

Exploration of Innovative Strategies for Economic Management in Enterprises Under the New Situation

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Abstract: Against the backdrop of economic globalization, the pace of development in China's market economy is accelerating, thus imposing higher demands on enterprise management. In order to enhance the market competitiveness of enterprises, reforms in operational methods are imperative. However, the majority of enterprises are still adhering to traditional management approaches, leading to outdated management concepts and singular methods. In the new economic environment, enterprises should simultaneously address internal and external economic management, closely monitor market trends, and promote profound changes in economic management to maximize operational efficiency. Under the new economic circumstances, economic management by enterprises can alleviate the negative impacts of market fluctuations and ease the development pressure faced by enterprises in the new economic environment. Based on this, in conjunction with the new economic environment, a comprehensive exploration of enterprise management has been conducted, aiming to provide references for enterprise management.

Keywords: new economic situation; enterprise economic management; strategy

Introduction

In today's world, with the continuous advancement of globalization, economies of various countries are also rapidly developing. Under new historical conditions, for enterprises to match up with this development, they need reforms in economic management. However, innovation always entails changing some existing elements. In China, various types of enterprises are developing rapidly with promising prospects, and the range of business activities they can engage in is increasingly broad. Therefore, continuing to adopt traditional enterprise

management methods makes it difficult to adapt to the various problems arising in the development of enterprises in the new era. Hence, enterprises must continually improve and innovate their economic management strategies to synchronize with the development of the new era, promote enterprise development and improvement, and thus establish a foothold in the fierce market competition. Under the new economic circumstances, the significance of economic management for enterprises is increasingly prominent. Serving as the core of enterprise economic activities, economic management plays a crucial



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role in internal controls, the rational allocation of resources, and the formation of enterprise operational characteristics. However, faced with rapidly changing economic conditions, traditional enterprise management approaches are becoming increasingly inadequate, especially in today's society where the rapid development of the Internet highlights the shortcomings of these methods. This necessitates that enterprises adjust their management strategies in response to changes in the external environment. Innovation in enterprise management is a prevailing trend under market economy conditions. In the current world, as the economy undergoes a transitional period, it requires enterprises to innovate in both content and structure in their management approaches. Enterprises must keep pace with the times, establish management systems that align with their own characteristics, analyze existing problems, formulate corresponding strategies, enhance their economic management capabilities, and thereby gain a favorable position in the increasingly competitive market. It is important to note that enterprise reform should not only focus on economic management but also encompass all aspects of enterprise development, including production and sales. Technological innovation should be integrated into the development of enterprises to foster continuous growth and improvement. Only through comprehensive reform can enterprises better adapt to the new economic environment and achieve sustainable development goals.

1. The significance of economic management for enterprises under the new economic circumstances

As the core of enterprise economic activities, economic management plays a crucial role in internal controls, rational resource allocation, and the formation of enterprise operational characteristics. However, faced with the ever-changing economic landscape, traditional enterprise management approaches have become increasingly inadequate, especially in today's society where the rapid development of the Internet exacerbates these shortcomings. This calls for enterprises to adjust their management strategies according to changes in the external environment. Under market economy conditions, innovation in enterprise management is the prevailing trend. In the current world, as the

economy undergoes a transitional period, it necessitates enterprises to innovate both in content and structure in their management approaches. Enterprises must keep pace with the times, establish management systems that align with their unique characteristics, analyze existing issues, formulate corresponding strategies, enhance their economic management capabilities, and thereby attain a favorable position in the increasingly competitive market. It is important to note that enterprise reform should not be confined to economic management but should also encompass all aspects of enterprise development, including production and sales. Technological innovation should be integrated into the enterprise's development to foster continuous growth and improvement. Only through comprehensive reform can enterprises better adapt to the new economic environment and achieve sustainable development goals.

2. Economic Management Issues Under the New Economic Situation

2.1 Outdated Economic Management Concepts

The economic management concepts of enterprises play a crucial role in the effectiveness of economic management. Only by continuously updating these concepts can enterprises inject vitality into their operational activities and drive rapid and stable development. Currently, many enterprises exhibit relatively outdated innovative thinking in economic management. While economic management holds significant importance in enterprise management, some leaders within these enterprises possess outdated economic management ideologies. They fail to recognize the importance of economic management and focus solely on enhancing economic efficiency, neglecting to reform or optimize economic management practices. Consequently, these enterprises struggle to achieve the desired economic management outcomes. The primary reason for this is the antiquated economic management concepts within these enterprises, which have become a bottleneck constraining their survival and development.

2.2 Single Economic Management Methods

In the economic development of enterprises, if unreasonable management of economic resources occurs, it not only greatly affects the efficiency of employees but also brings negative consequences to

the operation of the enterprise. Therefore, to enhance operational efficiency, it is necessary to strengthen the operational activities of the enterprise. However, many enterprises fail to recognize this connection between economic resource management and the economic operation of the enterprise. Additionally, the lack of reasonable promotion standards and promotion systems in the financial evaluation of enterprises leads to a decrease in employees' enthusiasm and identification with the enterprise, ultimately resulting in a significant loss of talent. This not only impacts the operation of the enterprise but also poses great difficulties for its economic management.

2.3 Outdated Economic Management Systems

The enterprise economic management system serves as the cornerstone to ensure the orderly conduct of its economic activities, playing a crucial role in the stable growth of the enterprise's economy and the rational allocation of resources. Continuous optimization and innovation of the system have a significant positive impact on stimulating employee motivation, regulating employee behavior, and improving work efficiency and quality. However, many enterprises currently progress slowly in innovating economic management systems and still rely on some traditional management methods. This not only makes it difficult to achieve ideal management results but may also lead to economic risks and financial losses for the enterprise. Additionally, a lack of innovative management systems may put enterprises at a disadvantage in fierce market competition, affecting their long-term sustainable development. Therefore, enterprises need to continuously explore and practice new management concepts and methods to adapt to the ever-changing economic environment and market demands.

2.4 Lack of Economic Management Talents

As the main force driving enterprise operations, management personnel play a crucial role in the performance of enterprise operations with their business capabilities and professional competence. However, most enterprises lack specialized talents in economic management, have not provided specific training to employees, and do not prioritize performance evaluations, which greatly hinders the improvement of the professional quality of management personnel. At the same time, newly recruited management talents

often do not meet the requirements of their positions, lack enthusiasm and sense of responsibility, and have insufficient professional abilities and competence, which significantly impacts the economic management work of the enterprise.

3. Economic Management Innovation Strategies under the New Economic Situation

3.1 Exploring New Economic Management Concepts

Due to the enduring influence of traditional management concepts, many enterprise managers and employees still harbor remnants of traditional business ideologies, focusing solely on short-term profits and lacking crisis awareness and competitiveness. This hampers innovation in economic management for enterprises. In the new era, enterprises must integrate into the global economy, which is an inevitable trend. Simultaneously, new concepts in global economic management will undoubtedly bring new perspectives to enterprises. As economic management personnel, it is imperative to start from the long-term strategic goals of enterprise development, uncover the alignment between the actual situation of the enterprise and the internal and external development environment, seize the opportunity for innovative thinking, continuously enhance understanding of business operations, and closely link innovation with strengthening economic management. Through this approach, a new enterprise economic management concept can be established, incorporating innovative management measures and models, guiding economic activities with new thinking and economic ideologies, thereby enhancing the enterprise's responsiveness to the market. In operational activities, managers should actively guide and create a conducive work environment. Additionally, enterprises should adopt effective incentive measures to encourage employees to foster positive and creative thinking, continuously enhancing their creativity. In the new landscape of global economic development, competition among large enterprises is intensifying. Therefore, enterprises need not only a crisis management mindset but also a well-established operational mechanism. When constructing operational mechanisms, enterprises should prioritize overall development, devise rational strategic plans, and take preventive measures against adverse situations. Simultaneously, management

personnel should innovate management concepts to guide specific management tasks reasonably, making the enterprise's operational mechanisms more flexible and adaptive to the current economic situation. This ensures that the enterprise can leverage its advantages in the increasingly competitive market and achieve better development.

3.2 Economic Optimization and Innovation in Economic Management Methods

In the new economic context, to better reform the enterprise economic management system, there must be effective methods in place. While ensuring the continuous improvement of the enterprise economic management system, the internal governance mechanism of the enterprise also takes shape. In specific operational tasks, it is essential to address internal deficiencies, prioritize efficiency enhancement, and construct effective operational mechanisms. Additionally, when facing overly rigid traditional economic management systems, enterprises can appropriately integrate flexibility and use it as the core of "people-oriented" management. For systems within enterprises that lack adaptability and flexibility, further enhancement of their operability is necessary. Furthermore, to better safeguard the operational status of enterprises in China, enterprises should adhere to a market-centered approach, integrating the financial management system into the enterprise's operational planning, thereby strengthening the execution and supervision of relevant operational systems. Meanwhile, by drawing on the advanced management methods of foreign enterprises, the operational model of enterprises can better adapt to the favorable background in China. In China, all enterprise operational activities are safeguarded by systems. Firstly, based on new circumstances and their own development trends, enterprises should establish a comprehensive, scientifically sound economic management system, promoting enterprise reforms in various aspects, such as increasing salaries and implementing performance evaluations. Secondly, it is crucial to formulate sound management and policy-making systems, advocate for democracy, and fully mobilize the enthusiasm of all employees, fostering a strong sense of belonging in each employee, making them willing to contribute to the enterprise.

3.3 Establishing a Sound Economic Management System

In the process of realizing innovation in modern enterprise economic management systems, enterprises must set clear long-term goals for their economic activity management based on their current financial situation and specific requirements for economic activity management. Secondly, enterprises need to keep pace with the times and establish and improve a set of enterprise management systems that match the unique needs of the market, thereby promoting the transformation and innovation of the enterprise economic system. With a robust financial management system in place to support them, enterprises can deepen employees' understanding of management innovation in economic activities, thus creating a corporate operating atmosphere full of positive energy and healthy development. This atmosphere not only fully mobilizes the creative potential of enterprise personnel but also lays a solid foundation and provides lasting impetus for the innovation of enterprise management methods.

3.4 Building a Professional Economic Management Team

Against the backdrop of strategies aimed at strengthening the nation through talent and promoting science and education, enterprises must prioritize talent management. Firstly, enterprises should enhance internal employee management, bolster training programs for employees, and elevate their economic management skills and overall quality through regular training seminars. Giving full respect to the individual development of talents, fostering a positive company environment, and allowing employees to feel at home in the company are crucial. By uncovering employees' potential, strengthening their sense of belonging, and preventing talent loss, enterprises can fully harness employees' enthusiasm and creativity, enabling them to wholeheartedly engage in the company's economic management and enhance productivity, thereby bringing more economic benefits to the company. Additionally, enterprises should attract outstanding economic management talents through university-enterprise cooperation and talent introduction programs. By improving salaries and benefits and assisting talents in developing long-term career plans, enterprises can help talents fully realize their personal

value within the company's ranks and achieve better development.

Conclusion

With the continuous development of China's market economy, economic management in enterprises plays an increasingly important role in their development. How to reform economic management in the process of enterprise operation is the key to obtaining greater economic and social benefits. To truly improve enterprise efficiency, enhance competitiveness, and achieve sustainable development goals, further reforms in the enterprise economic management system are necessary. Relevant personnel should actively analyze the problems in economic management encountered in practical work and, based on these issues, adopt practical strategies and measures to reform economic management in enterprises. This will enable enterprises to better adapt to their development direction and needs.

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