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Innovation and Development Strategies for Enterprise Economic Management in the Digital Economy Context

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Abstract: In the current era of rapid digital technology iteration, the digital economy has become the core driving force for global economic growth. The deep integration of technologies such as big data and artificial intelligence (AI) with the real economy has reshaped the development environment and competitive landscape of enterprises. China is vigorously promoting the construction of a digital China, and digital transformation has become the only way for enterprises to achieve high-quality development. Traditional enterprise economic management models have become difficult to adapt to the development needs of the digital era, facing many challenges such as low management efficiency and delayed decision-making. Against this backdrop, innovation and optimization of enterprise economic management are particularly urgent. Based on the development trend of the digital economy, this paper analyzes the new situation faced by enterprise economic management, explores the core impact of the digital economy on enterprise economic management, explores paths for management innovation, and proposes targeted development strategies. It provides theoretical reference and practical guidance for enterprises to rely on digitalization to enhance their core competitiveness, helping enterprises achieve sustainable development in the wave of digitalization.

Keywords: Digital economy; Enterprise economic management; Innovation path; Strategy

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1. Introduction

Today, the wave of digitalization is reshaping the global economic landscape at an unprecedented speed and depth, and the digital economy has become a new engine driving world economic growth. With the rapid development of information technology, emerging digital technologies such as big data, cloud computing, AI, and blockchain continue to emerge and are widely applied, profoundly changing the production and operation modes of enterprises, the market competition environment, as well as consumer demands and behavior patterns [1].

In the context of the digital economy, enterprises are facing increasingly fierce market competition, rapidly

changing market information, and increasingly diverse and personalized consumer demands. Traditional enterprise economic management models gradually reveal numerous drawbacks when dealing with these new changes, such as lack of data support for decision-making, low management efficiency, and insufficient innovation motivation, making it difficult to adapt to the development requirements of the digital era.

Against this backdrop, how to seize the opportunities brought by the digital economy, break through the limitations of traditional economic management models, and achieve innovation and development in enterprise economic management has become an important issue that enterprises urgently need to address. Therefore, in-depth research on the innovation and development strategies of enterprise economic management in the context of the digital economy holds significant theoretical and practical importance for enterprises to remain invincible in fierce market competition and promote the high-quality development of China's economy.

2. Overview of relevant theories

2.1. The connotation of digital economy

The digital economy is a new economic form that takes data resources as the key production factor, modern information networks as the main carrier, and the integration and application of information and communication technology and the digital transformation of all factors as important driving forces. Its core connotation covers two major sectors: digital industrialization and industrial digitization. The former is the industrialization development of digital technology itself, while the latter is the transformation and upgrading of traditional industries through the use of digital technology. The digital economy has distinct characteristics of dataization, networking, intelligence, and collaboration, breaking the temporal and spatial limitations of traditional economies. Through efficient flow and deep mining of data, it optimizes resource allocation efficiency, reconstructs economic links such as production, distribution, circulation, and consumption, and has become the core engine of global economic transformation and upgrading, as well as a key area of competition among countries [2].

2.2. Concept of enterprise economic management

Enterprise economic management is a systematic management behavior in which enterprises plan, organize, coordinate, control, and make decisions on a series of economic activities such as capital operation, resource allocation, cost control, and efficiency improvement in production and operation activities to achieve business goals. It is the core component of enterprise management and runs through the entire process of enterprise development. Its core goal is to optimize resource allocation, reduce operating costs, enhance economic efficiency, and achieve sustainable development of the enterprise while ensuring its normal operation. The content of enterprise economic management covers a wide range, mainly including multiple dimensions such as financial management, cost management, supply chain management, human resource management, investment and financing management, etc. The various links are interrelated and work together to form the enterprise economic management system. Unlike ordinary enterprise management, enterprise economic management focuses more on economy, with value creation as the core orientation. Through scientific management methods and means, it coordinates internal and external economic resources, avoids operational risks, adapts to market changes, and provides solid support for strategic planning and business decision-making. It is an important guarantee for enterprises to enhance their core competitiveness and achieve long-term development [3].

3. The core impact of the digital economy on enterprise economic management

3.1. Management object aspect

The rise of the digital economy has completely reshaped the object of enterprise economic management, breaking the traditional single pattern of material, human, and financial management as the core. Data, as a key production factor, has become one of the core objects of enterprise economic management, deeply integrating and collaborating with traditional management objects. The implicit information such as user needs and market dynamics that have been overlooked in traditional management can be transformed into analyzable and utilizable data resources through digital technology and included in the management scope. At the same time, digital technology promotes the tilt of human resource management towards digital talents, and puts forward new requirements for talents' digital literacy and cross-border abilities [4].

3.2. Management process aspects

The digital economy has the most profound impact on the economic management process of enterprises, promoting the transformation of traditional cumbersome and inefficient linear processes into efficient, collaborative, and intelligent digital processes. In traditional management processes, departments have clear division of labor but strict barriers, information transmission lags behind, and process connections are not smooth, resulting in low management efficiency. The application of digital technology has broken down information barriers between departments, built an integrated digital management platform, and achieved full chain connectivity of management processes. From demand matching and resource allocation to cost accounting and benefit analysis, real-time data sharing and synchronized updates have significantly shortened the process cycle. For example, in financial management, digital processes have automated voucher entry, review, bookkeeping, and report generation, reducing manual intervention and lowering error rates. In supply chain management, real-time monitoring of inventory and scheduling of logistics can be achieved through digital platforms to achieve precise matching of supply and demand.

3.3. Management objectives

The digital economy promotes the transformation of enterprise economic management goals from traditional single benefit orientation to diversified and sustainable orientation, enriching the connotation and extension of management goals. The core goal of traditional enterprise economic management is to reduce costs and improve short-term economic benefits, neglecting long-term development, resource coordination, and social responsibility. In the digital economy, enterprise management goals are more comprehensive. On one hand, they still focus on economic benefits, optimize resource allocation and improve operational efficiency through digital empowerment, and achieve profit growth. On the other hand, long-term goals such as digital transformation and enhancing core competitiveness have been added, with a focus on building sustainable competitive advantages through data accumulation and technological innovation [5].

4. Innovative paths for enterprise economic management in the context of digital economy

4.1. Innovation of management philosophy: Establishing digital management thinking

In the context of digital economy, innovation in management concepts is a prerequisite for innovation in enterprise economic management. Enterprises need to abandon traditional experiential and extensive management concepts,

and establish a digital management mindset of "data-driven, all staff collaboration". Managers should enhance their digital awareness, value the empowering role of digital technology in management, and incorporate digital transformation into the overall strategy of the enterprise. At the same time, it is necessary to cultivate a digital organizational culture, guide all employees to establish digital awareness, break down departmental barriers and thinking patterns, and promote employees to actively adapt to digital management models. Through conceptual innovation, the value of data is integrated throughout the entire management process, laying the ideological foundation for subsequent management mode innovation and achieving synchronous development of management concepts and digital economy.

4.2. Management mode innovation: Building a digital collaborative management system

4.2.1. Transition from hierarchical management mode to flat and networked mode

The traditional hierarchical management model has multiple levels and lagging information transmission, making it difficult to adapt to the rapid changes in the digital economy. Enterprises need to promote the transformation of hierarchical management towards flatness and networking, reduce intermediate management levels, shorten the information transmission chain, and improve decision-making and execution efficiency. Through digital platforms, direct communication between senior management and grassroots can be achieved, allowing for quick feedback on grassroots needs and quick implementation of high-level decisions. At the same time, building a networked management architecture to promote collaboration and linkage among departments and positions, forming a management network that is interconnected from top to bottom and coordinated from left to right, and enhancing the flexibility of enterprises to respond to market changes.

4.2.2. Building a full process digital management model

Enterprises should adopt a holistic approach to economic management by promoting digital integration across the entire management lifecycle and establishing a comprehensive end-to-end digital management framework. This requires systematically reviewing and optimizing core operational processes, including financial management, cost control, and supply chain management, to eliminate redundancies and achieve greater process standardization and digitalization.

By leveraging digital technologies, firms can enable the automated collection, analysis, and feedback of data throughout key management activities. Examples include automated financial accounting systems, intelligent inventory management platforms, and data-driven cost control mechanisms. The digitalization of the full management process enhances transparency and traceability, strengthens internal control, and facilitates real-time decision-making. Ultimately, such integration improves operational efficiency, reduces administrative costs, and embeds digital capabilities into every stage of enterprise management.

4.3. Innovation of decision mechanism: Achieving data-driven intelligent decision-making

In the context of digital economy, the market environment presents dynamic, complex, and diversified characteristics. The traditional decision-making mechanism that relies on the experience and subjective judgment of managers is no longer able to cope with rapidly changing market demands and increasingly fierce industry competition. Problems such as decision-making lag and judgment bias can easily lead to enterprises missing development opportunities and increasing business risks. Therefore, innovation in decision-making mechanisms has become a key link in the innovation of enterprise economic management, with the core goal

of breaking the decision-making inertia dominated by experience, achieving data-driven intelligent decision-making, and enhancing the scientific, forward-looking, and efficient nature of decision-making. Enterprises need to base themselves on the trend of digital development, build a specialized big data decision support platform, comprehensively integrate various core data resources inside and outside the enterprise, including internal production and operation data, financial accounting data, human resources data, as well as external market dynamic data, industry development data, user demand data, competitor data, etc. Through data cleaning, classification, mining, and deep analysis, fragmented data can be transformed into decision-making information with reference value, providing solid data support for decision-making.

4.4. Innovation in resource allocation: Optimizing the efficiency of digital resource allocation

Resources are the foundation for the survival and development of enterprises, and the rationality and efficiency of resource allocation directly determine the core competitiveness and operational efficiency of enterprises. In the context of the digital economy, the traditional enterprise resource allocation model has obvious drawbacks. It is mostly distributed by departments, resulting in problems such as resource dispersion, uneven allocation, low utilization efficiency, and serious idle waste. It is difficult to adapt to the development needs of efficient resource circulation and collaborative utilization in the digital economy.

Enterprises need to take data as the core link, build an integrated digital resource management platform, comprehensively sort out the distribution, utilization efficiency, and idle situation of various internal resources such as human resources, funds, technology, data, and equipment, accurately identify weak links and optimization spaces in resource allocation through digital analysis, achieve reasonable allocation of resources across departments, links, and businesses, and reduce resource idle waste. At the same time, by leveraging digital platforms to extend the boundaries of resource allocation, we actively connect with high-quality external resources, including upstream and downstream enterprise resources, scientific research institution technology resources, industry association platform resources, etc., to build a collaborative and win-win resource allocation ecosystem, break resource monopolies and geographical limitations, and achieve complementary advantages and collaborative efforts of internal and external resources.

5. Development strategies for enterprise economic management in the context of digital economy

5.1. Strengthen the construction of digital infrastructure and build a solid foundation for management innovation

Digital infrastructure is the prerequisite for the digital transformation and innovation of enterprise economic management. Without complete infrastructure support, management innovation cannot be discussed. Enterprises need to increase their attention and investment in digital infrastructure, update and upgrade their software and hardware equipment based on their own business scale and development needs, build a stable, efficient, and secure integrated digital management platform, and achieve data exchange and efficient circulation in various management links. At the same time, we will focus on promoting the integration and governance of data resources, breaking down data silos between departments, standardizing the entire process of data collection, storage, analysis, and application, and improving data quality and utilization efficiency.

5.2. Establish a sound mechanism for cultivating and introducing digital talents, and strengthen talent support

Digital talents are the core driving force for the digital transformation and innovation of enterprise economic management. The current shortage of composite digital talents has become an important bottleneck restricting the development of enterprises. It is crucial to improve the mechanism for talent cultivation and introduction. Enterprises need to adhere to the principle of emphasizing both introduction and training. They should accurately meet the needs of digital management, introduce composite talents with both digital technology and economic management capabilities, optimize the structure of the talent team, and focus on attracting professional talents in fields such as big data analysis and digital platform operation. On the other hand, establish an internal digital talent training system, conduct targeted training based on job requirements, enhance the digital literacy and practical abilities of existing employees, and guide them to actively adapt to digital management models.

5.3. Optimize digital management processes to improve management efficiency and quality

Optimizing digital management processes is a key measure to improve the quality and efficiency of enterprise economic management, and it is also a core link in connecting digital infrastructure with management practices. Although some enterprises have promoted digital transformation, there are still problems such as low compatibility between management processes and digital technology, redundant processes, and poor connections, which restrict the improvement of management efficiency. Enterprises need to base themselves on their own business characteristics, comprehensively sort out the core processes of economic management, including financial management, cost control, supply chain management, human resource management, etc., remove redundant links, simplify cumbersome processes, clarify the responsibility boundaries and operational standards of each link, and achieve process standardization and normalization. On this basis, we will promote the deep integration of digital technology and management processes, rely on digital management platforms to achieve automatic collection, real-time circulation, and intelligent analysis of data from various processes, break down information barriers between departments, and improve process collaboration efficiency. For example, in financial management, digitizing the entire process of voucher entry, review, bookkeeping, and report generation reduces manual intervention and lowers error rates. In supply chain management, precise supply-demand coordination and dynamic inventory control are achieved through digital processes.

5.4. Improve the risk management system and prevent digital transformation risks

While digital transformation brings opportunities for enterprise economic management, it also comes with various new risks, such as data security risks, technological risks, financial risks, etc. Improving the risk management system has become an important guarantee for the digital development of enterprises. Enterprises need to establish the concept of “risk prevention and control priority”, combine the characteristics of digital transformation, and build a comprehensive and multi-level risk management system as outlined:

(1) Strengthen data security risk management, standardize the entire process of data collection, storage, use, and transmission, improve measures such as data encryption, access control, and emergency response, prevent risks such as data leakage and abuse, and ensure the security of data resources;

(2) Strengthen technical risk management, reasonably select digital technologies and platforms that are suitable for enterprise development, establish a mechanism for technological updates and maintenance, timely respond to risks brought by technological iterations, and avoid management work being affected by

technological backwardness or system failures. Again, strict control of financial risk management, rational planning of digital investment, optimization of fund allocation, avoiding blind investment leading to tight funding chains, and ensuring orderly promotion of digital transformation;

(3) Establish a risk warning and disposal mechanism, equip a professional risk management team, regularly conduct risk assessments and evaluations, timely identify potential risks, develop targeted response plans, enhance risk prevention and control capabilities, and provide support for the digital transformation of enterprise economic management.

5.5. Strengthen policy docking and cooperation exchanges to create a favorable development environment

In the context of digital economy, the digital development of enterprise economic management cannot be separated from policy support and external cooperation. Strengthening policy docking and cooperation exchanges can create a favorable development environment for enterprises, reduce transformation costs, and enhance transformation effectiveness. Enterprises need to closely monitor national and local policies related to the digital economy, actively connect with policy support resources, conduct in-depth research on policies such as tax reductions, funding subsidies, and technological support, actively apply for eligible support projects, and use policy dividends to reduce the cost of digital transformation and accelerate the pace of transformation. At the same time, we will strengthen cooperation and communication with peers in the same industry, build cooperation platforms, share digital management experience, technological achievements, and practical cases, learn from successful practices of advanced enterprises, avoid common misunderstandings in transformation, and achieve complementary advantages and common development. In addition, actively cooperate with research institutions and universities, rely on their technological research and development advantages and talent resources, promote the research and application of digital technology, and solve the technical problems and talent bottlenecks encountered in the digital transformation of enterprises.

6. Conclusion

This article focuses on the innovation and development of enterprise economic management under the background of digital economy, sorts out the core connotations of digital economy and enterprise economic management, and analyzes the core impact of digital economy on enterprise management objects, processes, and goals. Aiming at the problems of outdated concepts and talent shortage in current enterprise digital management, innovative paths for management concepts, models, decision-making mechanisms, and resource allocation have been proposed, and targeted development strategies have been provided from the aspects of infrastructure, talent cultivation, and process optimization. Research has shown that digital transformation is a necessary path for enterprises to achieve high-quality development. Enterprises need to actively adapt to digital trends, solve management difficulties, and enhance core competitiveness through conceptual innovation, technological empowerment, and talent support. This study can provide a reference for the practice of digital management in enterprises and help them achieve sustainable development in the digital wave.

Disclosure statement

The author declares no conflict of interest.

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