

Analysis of management information construction mode of state-owned enterprises in big data era

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Abstract: Management Information Construction is an important part of modern enterprise construction, and it is also an inevitable choice to push state-owned enterprises to adapt to the trend of intelligent times. If state-owned enterprises want to gain a firm foothold in the market and achieve greater operating benefits, they must start from the "Internet +" environment and combine the management scale and operation concept of state-owned enterprises, actively set up the concept of modern development and steadily advance the construction of informatization. By analyzing the background of state-owned enterprise management informatization construction in big data era and combining the direction of state-owned enterprise management informatization construction, this paper puts forward the concrete construction strategies of informatization construction mode.

Key Words: Big Data; state-owned enterprises; management; informatization; construction mode

With the development of society, the era of big data has come. Therefore, in the background of the era of big data, enterprises need to process and classify a large amount of data information. In this process, not only need to apply the traditional management model, but also need to apply the information technology, to achieve a large amount of information collection and processing classification, any enterprise want to adapt to the new development environment, we must steadily advance the construction of informatization.

1.THE BACKGROUND OF STATE-OWNED ENTERPRISE MANAGEMENT INFORMATION CONSTRUCTION IN BIG DATA ERA

Lack of understanding of enterprise information construction in concept. Many enterprises do not have a better understanding of informatization in concept, and do not realize the importance of the construction of Enterprise Management Information System (MIS) in improving the management level of enterprises and promoting the overall competitive advantage of enterprises, also did not comprehend the connotation of informatization. Some enterprise groups with better benefits do not take a long-term view of the problem, that information-based construction in the development of enterprises can be dispensable. Some enterprises, reluctant to increase the investment in information construction funds, short-term can not see a higher benefit will be hastily abandoned. Some enterprises invest more in the initial stage of information construction, but they update the technology in time to adapt to the latest development of the market. As everyone knows, information technology work is difficult, knowledge update fast, only according to business innovation at any time to achieve higher efficiency. Some enterprises think that the implementation of accounting computerization, the purchase of ERP system, is the completion of the information-based construction, the information-based construction of their own business needs do not have a clear understanding. More Enterprises, although the construction of the information center, but long-term equipment idle, failed to give full play to the role of information equipment.

The key of information construction is to rely on people. It talents are the backbone of enterprise information construction, but IT talents drain seriously in state-owned enterprises. The concrete manifestation is: the state-owned enterprise IT department construction is not perfect, one is the IT department personnel is few, the IT department office equipment is not advanced compared with other departments. The recruitment of IT personnel is too low, ignoring the examination of the actual problem-solving skills, resulting in the department's overall skills are not high. Pay attention to the investment of hardware equipment, but neglect the training of information talents, there is little special training for IT department personnel, they can not grasp the latest trends of information, also can not learn the latest knowledge in this area. The state-owned enterprise information technology brain drain is serious.

Most of the state-owned enterprise information technology transformation starts from the introduction of foreign information technology software, but it can not be used in China and the specific situation of the company to be flexible. "Clone Model" enterprise information mode makes "unified planning, step-by-step implementation" become empty words. To follow the example instead of solving the urgent problems faced by enterprises according to the actual situation, it is very easy for enterprises to go into the trap of "imitation" and "strategic cooperation". In this way, not only cause the loss of funds, but also eliminate many state-owned enterprises to implement the initiative of information.

In the process of enterprise management development, the application of information technology is often neglected. Most enterprises will only rely on data collection to sort out the relevant data, but this way can only deal with the structured data, for the unstructured data can not be effectively collated and collected. In the process of enterprise management, non-structural data and semi-structural data occupy a large proportion, so such unreasonable data processing methods will seriously affect the development of enterprise management, this shows that in order to improve the effectiveness of the diversity of data processing, management mode innovation must be carried out.

In today's development of most enterprises, but there is still a simple data reporting phenomenon, can not predict and determine the business development of related enterprises. In addition, do not pay attention to the comparison with other counterparts, not conducive to their own reform and innovation, will gradually disappear in the development process of the times. Therefore, it is necessary to strengthen the processing of enterprise data in order to make scientific decision in time and solve a series of problems in the development of enterprises.

2 MANAGEMENT INFORMATION PLATFORM OF STATE-OWNED ENTERPRISES IN BIG DATA

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State-owned enterprises should make use of information technology to form a set of electronic, network, standardized, intelligent, mobile and digital "project management application information solution", take the schedule control as the main line, take the cost control as the goal, realizes the contract, the schedule, the fund, the safety, the cost, the quality, the technical and so on engineering business detail processing, achieve decision-making monitoring, process management, leadership, smooth communication, scientific and effective, sunshine and incorruptibility.

2.1 Construction of state-owned assets management information platform

For the state-owned operating assets, through the information system will be the group and subordinate institutions at all levels of the visible, the overall situation of the intangible asset, the operation of the system, electronic management of the whole life cycle of assets acquisition and registration, Property Rights Management, assets use, assets lease and disposal, to help the state-owned enterprises realize the internal standardized, standardized and refined management mode of the assets operation and management business, through the construction of a visual monitoring platform, to support the decision-making of Digital Assets Management for the management.

2.2 Establishing a three tier one management platform

Using information technology to strengthen the construction of clean state-owned enterprises, fully implementing the "three-fold and one-big" system, and building a three-fold and one-big decision-making management and supervision system integrating process, paperless, mobility and digitization, provide support systems, events, meetings, supervision, monitoring and early warning, reporting and other applications on a platform, through process control, multi-level monitoring, information access and automatic supervision, we will strengthen the group's standardized management and effective supervision of such work as "decision-making on major issues, appointment and removal of important cadres, arrangement of important projects, and use of large funds." It is urgent to meet the needs of internal and external regulators, group leaders and subordinate holding enterprises.

2.3 Building a platform for smart party building and management

Applying the concept of "Internet +" to carry out the party organization/party member management, party member development, party style construction, propaganda and education and other party building work in all dimensions, so that the party building work through the means of information "panoramic" display and promotion. The realization includes: Party member information registration and Table Account Inquiry, party member development process and table account inquiry, three sessions and one class launched registration and Table Account Inquiry, party fee information registration and Table Account Inquiry, party group activities registration and table account inquiry and other functional applications

2.4 Establishment of a cost budget management platform

Based on the PDCA cycle management method, a set of "cost budget management plan" is specially designed for the real estate company. The information technology is applied to the enterprise's cost control management system, cost subject target standard and cost control flow standard, starting from the three dimensions of clear front-end planning, process execution control and late statistical analysis, the establishment of a standardized cost budgeting, cost payment application, cost payment approval, cost budget implementation, cost expenditure, financial carry-over and other life cycle cost management cycle ecology, regulating the reasonable expenses of enterprises.

2.5 Building a visual big data analytics and decision making platform

Through multi-dimensional statistics and analysis, integrated big data algorithm derivation, a table to see the overall situation, for the group business decision-making to provide technical support. The establishment of the group's unified management of large databases, through data collection, data integration, data governance, data analysis, data visualization, mobile BI and other high-tech, fully integrate the data of every business management system (such as ERP system, finance system, engineering management system, HR system, OA system) , and other daily work information, the system data covers the main production and operation, Project Investment and construction, financial funds, contract cost and so on. Through analysis, modeling and visualization, to provide state-owned enterprise groups with "data-driven, data assets, data-based decision-making," the operation of digital solutions.

3.STRATEGY OF STATE-OWNED ENTERPRISE MANAGEMENT INFORMATION CONSTRUCTION IN BIG DATA ERA

The decision-making of state-owned enterprises is crucial to the development of state-owned enterprises. Scientific formulation of development plans and decision-making of state-owned enterprises will lead the healthy development of state-owned enterprises, the practical application of information construction gives full play to its advantage function. In the operation and management of state-owned enterprises, information construction can be used to build their own planning and decision-making information support system for state-owned enterprises, the operation of this system is mainly to collect the basic information of the internal operation of the various links of the state-owned enterprises, the market information related to the marketing of the state-owned enterprises, the information of the competitors, as well as the information of the state policies, etc. , then the timely analysis and evaluation of this information will provide strong support for the planning and decision-making of state-owned enterprises.

Renew the idea, this also is the most basic premise. For a long time, enterprises have a lot of prejudices on the information construction, especially on the role of enterprise information construction, but also a lack of correct understanding. It is also the key to manage and use information well to give full play to the role of Enterprise Information Department. With the help of information construction, we can master the internal information of enterprises comprehensively. In addition, the state-owned enterprise information construction process, but also a large number of raw information processing, to provide the leadership as a basis for decision-making.

Establish and improve the information construction system, such as regular update system, information transmission system, report system and evaluation system, improve the level of enterprise information analysis and utilization. The regular updating system is to update the statistical information at all levels on a regular basis to better meet the needs of use; the information transmission system is based on the current situation of business management and the needs of future development, to propose information needs to personnel at different levels and positions, and to summarize and sort out all kinds of information transmitted by them; the reporting meeting system is to organize the relevant departments to carry out information statistical analysis report meetings on a regular basis, put forward or comment some better working methods to achieve mutual promotion and common improvement, and assessment system is the information construction work into the relevant departments and personnel assessment.

Improving the policy, accuracy, timeliness and foresight of state-owned enterprise informatization construction. Policy-oriented means that the analysis and research of any problems in enterprises need to be carried out in accordance with the overall policy of informatization construction, and to strengthen the ability of understanding and identifying informatization, let the information construction work have a definite aim. Accuracy, can be the life of information construction, through information construction must accurately reflect the reality and forecast the future, which should be subject selection, data and information. Timeliness is the speed requirement of information construction, information should be entered into the information database in time.

In the off-site supervision procedures of state-owned enterprises, it is necessary to gradually form a virtuous circle. The state-owned enterprises shall submit the basic statements and data according to the unified format and caliber prescribed by the state-funded departments, and form the basic database; the supervisory departments shall collect the necessary data from the database for off-site analysis. Check and sort out the relevant data. After receiving the information reported by the objects under supervision, the state-owned assets supervision and administration department shall examine the completeness, authenticity and accuracy of the information and, if necessary, may go to the scene to verify it. The statistical departments of the state-owned enterprises shall, on the basis of preliminary examination of the caliber, continuity and accuracy of the data submitted and verification, classify and merge the data according to the requirements of off-site supervision indexes and risk analysis.

Forming the value of the risk supervision index. After categorizing and merging the underlying data, in accordance with the pre-designed software system and a set of risk monitoring, control indicators, automatic generation of asset quality, liquidity, security, profit and loss level and market risk level of a series of indicators. According to these index values, carry on the risk monitoring and the analysis. Risk monitoring analysis and questioning. To analyze the results of the calculation and processing, to raise questions on the existing and possible problems in the operation and management of the unit under inspection, and the unit under inspection shall explain the matters under question in accordance with the prescribed time and manner, and provide relevant information.

4.CONCLUSION

In the information technology environment, the production process has changed a lot, because the traditional production process is only a repetitive workflow, there is no innovation, but the application of information technology, it makes innovation in the production process possible. Specifically, the information construction can make the production line have the technical superiority of intellectualization and digitization, and can automatically handle the complicated working procedure under the computer operation, this trend of development will in fact maximize the saving of human resources, while promoting the state-owned enterprises to intelligent, high-quality direction.

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