

# Thinking on the information construction of enterprise business administration in the supply chain era

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**Abstract:** This paper mainly focuses on the information construction of enterprise business management in the era of supply chain. With the progress of The Times, the concept and mode of enterprise management have also changed, so the traditional management mode has no longer adapted to the modern standards. In the new era, enterprises need to deal with the rapidly changing market, and high-quality management cannot be ignored. If it cannot keep pace with The Times, it will restrict the development of enterprises. The comprehensive integration of the supply chain and the Internet promotes the industrial integration, the social division of labor, and the improvement of the integrated innovation ability, and can create the coordinated development between the upstream and downstream enterprises in the supply chain, and achieve the informatization of production, design, consumption, recycling and other links.

**Keywords:** supply chain era; enterprise business administration; information construction

## 1 introduction

In today's supply chain era, the information construction of enterprise business management has become very important. With the development of globalization and digitalization, the supply chain has become an important part of the competitiveness of enterprises. The traditional business management mode has been unable to meet the needs of enterprises in the supply chain, so it is particularly important to improve the level of business management of enterprises through information construction. First of all, enterprises in the supply chain era are facing a more complex market environment and competitive pressure. The traditional business administration mode often relies too much on manual operation and paper documents, resulting in poor information flow, slow decision-making and low efficiency. Through the introduction of advanced information technology and system, information construction can realize the rapid information sharing and processing, and improve the sensitivity of enterprises to the ability to respond to market changes. Secondly, the information construction can optimize the supply chain management of enterprises. The supply chain involves many links and participants, including raw material procurement, manufacturing, logistics and distribution, etc. Through information construction, enterprises can realize real-time monitoring and data analysis of all links of the supply chain, so as to improve the visualization degree, coordination and efficiency of the supply chain, reduce inventory and operating costs, and improve customer satisfaction. In addition, information construction can also help enterprises to achieve fine management and intelligent decision-making. By introducing big data analysis, artificial intelligence and other technologies, enterprises can more accurately understand market demand and consumer behavior, and optimize product design and marketing strategies. At the same time, the data analysis and prediction based on the information system can support enterprises to carry

out supply chain risk management and resource allocation, make decisions in advance, and reduce operational risks. In short, the information construction of enterprise business management in the era of supply chain has an important background and significance. It can not only improve the competitiveness of enterprises and the ability to adapt to the market changes, but also can optimize the supply chain management, to achieve fine management and intelligent decision-making. Therefore, enterprises should actively promote the information construction, and constantly improve the level of business management, in order to adapt to and lead the development of the supply chain era.

## 2 The value of enterprise business administration information construction

Through information construction, enterprises can realize the automation and optimization of business processes, reduce manual operation and tedious manual input, and improve work efficiency. For example, through the electronic procurement management system, enterprises can automate supplier selection, purchase order generation, inventory management and other processes, greatly saving time and labor costs. Information construction enables enterprises to better manage and use massive data resources. Through the establishment of a perfect data management system, enterprises can collect, store and analyze the data in each link in real time to help enterprises to make decisions and optimize their business. Data analysis can reveal potential market trends, consumer demand, and opportunities for product improvement, thereby improving business competitiveness. Supply chain is one of the key factors for the success of enterprises. Information construction can help enterprises realize the visualization and collaborative management of supply chain. Through the supply chain management system, enterprises can monitor logistics, inventory and order information in real time to improve the

response speed and flexibility of the supply chain. At the same time, information construction can also help enterprises to achieve closer cooperation and information sharing between suppliers and customers, and improve the efficiency and efficiency of the entire supply chain. Information construction can provide accurate and comprehensive data support for enterprises and help the management to make decision-making. Through data analysis and reporting systems, companies can timely understand market dynamics, competitor intelligence, and internal operations to make more informed decisions. The scientific and accurate decision-making will help enterprises to reduce risks, improve efficiency, and maintain their competitive advantage in the fierce market competition. Information construction can help enterprises to provide better customer service and support. Through the CRM (Customer Relationship Management) system, enterprises can better understand customer needs, handle customer complaints and feedback, and provide personalized products and services. Information construction enables enterprises to better communicate and interact with customers, improve customer satisfaction and loyalty, and enhance the brand value of enterprises. The value of enterprise business management information construction lies in improving operational efficiency, strengthening data management and analysis, optimizing supply chain management, improving decision-making and improving customer satisfaction. These values will help companies improve their competitiveness, reduce costs, increase benefits, and achieve better development and long-term sustainability in the market.

### 3 The implementation of management information technology problems

#### 3.1 Planning delay of the business management information system

The planning delay of business management information system is one of the common problems in the implementation of management informatization. This may lead to a series of problems such as project schedule lag, cost overruns and staff loss. Before the project starts, if the user needs and project objectives are not fully understood, it is easy to lead to the later modification and adjustment, thus affecting the progress of the project. Therefore, the project team should fully communicate with the customer, clarify the needs and goals, and make a clear project plan. During the implementation process, technical difficulties and risks may lead to project schedule delays. To avoid this situation, the project team should conduct adequate technical assessment and risk analysis before the project starts. If the project team is insufficient or inexperienced, it is easy to cause the project schedule delay.

#### 3.2 Lack of scientific standards in the construction of business administration informatization

In the process of business administration information construction, if the lack of industry standards and norms as a reference, it is easy to lead to unreasonable system design. Therefore, the relevant industry organizations and government departments should formulate scientific standards and norms to guide enterprises to carry out information construction. In the process of information construction, if different department or system uses different data standards, it will lead to data inconsistency and difficult to integrate and share. Therefore,

enterprises should develop a unified data standard to ensure the accuracy and consistency of the data. With the continuous development of science and technology and the rapid technology update, enterprises often face the problem of choosing the right technology and platform.

#### 3.3 The network security of business administration informatization needs to be improved

Enterprises may have imperfect network security strategies in the construction of business administration information, such as the lack of safety awareness, did not establish a sound safety management system. Therefore, enterprises should develop comprehensive network security strategies, including security awareness training, security management system, access control and so on. The hardware and software vulnerabilities and weak links in the business administration information system may become the entrance of network attack. In order to improve network security, enterprises should update the hardware and software patches in time, strengthen the system monitoring and audit, and find and repair potential vulnerabilities. Enterprises may lack professional network security talents, resulting in the inability to effectively respond to network security threats.

### 4 The effective way of enterprise business administration information construction in the era of supply chain

#### 4.1 Formulate a clear project scope and change management plan

Enterprises should give full consideration to staffing and training plans before the launch of the project to improve the professional quality and ability level of the team. Range expansion and demand changes may lead to project schedule delays during implementation. To avoid this situation, the project team should develop a clear project scope and change management plan and fully communicate with the customer before the project starts.

**Table 1: Main reasons and countermeasures for planning delay of business management information system**

account	countermove
Failure to identify the needs and objectives	Fully understand the user needs and project objectives, and develop a clear project plan
Technical challenges and risks	Conduct adequate technical assessment and risk analysis, and formulate corresponding countermeasures
Understaffing or inexperience	Consider staffing and training programs to improve the professional quality and ability level of the team
Range expansion and demand change	Develop a clear project scope and change management plan, and fully communicate with customers

The planning delay of business management information system is one of the common problems in the implementation of management informatization. To avoid planning delays, enterprises should fully understand user needs and project objectives, conduct adequate technical assessment and risk analysis, consider staffing and training plans, develop a clear project scope and change management plan, and fully communicate with customers.

#### 4.2 Select the technologies and platforms suitable for their own business needs

Enterprises should carry out sufficient technical evaluation and selection, and choose the technology and platform suitable for their own business needs.

**Table 2: Main reasons and countermeasures for the lack of scientific standards in the information construction of business administration**

account	countermove
Lack of industry standards and norms	Relevant industry organizations and government departments shall formulate scientific standards and norms
The lack of uniform data standards	Enterprises develop unified data standards to ensure the accuracy and consistency of data
The technology is updated quickly	Conduct adequate technical evaluation and selection, and select the technology and platform suitable for their own business needs

The lack of scientific standards in the information construction of business administration may lead to problems such as unreasonable system design, imperfect function and inaccurate data. In order to solve this problem, relevant industry organizations and government departments should formulate scientific standards and norms, and enterprises should formulate unified data standards, and conduct sufficient technical evaluation and selection. These measures will help to improve the scientific nature and the effect of the business administration information construction.

#### 4.3 Strengthen the training and introduction of network security talents

Enterprises should strengthen the training and introduction of network security talents, establish a professional security team, to ensure the improvement of network security capabilities.

**Table 3: Main reasons and countermeasures of insufficient security of business administration information network**

account	countermove
Imperfect network security strategy	Develop comprehensive network security strategies, including security awareness training, security management system, etc
Hardware and software vulnerabilities and weak links	Update hardware and software patches in time, strengthen system monitoring and audit, and repair potential vulnerabilities
Lack of network security talent	Strengthen the training and introduction of network security talents, and establish a professional security team

The network security of business administration information needs to be improved. Enterprises should formulate comprehensive network security strategies, update the hardware and software patches in time, strengthen the monitoring and audit of the system, and cultivate and introduce network security talents. These measures will help to improve the network security of business administration information, and protect the data and system security of enterprises.

## 5 Conclusions

Information construction can help the enterprise management personnel to strengthen the supervision and control of the enterprise internal, easy to improve the internal management level. In the information construction in the era of supply chain has become the focus of enterprises, enterprise managers should play their role, rational use of advanced technology, actively introduce excellent business personnel, constantly promote the information construction of enterprise business management, and improve the level of information.

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