the platform, property talents can carry out practical operations in simulated real scenes to improve their practical ability and problem-solving ability. This kind of teaching method combining theory and practice enables property talents to adapt to their jobs more quickly and improve their work efficiency.

3.2 Analysis of Advantages of Professional Development of Property Management

Informatization has promoted the service innovation of the property management profession. In the traditional property management mode, the service is often limited to the daily maintenance, cleaning and other work. However, driven by information technology, property management services have gradually expanded to a wider range of fields. For example, through the construction of online service platform, to provide owners with more convenient and personalized services, such as online repair, intelligent payment, community communication and so on. These services not only improve the satisfaction of owners, but also enhance the comprehensive competitiveness of property management.

In establishing a digital management platform, property management companies need to integrate existing basic business processes to realize online and automated property charges. This means building an integrated system that can cover core businesses such as property charging, customer service, equipment management and security monitoring. Through such a platform, companies can track fee collection in real time, reduce

human errors, improve financial transparency, and provide owners with a more convenient way to pay. In addition, the digital management platform can optimize customer service processes and quickly respond to owners' needs and complaints, thereby improving customer satisfaction.

3.3 Innovative Model of Property Management in Old Residential Areas

Faced with many problems encountered by the property management of old residential areas, such as aging facilities, low management efficiency and low participation of residents, innovative management mode is particularly urgent. Among them, the "trust system" property management mode is a path worth exploring. This model draws on the core concept of the trust system, that is, based on the relationship between trust and entrustment, the property assets are managed and operated to ensure the preservation and appreciation of the property and the maximization of residents' interests.

Under the "trust system" property management model, a new type of cooperative relationship has been established between the property company and the owner. The property company, as the trustee, assumes the responsibility for the overall management and operation of the property assets, while the owner, as the trustee, entrusts the management of the property assets to the property company. This mode of cooperation not only helps to clarify the relationship of power and responsibility between the two parties, but also stimulates the enthusiasm and innovation ability of the property company through a reasonable benefit distribution mechanism.

4 Informatization and the Challenges Facing the Innovation of Management Mode

4.1 Problems of Integration of Technology and Management

To a large extent, the difficulty of integrating technology and management stems from the essential differences between the two. Technology, with its characteristics of rapid iteration and continuous innovation, often pursues the ultimate efficiency and performance; Management, on the other hand, pays more attention to stability, sustainability and humanization, aiming to achieve the long-term development goals of enterprises through reasonable organization and coordination. This difference makes technology often encounter the dilemma of "acclimatization" when it is introduced into management field^[9].

4.2 Coping Strategies and Measures

Faced with many challenges in the process of informatization and management model innovation, enterprises and organizations need to adopt a series of coping strategies and measures to ensure the smooth progress of innovation.

The key is to strengthen the integration of technology and management. Enterprises should deeply understand the nature of information technology and its application value

in management, and actively explore a new mode of combining technology and management. Through the introduction of advanced technical means, such as big data analysis, cloud computing, etc., to optimize the management process and improve management efficiency. At the same time, cultivate a team of compound talents who understand both technology and management, to promote the deep integration of technology and management.

5 Comprehensive Research from the Perspective of Management Economics

In the study of informatization and management model innovation, the integrated perspective of management and economics provides us with a more comprehensive and in-depth understanding. This interdisciplinary research method not only helps to reveal the internal relationship between informatization and management model innovation, but also provides more scientific guidance for practice.

From the perspective of management, informatization has had a profound impact on organizational structure. Under the impact of informationization, the traditional bureaucratic organizational structure gradually develops in the direction of flatness and network. The application of information technology makes the information transmission more rapid and accurate, thus reducing the intermediate links and improving the response speed and decision-making efficiency of the organization. At the same time, information technology also promotes the optimization of decision-making mechanism. With the help of advanced technologies such as big data and artificial intelligence, enterprises can quickly analyze and process massive data, providing a more scientific and accurate basis for decision-making. In addition, informatization has also played a key role in the reengineering of business processes. Through the application of information technology, enterprises can break the shackles of traditional business processes, and realize the redesign and optimization of business processes, to improve operational efficiency and service quality^[10]

From the perspective of economics, informationization has a significant impact on market structure, competition situation and resource allocation. Firstly, the development of information technology has lowered the entry threshold of the market, enabling more enterprises to participate in the market competition, thus intensifying the fierce degree of market competition. Secondly, informationization changes the competition mode of enterprises. In the context of informatization, enterprises no longer compete solely on the price and quality of products or services, but rely more on the acquisition and application of intangible assets such as information and knowledge. Finally, informationization has also had a profound impact on resource allocation. With the help of information technology, enterprises can realize the efficient allocation and utilization of resources on a global scale, thus improving the utilization efficiency of resources and the economic benefits of enterprises.

6 Conclusion

The research results of this paper reveal the internal relationship between informatization and management model innovation, point out the key problems and challenges in practical application, and provide countermeasures. These findings not only enrich the theoretical knowledge in related fields, but also provide powerful guidance and reference for enterprises and organizations in practical operation. Looking to the future, the deep integration of informatization and management model innovation will continue to promote the sustainable development of enterprises and organizations and lead the industry to a new height.

The research of informatization and management model innovation will be more challenging and promising. With the continuous progress of technology and the increasingly open market, new information technology and management models will emerge one after another. This requires us to keep track of the development dynamics of new technologies and new models and incorporate them into the scope of research in a timely manner to maintain the timeliness and foresight of research.

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