

Ways of enterprise management innovation based on knowledge economy

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Abstract: under the background of knowledge economy, enterprises are facing new development problems, especially the impact of the development of knowledge economy conditions on the development of enterprises, which requires enterprises to find their own innovation path in the process of moving forward, so that they can occupy a dominant position in the market and improve their core competitiveness in the market. Based on this, this paper discusses the characteristics of knowledge economy and the existing problems of enterprise management innovation under the condition of knowledge economy, and discusses the ways of enterprise management innovation under the condition of knowledge economy, so as to promote the innovation of technology, products and management of enterprises.

Key words: knowledge economy; Enterprise management; Innovation approach

1 Introduction

with the advent of knowledge economy, in the development process of enterprises, their knowledge resources have also become important resources that enterprises rely on, because knowledge resources can bring greater economic advantages to the development of enterprises to a certain extent, and promote enterprises' vigorous development and utilization of knowledge resources. Generally, there is a certain difference between knowledge resource management and other aspects of management. It needs to use its own ability to deal with the changes brought about by the knowledge economy on the basis of knowledge sharing, but this is different from those tangible resources, which can not be effectively monitored, so enterprises need to innovate their own management mode.

2 Characteristics of knowledge economy

The development of knowledge economy puts forward higher requirements for enterprise management, especially in the process of enterprise development, it needs to use new standards and requirements to manage knowledge resources on the premise of mastering the characteristics of knowledge economy, so that it can truly adapt to the impact of knowledge economy.

2.1 Informational

The development of times and society is accompanied by the development of information technology, and the key economic form presented in the development process is also the change that enterprises should adapt to in the management process. Under the protection of information technology, society is gradually experiencing the revolution of informatization, so in the process of management, enterprises need to innovate business links such as online and offline dual platforms, so as to make their own products reflect the same information characteristics as knowledge informatization, so as to cope with the impact of knowledge economy.

2.2 Innovativeness

Generally speaking, the modernization of society and the

promotion of informatization process need to go through a series of changes and innovations, so that the society can develop steadily and give the development subject in the market a buffer opportunity. Therefore, with the advent of the new era, the innovation and development of its technology are gradually promoting enterprises to move towards a new direction of economic development, making the society in a virtuous circle. Especially in the process of enterprise development, the innovation of management and marketing mode and the improvement of technology have made the enterprise management more innovative, coordinated and coordinated the enterprise management organization structure through the means of informatization, developed a new pattern for enterprise management innovation, and promoted the innovation of knowledge economy in the process of enterprise development .

2.3 Sustainability

Nowadays, it is in the high-speed period of resource economy development, but due to the problems of excessive use and waste in the process of using resources, the situation of resource shortage has become increasingly serious. As people realize the importance and value advantages of the development of knowledge resource economy, they apply scientific and technological means to the development of resources through the deep integration of technology and resources, It promotes the development of knowledge resource economy to present a new situation, and improves the sustainability of the development of knowledge resource economy. Even if the knowledge resource economy still appears in an invisible state, enterprise personnel can also realize the development of it, so that the knowledge resource economy can be extended and form a sustainable state in the process of assisting the development of enterprises.

3 Problems of enterprise management innovation under the condition of knowledge economy

Enterprise management has gone through a long period of time, but there are still deficiencies. Enterprises can not quickly adapt to the impact of the knowledge economy. They reflect the lack of innovation ability and concept in management innovation,

which makes the main body of enterprises unable to carry out a clear division of labor in the process of management innovation, and delays the process of enterprise management innovation.

3.1 Insufficient innovation capability of enterprises

Generally, in the process of management innovation reform, enterprise managers should play a leading role, improve their business ability and comprehensive quality, so as to play a key role in innovation and improve the effectiveness of reform and innovation. However, in terms of the current situation of enterprise management reform and innovation, some enterprise managers are unable to use brand-new innovative ideas and ways to carry out enterprise management innovation due to their lack of understanding of the knowledge economy and the interference of traditional economic development, which makes enterprise management still lag behind the development of the knowledge economy and unable to meet the requirements of the market economy for enterprise development. It is difficult to grasp the characteristics of the market economy environment. In addition, in the process of enterprise management innovation, due to the excessive organizational structure rules and regulations within the enterprise, the staff are bound when carrying out innovation work, resulting in the inability to give full play to their innovation consciousness and innovation ability.

3.2 Backward concept of enterprise innovation

In the context of the development of knowledge economy, the innovation of enterprise management should take the scientific and novel innovation concept as the guidance of innovation work, so as to help enterprises establish a modern management mode, adapt to the development of knowledge economy, and improve the effectiveness of enterprise management innovation. However, in the process of management innovation, the enterprise has not found a strategy suitable for its own development, which has hindered the process of operation and construction, and affected the standardization and scientificity of enterprise management. In addition, in the process of internal management of enterprises, because their management concept is still in a backward state, some enterprises lack attention to management innovation and cannot adopt a new management mode in the process of internal management innovation, resulting in a certain degree of impact on the daily operation of enterprises. More importantly, because of the backward concept of enterprise management innovation, the current management level of enterprises is difficult to meet the development of knowledge economy, so the specific management standards of

enterprises can not be effectively implemented, and the integrity of enterprise management innovation is low .

3.3 Unclear division of labor in enterprise innovation management

In the process of innovation management, the enterprise needs to rely on the department structure and management structure of the enterprise to ensure that the innovation management plan can be effectively carried out. However, due to the chaotic position setting within the enterprise, its departments can not assume clear responsibilities, resulting in a series of problems in enterprise management. In addition, because in the process of management, the enterprise is more dependent on the role of the management department, and the division of labor of the management department is in a disorderly state, it is very likely that the relevant managers can not carry out innovative management work, and the development of the enterprise is in a negative state. Therefore, in the process of management, enterprises should clarify the requirements of knowledge economy, optimize the post allocation and organizational structure of their own management departments, and divide management responsibilities, so as to promote the implementation of enterprise management innovation, and greatly enhance the competitiveness of enterprises in the context of the development of knowledge economy.

3.4 Lack of innovative talents in enterprise management

Enterprise management innovation talents are the main force of enterprise management innovation. If their main professional quality is insufficient, it is likely to have a certain impact on the level of enterprise management innovation. Therefore, for enterprises, improving the professional quality of innovative talents is the key to improve the level of enterprise innovation management. In the context of the development of knowledge economy, human resources are the key to the innovation management of enterprises. However, through the investigation of some enterprises, it is found that due to the lack of attention to the improvement of talent quality, it has not established a complete mechanism for cultivating talents, resulting in the number of talents (as shown in Table 1) and the quality of talents being difficult to meet the needs of enterprise innovation management. As managers, we must effectively improve the professional quality of personnel and ensure that the innovation management plan of enterprises can be implemented, so that talents can become an important help for enterprises to carry out innovation management.

Table 1 changes in the number of innovative talents in an enterprise

Year / Department	Product department	R & D department	Business department
2020	1030	351	563
2021	1503	422	481
2022	1351	347	416

3.5 Poor communication effect of enterprise management innovation

In the process of innovation management, some enterprises have innovation communication fault. For the innovation of enterprise management, although the management personnel occupy a dominant position, the role of grass-roots personnel cannot be ignored, especially the opening of communication channels

with grass-roots personnel, because the internal communication of enterprises is the premise of ensuring the standardization of enterprise management, which can help enterprises solve the problems existing in management innovation and provide convenience for the development of management innovation. However, in terms of the opening of internal communication channels in enterprises nowadays, some enterprises are unable to

establish effective channels in the process of internal management, resulting in the inability of grass-roots personnel to participate in management innovation, which has hindered the development of enterprise innovation management.

4 The strategy of enterprise management innovation under the condition of knowledge economy

Under the condition of knowledge economy, in order to promote the innovation of enterprise management, we should adhere to the concept of innovation management and establish a new system guarantee for enterprise innovation management, so that in the process of carrying out management innovation, we can effectively improve the level of enterprise management innovation and promote the implementation of enterprise management innovation strategy.

4.1 Strengthen the skill level of the main body of enterprise management innovation

The quality of the main staff can have a direct impact on the management innovation of enterprises, so enterprises must pay more attention to the cultivation of the quality of the innovation main body. On the one hand, we should establish a high-quality management team for enterprise management innovation. In the process of carrying out management activities in enterprises, managers play a key role. The effectiveness of their work can directly affect the development of management innovation, making enterprise management innovation at a fork in the road. Therefore, in order to ensure the implementation of their own creativity, we must cultivate the main body that plays a supporting force, so as to provide talent support for the development of enterprises. On the other hand, employees should be the core of management innovation in order to improve the innovation ability of employees. Only in this way can we ensure that all employees are innovative, so that workers occupy a dominant position in the development

of enterprises and become participants in enterprise management, so that they can play a supporting role in the process of enterprise management innovation and achieve the goal of enterprise management innovation.

4.2 Establish the concept and consciousness of knowledge management

Advanced management concept is the premise for enterprises to carry out innovative management. Therefore, managers of enterprises should carry out enterprise management innovation with the help of the characteristics of informatization under the condition of knowledge economy. First of all, in the process of carrying out the work, we should adhere to the principle of information supremacy. With the advent of the network information age, information management has penetrated into all aspects of people's life and work. Therefore, if we want to occupy a place in the highly competitive market, we should follow the principle of information supremacy and carry out enterprise innovation management with an open concept. In order to ensure that enterprises can obtain more information in the process of development (as shown in Figure 1). Secondly, taking knowledge resources as the core of management innovation and as the management personnel of enterprises, they need to have modern production concepts and pay attention to the role that talents can play in innovation management, so as to enable personnel to apply their innovation ability to enterprise management innovation. At the same time, enterprises should establish information development departments to do a good job of innovation practice on the basis of clarifying the content of innovation, so as to achieve the goal of enterprise management innovation. Finally, to improve the effectiveness of ability based management, the knowledge economy conditions put more emphasis on the knowledge-based ability of personnel, so enterprises should increase the investment in human capital in the process of management innovation, so as to ensure that employees can share and exchange knowledge in the process of enterprise innovation management.



Figure 1 enterprise innovation perspective

4.3 Formulate enterprise development management innovation strategy

In the context of knowledge economy, the implementation of enterprise innovation strategy is extremely important, because it can regulate the internal and external environment of enterprises, promote enterprises to obtain sufficient information resources

in the process of development, and provide inexhaustible power for the sustainable development of enterprises. Therefore, enterprise managers must do a good job in overall planning, and practice the enterprise development strategy based on the actual situation of enterprise development, so as to strengthen the enterprise management mode. On the basis of optimizing the

internal environment, enterprise managers should continue to pay attention to the changes in external conditions, so as to accurately grasp the opportunities for enterprise development given by the environment, enable enterprises to face the challenges brought by the environment, and then internalize various factors into resources for their own development, formulate appropriate strategies for enterprise management, and achieve the business objectives of enterprises. In addition, to enhance the core competitiveness of enterprises in the market, enterprises should use all the resources they can obtain in the development process, such as technology, brand or culture, and integrate them, so as to promote the comprehensive development of enterprises. More importantly, they can make up for the shortcomings existing in the development process of enterprises and create core products that can base themselves on the market, Enhance their core competitiveness among enterprises, so as to promote the modernization of enterprises.

4.4 Constructing scientific channels for knowledge and experience exchange

In order to improve the efficiency of management innovation, enterprise managers should provide communication channels for the main body of management innovation, so as to provide a platform for staff to communicate knowledge and skills, and promote the development of enterprise management. At the same time, in the process of building an internal communication platform, enterprise managers should share knowledge and skills on the platform, so that in the process of carrying out communication activities, they can discuss the key and difficult work of enterprise management, and promote management innovation to be more targeted. In addition, in the process of establishing an internal communication platform, enterprise managers need to fully absorb the feedback of personnel, so as to improve the quality of enterprise management, improve the scientificity of management innovation, and promote the steady progress of enterprise management innovation.

4.5 Innovating enterprise management system

Enterprise management innovation needs a complete system as a guarantee, so under the background of the development of knowledge economy, enterprises should establish a system to adapt to the development of knowledge economy, so as to clarify

their own management objectives, plan the internal management structure of enterprises, improve the phenomenon of enterprise management chaos, and promote the orderly development of enterprise business activities. As managers of enterprises, they need to optimize the internal management mechanism, innovate enterprise management methods, and enhance the power of management system in management innovation, so as to promote the steady development of enterprises. First of all, in the process of formulating enterprise management system, managers should formulate complete strategies for enterprise development according to the actual situation of enterprise development, clarify the purpose of enterprise management innovation, and make enterprise management innovation more normative and scientific. Secondly, enterprises should also plan the standards for selecting and employing personnel, because for the development of enterprises, personnel are the core of enterprise management, so we must ensure the adaptability between personnel and positions, and promote personnel to play their own abilities in management innovation. At the same time, enterprises should also optimize their own management structure in the process of management, so that the management system can penetrate into the daily work of enterprises, and ensure that the innovation management system can be effectively implemented, so as to promote the steady development of enterprises. Finally, enterprises should strengthen the internal supervision of enterprises, so as to improve the effectiveness of the innovation management system and avoid that the innovation management system can not adapt to the planning and development of enterprises and hinder the improvement of enterprises' innovation ability .

5 Conclusion

In a word, under the background of knowledge economy, in order to keep up with the development of the times and seize the dividends of the development of the times, enterprises have innovated their own management concepts and management systems, and strengthened the training of personnel, so as to enable personnel to apply their innovation ability to enterprise management innovation and provide assistance for the steady development of enterprises, Promote enterprises to obtain greater advantages in the knowledge economy.

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