

Enterprise Management Innovation and Organizational Model Investigation Based on the E-commerce Environment

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Abstract: Nowadays, the development of e-commerce in China is changing rapidly, and the innovation of enterprise management model based on e-commerce has become a new development requirement, leading Chinese e-commerce companies to find the way to develop business innovation. Taking this as the starting point, firstly, we analyze the significance of enterprise management model innovation under the background of e-commerce development, and on this basis, we summarize the way of enterprise organization management mode innovation under the context of e-commerce, and total related personnel think about it.

Keywords: E-commerce; Enterprise management; Innovation

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1 The significance of enterprise management innovation in the context of e-commerce

In the context of e-commerce development, companies need to adapt to the new industrial environment and challenges of e-commerce development and innovate in the traditional management model to fully understand the characteristics of e-commerce companies and explore new business operations. This management model bridges existing management loopholes solves existing problems, adheres to the scientific management direction and promotes business development. Exploring innovative business management models based on e-commerce, can meet the current development needs of e-commerce companies, which is of great practical significance and value^[1]. The development of

e-commerce companies is relatively open, and attention must be paid to the application of management and e-commerce in order to promote further the upgrading of enterprise management in the process of enterprise competition and development and to promote the innovation of the enterprise management model. With the rapid growth of e-commerce, the content of the corporate game has changed, and the competition of corporate management in the e-commerce environment has begun. The culture, service, talent, system, market and other aspects of the company's management process need to be more specialized, systematic and professional to meet the new requirements of e-commerce development.

2 Innovation way of organizational management of enterprises in the context of e-commerce

2.1 Management Concept Innovation

Intellectual capital will become the most crucial resource of enterprises. Today, with the development of human economic activities, we sincerely feel that the "knowledge economy has begun to take shape". The concept of corporate management is undergoing new changes. Compared to intangible capital, which is becoming more and more critical, intellectual capital has become the most crucial resource of an enterprise's operations.

The famous futurist Alvin Toffler had an early insight into this changing trend through the ideas of historians and the "distribution" of knowledge brought about by social and technological progress. It is called "symbolic property". Toffler's words were never lost on futurists, who needed to be in the distant future to make it a reality for General Motors and have long been creative

in general manufacturing outside the IT industry^[2]. It has become a reality for entrepreneurs. Nike Footwear, with an annual turnover of more than \$2 billion, is arguably the market leader, but it does not directly produce and manufacture shoes; its assets are the “Nike” trademark, manufacturing licenses, marketing and sales capabilities, and design and development capabilities. These facts show that the structure, content and operation of traditional businesses are changing dramatically and that the knowledge economy, characterized by the service sector, is proliferating.

2.2 Management model innovation

Knowledge management will be the most critical aspect of business management. Traditional business management focused on people, finances, materials, supplies, production and sales, but it is irrelevant at this or any other point in time. With the proliferation of the Internet, there is a growing awareness that the shift from intelligence-based production of goods to service industries has fundamentally changed the assumption that economic thinking is responsible for the most prolonged decline in revenue.

In fact, in the business environment where the Internet is prevalent, knowledge-based work and traditional-based production have very different behaviours. Because tangible assets are consumed in a competitive market environment, the traditional production of goods will inevitably shrink.

The difference is that knowledge can continue to grow through its action (production, distribution and use), as it can create unprecedented markets and allow for innovation and production. This is “revenue enhancement”. In other words, based on knowledge, the company’s interest in specific markets increases in competition. These companies exhibit new characteristics in terms of management behaviour, management style and corporate culture that are different from those of traditional companies; in fact, they are experimenting with knowledge management in terms of management models.

Business managers have access to databases with the help of web-based technology via a global network on the Internet and use the company’s intranet to gain access to the company’s expertise^[3]. Decision-makers in knowledge-driven companies are facing a fundamental change in their management models and building social networks, learning on the job as well as learning other content systems to respond to the new economic environment with faster feedback loop actions and knowledge innovation.

2.3 Managing organizational innovation

From hierarchical vertical management in the form of pyramids to horizontal network-based management, the American economist Chandler wrote about the “modern American corporate system” in his influential book, “The Visible Hand - The Managerial Revolution in American Business”. The growth process can be identified in two ways. One is the process of expanding the size of the business, and the other is the process of separating capital ownership from management. “It should be noted, however, that business management in the industrial economy was based on large-scale centralized management—better control over the supply of raw materials to achieve greater efficiency.

But in an economy where the Internet is widely used and pervasive, business management is based on continually identifying the link between market needs and solutions. Most of the value provided by successful enterprises comes from the specialized research, engineering and design services required to address the market problem to be solved, the specialized sales and consulting services required to identify the problem and the specialized strategy that links the two, together with financial and management services. Only this value is not easily imitated. Thus, in the new economic environment, innovation and services will replace control and management as the original sources of economic growth for enterprises.

2.4 Management style innovation

From manually adapting to the market to aggressively pursuing change and innovation, “computers and communications have come together organically,” said Jang Yaqin, a computer scientist at Microsoft Research China. The most important feature of the revolution and the proliferation of the Internet make companies more competitive. It is always closer to the infinite communication between people and things.” In this new, complex and changing situation, the future of the internal and external environment in which companies operate is full of uncertainty.

The Internet covers the field of management, the scope of management ranges from local to global, the management culture ranges from homogeneous communication to heterogeneous coexistence, the management objects range from the real world to the virtual world, the management organization is vertical to horizontal, the management guidelines range from everyday language to web language, and the scope of hosted content ranges from production factor management to knowledge factor management, which

places unprecedentedly high demands on corporate management. In this business environment, a company's success or failure depends in large part on whether the business operator has the qualities to judge the situation, lighten the load and respond with ease.

In the network era, business operators must be satisfied with the status quo, passively adapt to the marketplace, and eliminate conservative thinking that attempts to maintain a business that is no longer sustainable^[4]. Innovation is at the heart of the only chance for business survival and growth.

The concept of "modern integrated management" uses computers, network technology and management methods to integrate as many existing legacy processes and functions as possible, seeking to improve overall efficiency and effectiveness and to increase the overall flexibility of the business. Improve and reduce inventory: low energy consumption, low material consumption, high efficiency and adaptability of the enterprise. In the process of achieving "modern integrated management", the company must pursue a high degree of integration of logistics, capital flow and information flow. It should be recognized that this is a way of switching.

3 Summary

In short, the current competition between companies has moved to a higher level of competition, namely, management competition. This means that those who

react quickly to changes in the market and those who have management and sales networks can beat the market and its customers. In this context, the principle of division of labour has become obsolete and modern integrated management will become a symbol of modern business. This integration will extend beyond the confines of the plant or enterprise and spread to the entire supply chain and all parts of demand. Therefore, to implement these changes, you need to use an efficient and robust network management system. Companies can achieve integrated management by organically integrating information at the management decision level, the management planning level and the command execution level, adjusting the diversity and quantity of products purchased promptly, adjusting marketing strategies to meet market demands best and modernizing the business.

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