Research on the Integration Path of Enterprise Management and Digital Economy Based on Big Data Analysis

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Abstract. Relying on big data analysis technology, not only can accurately and objectively collect business data information, but also help to promote the enterprise management information, intelligent construction. With the development of the current digital economy, the organic integration of business management and digital economy not only effectively improves the efficiency of business management, but also helps enterprises to bring into play the advantages of smart technology, in the face of their own business, development of the actual problems, to improve the overall level of management. Based on the technology of big data analysis, this paper systematically discusses the integration path of enterprise management and digital economy.

Keywords: Computer, Big data analysis, Business management, Digital economy, Convergence path

With the development and application of information technology, the degree of digitalization of social economy is increasing, especially with the coming of big data era, the connotation and denotation of digital economy have changed greatly. Digital economy refers to a series of economic activities in which the use of digitized knowledge and information is the key factor of production, the modern information network is the important carrier, and the effective use of information and communication technology is the important impetus of efficiency promotion and economic structure optimization.

1 THE BACKGROUND OF INTEGRATION OF ENTERPRISE MANAGEMENT AND DIGITAL ECONOMY BASED ON BIG DATA ANALYSIS

Digital economy is usually divided into digital industrialization and industrial digitalization. Digital industrialization refers to the development of information technology industry, including digital-related industries such as electronic information manufacturing industry, software and information service industry, and information and communication industry, the digital transformation of the traditional industry and all the elements in the upper and lower reaches of the industrial chain can realize the assignment and empowerment through the deep integration with the information technology. From an extension point of view, economic development can not be separated from social development. The digitalization of society is undoubtedly the soil for the development of digital economy. Digital Government, digital society and digital governance system construction constitute the environment for the development of digital economy, at the same time, the construction of digital infrastructure and the digitalization of traditional physical infrastructure lay the foundation for the development of digital economy.

The digital economy presents three important characteristics: first, information leads. The deep penetration of information technology into all industries has enabled them to digitize and accumulate large amounts of data resources, which are then shared and converged through a network platform, and through the mining of data, the extraction of knowledge and the condensation of wisdom, and making the industry smarter. Second, open fusion. Facilitating
large-scale collaboration and cross-border integration across sectors within an organization, across enterprises in the value chain and even across sectors of the value chain through the opening up, sharing and flow of data, realize the optimization and reorganization of value chain. Third, universal benefits. The ubiquity of information infrastructure, the cloud model of on demand services, and various business and financial services platforms have lowered the barriers to participation in economic activities, make Digital economy appear "everybody participates in, build together to share" the pattern of all benefits.

In the era of digital economy, the new production mode of C2M (direct-connected manufacturer) based on Internet, big data and artificial intelligence has brought enormous impact and challenge to the traditional production mode. Users across the intermediate channel, to the manufacturer of their own personalized product requirements, manufacturers according to the needs of specific production planning, reverse manufacturing. Break the traditional "production-inventory-sales" model, to turn to the sale of fixed production. Consumers can also directly participate in product design, production, service and other links, and even through the terminal real-time monitoring of product production.

In the era of digital economy, the market and products are subdivided, the users' demand for individuation and differentiation is becoming stronger and faster, and the order fragmentation trend is obvious. Under the uncertainty of market demand, many manufacturers are not willing to place large orders, but rather try to produce trial sales by placing small orders, and do not start placing large orders until the real demand of the market is tested, small order, short order and urgent order are in vogue, which forces the production end to change the traditional rigid production mode in order to respond to the new demand and change of the market quickly. The products produced in large-scale through the assembly line can not meet people's diverse needs. Relying on technologies such as big data and intelligence, data driven flexible production and modular production have impacted the rigid assembly line production model and solved the contradiction between mass production and small batch customization, to achieve Mass customization production.

"Synergy" includes three levels: the collaboration of different departments or systems within the manufacturing enterprise, the collaboration of different factories within the enterprise and the collaboration of supply chain-based manufacturing. By establishing a unified standard to break through the "data islands" scattered in different levels, links and organizations, data can flow freely among different systems, the realization enterprise manufacture each level (vertical) and each link on the industrial chain (horizontal) interconnection and the coordinated production. Through the vertical and horizontal data through, the final equipment, workshops, factories, processes, materials, personnel and even industrial chain nodes of the full interconnection. Through real-time data sensing, transmission, analysis and processing, resource dynamic configuration and network collaboration around user requirements and product life cycle, finally, end-to-end manufacturing process information sharing and fusion, so as to maximize personalized customization, rapid response to market demand. The process of value transfer from traditional one-way chain to concurrent cooperation.

2 INTEGRATION OF ENTERPRISE MANAGEMENT AND DIGITAL ECONOMY BASED ON BIG DATA ANALYSIS

Business Management: Business Management and operation of the process there is often a certain law for the day-to-day procedural work and related work. Applying big data information technology to the operation and management of enterprises, on the one hand, enterprises can save enterprise resources and avoid repetitive work to a certain extent by drawing rules through statistical analysis, saved the company's resources. On the other hand, when the law is obtained through scientific statistical analysis, when the situation is different from the usual, the enterprise managers need to be vigilant and pay attention to the possible risks.
Enterprise Marketing Management: Enterprises should establish a big data management information system to collect the market transaction information of the goods and services provided by the company, on this basis, through the management information system to classify, find out the consumption hot spot hidden in the massive transaction information, find out the consumer demand preference, determine the consumer demand. On the one hand, from the consumer preferences of enterprises hot goods and services to improve to better meet consumer demand, the market response to the poor goods and services for transformation. On the other hand, it provides effective decision-making information for enterprise managers to develop new products and services, and creates new consumption hotspots.

Enterprise Financial Management: the application of Big Data information technology to the financial management of enterprises, enterprises through statistical analysis of the process of production and operation of data, especially financial data, the qualitative and Quantitative analysis of financial data is useful for the analysis of related activities such as business investment. As an important part of enterprise management, financial management is the key to reduce the financial risk and improve the efficiency of enterprise resource allocation. Through the statistical analysis of enterprise financial data classification analysis can be more effective for business managers, investors and other relevant interests of decision-makers to provide effective decision-making information.

Human Resources Management: Human Resources as an important intangible asset, how to allocate appropriate human resources for the department is the key to enterprise development. Through the regression statistical analysis method forecast the enterprise development human resources demand, uses the dynamic analysis method according to the enterprise development present situation to carry on the forecast to the enterprise human resources change situation, two aspects unifies, can greatly enhance the efficiency of enterprise human resources.

In the aspect of enterprise risk management: because there will be certain rules in the course of enterprise operation, when abnormal points occur in data statistical analysis, enterprise managers need to pay more attention and pay attention to the abnormal situation, it is one of the effective measures for enterprises to evade financial risks to find out the causes of abnormal conditions, especially in financial management.

3 THE INTEGRATION PATH OF ENTERPRISE MANAGEMENT AND DIGITAL ECONOMY BASED ON BIG DATA ANALYSIS

Under the background of digital economy, enterprise managers attach importance to transformation and upgrading, and take digitalization as the important direction of enterprise development at present. In practical application, traditional enterprises should pay attention to the quantity and quality of products, adapt to the background of digital economy, pay attention to the needs analysis of user groups, and gradually improve product services. Under the new situation, enterprise managers should recognize the opportunities brought by the digital economy, pay attention to the diversified needs of users, attach importance to the cooperation with ecological partners, expand enterprise customer resources and seize the opportunities of the times.

At the present stage, the enterprise personnel need to pay attention to the transformation and upgrading of the enterprise, formulate the important strategy in line with the enterprise development, combine the enterprise reality, take the information construction as the important way to promote the enterprise development quality. In practical work, enterprise managers make it clear that “Digital Technology + business” is an important way for enterprises to transform and upgrade at the present stage. While strengthening the core business of enterprises at the present stage, they actively develop new business, positive response to the current digital transformation and upgrading of enterprises brought about changes. At present, the managers of enterprises attach importance to the effective combination of online and offline, and use digital technology to analyze the user groups and find the customer resources that meet the needs of enterprises,
enterprise managers attach importance to the management of e-commerce platform system, formulate customer resources that meet the needs of enterprises, further promote the development of enterprises, realize the transformation and upgrading of e-commerce platform, and improve the economic benefits of enterprises. Enterprise management attaches importance to the transformation and upgrading of enterprises, gradually improve the quality of enterprise development, formulate effective management measures, in line with the current needs of enterprise development.

In the era of digital economy, the demand for talents is gradually increasing. The managers of every department attach importance to the cultivation of talents, so as to improve the efficiency of enterprise management. Especially at the present stage, the competition between enterprises is directly reflected in the competition of enterprise talents, and the emphasis on the cultivation of talents is conducive to the promotion of enterprise core competitiveness. In the construction of talent team, on the one hand, enterprises can recruit professional talents from the society and inject fresh blood into enterprises. By training these newly recruited talents, enterprises can get on with business projects more quickly, for the enterprise own economic development to bring the bigger promotion. On the other hand, enterprises can train the existing staff and workers, so as to improve the ability of staff and workers, can in daily work, improve their own efficiency. In the development of digital economy, the managers of enterprises should pay attention to the reform of the internal structure of enterprises and play their important role so that they can adapt to the current social environment, attach importance to the cultivation of the existing technical talents and promote the transformation and upgrading of enterprises.

In the current stage of enterprise development, the competent departments of the state attach great importance to the development of digital economy. In particular, since the 18th National Congress, China has issued a number of planning and guiding opinions around the development of digital industrialization, speeding up regional economic development, and integrating "Internet plus" in the development of different industries in an orderly manner, giving full play to the advantages of information technology to improve the quality of enterprise management. In particular, at the present stage, the state attaches importance to the construction of the Industrial Internet, and in the process of infrastructure development and transformation and upgrading, it can lead enterprises to develop efficiently, gradually play its important role, and promote the design of enterprises transformation, for the current stage of enterprise development to provide impetus to accelerate the realization of high-quality development of enterprises.

In the new normal of the economy, managers should play their own important role, speed up the transformation of industrial services, make full use of the state's preferential tax policies for the construction of digital economy, and vigorously develop e-commerce business, so as to promote the technology transformation and upgrading, enterprises can be in the fierce market competition, can achieve greater profits. The application of digital technology in enterprises can promote the adjustment of internal organization structure. Enterprise managers should improve their own understanding, increase investment in infrastructure, and combine the guidance of the state funds and policy support for the development of the industry, so that enterprises can be in their own digital transformation design, reduce the operating cost of enterprises, improve their own economic benefits. In the new era, the managers of enterprises conform to the trend of the times, increase their investment in digital transformation design, and enjoy the dividends of digital economy.

4 CONCLUSION

In the era of digital economy, data, as a new factor of production, is becoming more and more important in the whole production, which has reshaped the traditional production mode. Production began to be dominated by consumers, and customized demand made production more flexible and modular, from mass supply to on-demand customization, the flow and sharing of data also makes network collaborative production possible. Manufacturers can no longer rely on the
products themselves, but the digital value-added services attached to the products to generate new value space. Data is the core asset of the digital economy era, and has become the main driving force of creation, production and consumption. As the world enters a new wave of information technology characterized by digitalization, networking and intelligentization, the new generation of information and communication technologies is making breakthroughs in innovation and penetrating rapidly into all fields of economy and society, the digital economy has emerged as a new economic form.

REFERENCES