

Research on the Mechanism of Information Leadership on Information Technology Participation in Service Innovation

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Abstract. The rapid development of information technology, for the overall promotion of service innovation provides a good development opportunity, but also put forward higher requirements for innovation capacity. As a key driving factor of development and innovation, information technology needs more attention. It leadership will accelerate the service process on the basis of promoting the strategic development, which will have a profound and positive impact on service innovation. Based on the study of the mechanism of information leadership in service innovation, this paper puts forward some suggestions to strengthen information construction and enhance innovation ability.

Keywords: Informatization, Leadership, Information Technology, Service innovation, Action Mechanism

With the development and popularization of information technology, People's demand for automation and intelligentization in production and life has been fully guaranteed. With the continuous improvement of people's humanized service needs, the development and innovation of information technology also keeps pace with the times. The emerging information technology, in the service innovation process, will obtain the good effect in the Innovation Pattern Foundation.

1 THE MEANING OF INFORMATIONAL LEADERSHIP

Information-based leadership is the product of two-dimensional fusion of technical ability and leadership. From the perspective of fusion theory, under the leadership situation, technical ability and leadership ability can be transformed into informational leadership through interaction. In order to deeply analyze the essence of information-based leadership, it can be interpreted and analyzed from two aspects: technical ability and leadership ability.

The technical ability includes the perception ability, the application ability and the reflection ability to the technical way. In terms of technical capabilities, it is necessary to understand the effectiveness and value of technical approaches, including traditional and digital technologies, such as information management platform technology, multimedia technology, communication platform technology, etc. , we should try to apply technology to the process of service innovation, and reflect on the details of technology application in time. Through the understanding and mastery of information technology knowledge, the corresponding technological capability can be promoted, which is beneficial to the deep integration of technological capability into the process of service innovation, then it is beneficial to enhance the management efficiency and the service innovation informationization level.

Leadership refers to the ability to solve the problem of service innovation and promote the development of service innovation in the process of leadership. Based on the relevant theories of service innovation, in order to achieve specific service innovation objectives or service innovation tasks, solve service innovation problems and promote the development of service innovation, in the process of planning and design, organization and implementation, evaluation and promotion, leadership ability is formed by selecting and applying leadership means, leadership style, leadership strategy and leadership mode. Leading development, coordinating innovation and improving literacy cover the three core areas of information-based leadership practice. Therefore, there are three dimensions involved in the process of informatization leadership: planning, design, organization and evaluation, which can be divided into many specific

sub-dimensions. However, these three dimensions only represent the power component of information-based leadership, and information-based leadership also includes some non-power components, which involve many factors, for example, the information technology ability, the moral influence and so on, among them, the information technology ability belongs to the non-power component which is changeable and key in the information leadership structure.

Value-oriented ability is to make scientific and reasonable information value policy, determine information strategy, and promote the overall deployment of information strategy under the changing business environment. Specific tasks include value orientation, strategic direction and strategic deployment capabilities.

The ability of comprehensive governance is to ensure that the input of informatization is consistent with the value goal on the basis of value orientation, and to define reasonable informatization specific goals and determine informatization-related organizations and processes, to realize the strategic integration of Information System and enterprise organization in a long-term sense. Specific tasks include governance structure design, enterprise organization design, process and system design, information-based target design, etc. . Effective management of requirements, project management, IT operations and maintenance management, information security management, IT asset management, etc. , to ensure the realization of value objective and concrete governance objective. Specific tasks include information requirements management, IT project management, IT operations and maintenance management, information security management, IT asset management. Under the guidance of value orientation, the risk and capital investment in informatization implementation process are controlled to ensure that the effective governance objectives and effective management are realized under the premise of minimizing the maximum risk of benefits. Specific tasks include IT risk control and IT financial control. It internal control needs comprehensive utilization of control methods in every field of enterprise informatization.

The performance management ability is the ability to evaluate, measure and put forward reasonable suggestions on the effective governance, management and control of enterprise informatization. Specific tasks include IT performance evaluation, IT performance improvement recommendations. It performance evaluation is an important tool for business executives to control and exercise leadership over enterprise informatization. Through participating in and leading the informatization evaluation process, it is the key link to exert influence effectively to control the process and direction of enterprise informatization construction.

2 THE FUNCTION MECHANISM OF INFORMATION LEADERSHIP ON INFORMATION TECHNOLOGY PARTICIPATION IN SERVICE INNOVATION

So far, the theoretical research and empirical analysis of service innovation have achieved more results. Under the background of service economy and knowledge economy, service innovation has attracted the attention of academic circles and practical departments, and began to serve the economic development and industrial restructuring and upgrading to provide a micro-foundation. The concept, classification and methodology of service (industry). From the perspective of service output and performance evaluation, the concept, classification and methodology that make the diversity and heterogeneity of services form a certain order are the basis of all the research on service economy.

At present, for most economists, the task of classification and conceptual and methodological research is left to the national income and production accounting staff. At the same time, most existing studies rely on the assumption that output and labour productivity in services are not seriously mismeasured. In the future, the main paradox in the service economy can try to find the basic answer by studying the definition and measurement of the real output of services. It can be said that only after these basic theoretical problems have been solved, it is possible to explore and summarize the general law of service innovation based on the classification of different nature and different types of service industry.

The role of knowledge (intelligence) in service production, innovation, consumption and transaction and the corresponding social organization cover two related fields: service innovation system and knowledge-intensive business service. The practice of the development of service economy shows that the increasing knowledge intensity has become the characteristic of some specific service production and transaction, but when the cognitive attributes of economic activities are integrated into the traditional theories and models, researchers face considerable difficulties. Both theoretical analysis and empirical testing, only through further research, we can know whether they can withstand the fact of testing and other theoretical framework of the impact. In this regard, we still need to conduct in-depth analysis of the composition of service innovation system, the basic characteristics, performance, and the differences between manufacturing innovation system and other issues. Of course, the study of these problems still need evaluation methods and some feasible evaluation measures.

3 PROMOTE THE APPLICATION MECHANISM OF INFORMATION TECHNOLOGY IN SERVICE INNOVATION ON THE BASIS OF INFORMATION LEADERSHIP

The role of information and communication technologies (ICTs) in the development of services and the rationalization of service production and innovation processes. Technology is the starting point of service innovation research, and has been widely concerned for a long time, its importance is self-evident, but is the importance of ICTs so high? The emphasis on technology stems from two reasons: first, in economics, technological innovation (three technological revolutions) is the main variable that determines the economic and social process, because of this situation, other variables are often ignored; Second, powerful interest groups continue to promote the belief that the life-and-death issue in modern society is how to achieve a "new economy" based on ICTs as quickly as possible. For services, innovation is not purely technical and the traditional cobb-douglas (C-D) production function may not be suitable for services. The C-D function assumes that total output can be correctly measured at constant prices, which means that the components of output do not experience significant qualitative changes. But this is clearly not true of the service industry.

The impact of ICTs is currently reflected in the quality of services provided, and at the microeconomics level, the nature of the production function has changed: first, compared to the quantity of output, the increase in real output in terms of quality and intensity of service is even more pronounced; second, rapidly expanding information technology assets are being used to support the workforce, the labour force itself has been rapidly transformed by the information technology environment in which it works. In particular, due to the assistance of computer, the flexibility of the function is very large, the level of capital labor replacement rate is relatively low. All of these largely bypass the traditional production function and accounting measurement tools, but also need us to re-study. One of the important tasks is to build a database of innovation research based on innovation survey. It is necessary for us to put forward a more reasonable investigation method and content system for the service industry, and to include as many service industries as possible. In order to fully explain the development law and evolution characteristics of service innovation, the survey data are integrated into the database of service innovation research by making the survey routine.

Through the interactive verification of multi-case study and theoretical deduction, and combining the theoretical logic of "knowledge-ability-service innovation performance", this paper constructs the impact relationship model of information ecological governance, IT application capability and service innovation performance of Public Information Service Organization, and validates IT through empirical research. The results show that IT application capability plays an intermediary role in the relationship between IT governance and service innovation performance of Public Information Service organizations. Information ecological governance can directly affect the performance of service innovation, but mainly through improving IT application ability and then enhance the performance of service innovation.

The impact of the three dimensions of information ecological governance on the performance of service innovation is greater than that of the single dimension directly on the performance of service innovation, it shows that each dimension of information ecological governance of public information service organization has positive influence on each other. The degree of IT and business integration capability is greater than the degree of IT Support Service Strategy capability. This research is helpful to make up the deficiency of the research on how to improve the service innovation performance of the Public Information Service Organization. At the same time, IT provides a scientific basis for how to sort the concrete work of information ecological governance and IT application ability according to the importance degree.

Based on the idea and idea of service-oriented logic, we should perfect the related theory of Breakthrough Service Innovation and further deepen the theory of service innovation and Breakthrough Innovation. In this paper, the service-oriented enterprises how to carry on the Breakthrough Service Innovation is Exploratory research, the concept definition and the characteristic mining are carried on, and the realization mechanism of the value co-creation of the Breakthrough Service Innovation is analyzed on the basis of the typical case, the conclusion forms a complete theory frame, the research conclusion deepens the service innovation as well as the breakthrough innovation theory understanding.

This paper explores the "black box" process of breakthrough service innovation in service-oriented enterprises, puts forward the realization mechanism of value co-creation, and presents its service innovation process intuitively and clearly. Introducing value co-creation into the analysis of service innovation development, and defining the co-creation system and co-creation network of Breakthrough Service Innovation from the perspective of value co-creation, by combining the flow path in the value co-creation system with the innovation subject in the value network, this paper systematically explains the realization of breakthrough service innovation from the process of value co-creation, it also validates the process of value co-creation, fully shows the regularity of development and operation of breakthrough service innovation, and deepens the research on the commonness of Breakthrough Service Innovation Experiment.

4 CONCLUSION

Innovation has always been the fundamental driving force and eternal theme of human progress. Service Innovation is a powerful driving force for the rapid development of service-oriented enterprises and an important branch of innovation theory research, the importance of service economy to the development of national economy makes the research on service innovation a hotspot in the field of innovation research. The coming of Internet era brings new innovation changes for service innovation, and puts forward higher innovation requirements for the development of service enterprises. As a new type of innovation, Breakthrough Service Innovation has attracted more and more attention from academia and industry in recent years. On the basis of information leadership, promoting the participation of information technology in service innovation can reduce and disperse the risk of breakthrough innovation for service-oriented enterprises, and set up a reasonable and effective innovation process in line with the development of service economy, in order to realize the enterprise innovation value and the profit value long-term development.

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