

Original Research Article

Research on Standardization Strategy of Economic Management Mode of Modern Enterprises

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Abstract: In the process of enterprise development, the application of economic management activities will directly affect the development level of enterprises, so it is necessary to increase the standardization of its management mode. Especially under the background of fierce market competition, it is necessary to continuously strengthen the advantages and characteristics of enterprises in the economic management mode so as to better cope with various economic challenges. This paper discusses the importance of enterprise economic management innovation. This paper analyzes the problems existing in the current economic management mode, and puts forward relevant standardization strategies, hoping to effectively improve the economic management level of modern enterprises, make their various economic management activities more standardized and scientific, and truly play an important role in the development of market economy.

Keywords: Economic Management Mode; Standardization; Importance; Problems and Strategies

1. Introduction

Modern enterprise economic management, in common terms, is to comprehensively plan all the resources of the enterprise, and to implement comprehensive control over the enterprise while the direction of economic interests changes. With the change of economic model and market situation, enterprises must change the traditional management mode and use some effective management methods to strengthen the operation and management ability of enterprises, so as to achieve the goal of improving the core competitiveness of enterprises.

2. Importance of enterprise economic management innovation

2.1 Constructing a stable enterprise economic management mechanism

Scientific and standardized management methods can not only help enterprises to establish a stable management system, but also systematically optimize the staffing of enterprises, which plays an extremely important role in the sustainable development of enterprises. As an important commander of the whole enterprise, The management ability of the top managers and the high and low quality of the enterprise are of great significance to the economic interests and market competitiveness of the enterprise^[1]. Therefore, it is necessary to use the standardized enterprise economic management mode, establish a stable internal control organization, deal with the enterprise managers in detail, and strengthen the management of the enterprise in a scientific way. If the traditional management method is adopted in the

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process of enterprise management, it will only make the whole economic structure messy. The adoption of the economic management mode of modern enterprises can complete the distribution of middle-level and low-level personnel to high-level work in a short period of time, and can strengthen the communication and execution between various departments, which is of vital importance to the stable development of economic management activities of enterprises.

2.2 Planning in favor of the economic objectives of the enterprise

The economic management mode of traditional enterprises is loose, the connection between various departments is not big, and the correct economic development plan cannot be formulated for enterprises, resulting in enterprises in a difficult position in the fierce market competition. Through the modern enterprise economic management mode, the economic development plan of the enterprise can be successfully established, so that the enterprise can successfully complete data collection and market data analysis in the process of economy and development, providing an important data basis for the core competitiveness of the enterprise^[2]. It is worth mentioning that enterprises have to do corresponding review work after planning objectives, which can ensure the scientific and reasonable development of enterprises and make full preparations for expanding the market influence and economic benefits of enterprises.

3. Problems existing in the economic management mode of modern enterprises

3.1 The economic management mode of the enterprise is not standardized.

Compared with the traditional management mode, the modern enterprise economic management mode has made great progress and improvement. However, there are still many problems in the implementation and execution. The management mode cannot be effectively implemented into the actual management, which makes the enterprise unable to quickly update its thinking methods in the process of economic management, thus causing certain restrictions on the development of the enterprise and lacking innovation as a whole. Problems brought about by migration and development. If an enterprise cannot be regulated, then the enterprise economy will lose its competitiveness in the market and eventually have to withdraw from the market^[3]. The economic management mode of enterprises plays a very important role in the development of enterprises. It determines the direction of enterprise development and even affects the survival of enterprises. The development of enterprise economic management activities cannot be separated from the standardized operation of economic management mode. Therefore, if modern enterprises cannot implement standardized management, they will be gradually eliminated.

3.2 Inadequacies in organizational structure

For modern enterprises, Building a perfect internal organizational structure is a crucial factor for it to occupy the highland in the fierce market competition. However, at present, most enterprises have the problem of imperfect internal organizational structure, which is mainly due to the fact that the enterprises themselves have not fully understood their actual development situation and only focus on immediate interests while ignoring future development plans^[4]. At the same time, the leadership of the enterprise lacks due attention to the construction of the internal organizational structure, which affects the development of the enterprise. In addition, although some enterprises have established their own economic organization structure, due to various reasons, they cannot ensure the effective operation of the organization and cannot give full play to the application advantages of the economic organization structure of enterprises.

3.3 The economic management system is not perfect

At present, in order to improve their own development level, many enterprises need to improve their management mode and their own management level. However, enterprises do not have a clear understanding of the concept of economic management system, and at the same time imitate other enterprises in the process of establishing the management system, resulting in low efficiency of enterprise management. On the one hand, there are imperfect management systems in the process of cooperative operation of various departments, and the efficiency of communication and ex-

change among various departments is greatly reduced. On the other hand, the work did not correctly recognize the needs of customers and the long-term development orientation of the enterprise, the overall efficiency of the management work was relatively low, the long-term development motivation of the enterprise was insufficient, and the development was restricted. In the process of implementing the economic management system of enterprises, the efficiency of various work is greatly reduced due to the lack of effective supervision and management, the lack of standardization of management mode and incomplete reform work, all of which make it difficult to ensure the management quality.

4. Normative strategies of economic management in modern enterprises

4.1 Clarify economic development goals

In order to strengthen the standardization of enterprise's economic management mode, the goal of enterprise's economic development must be clear. Through a reasonable definition of economic objectives, it can provide a basis for economic management and effectively promote the orderly progress of economic management. If an enterprise wants to establish the goal of economic development, it must fully consider its own development situation and define its future development goal on the basis of adapting to the development of the times. At the same time, it is necessary to verify the feasibility of the standardization of the economic objectives of the enterprise, ensure the rationality of the economic objectives, and then ensure the smooth implementation of the economic objectives of the enterprise, providing favorable conditions for the development of the enterprise.

4.2 Optimizing Management System

It optimizes and perfects the economic management system of the enterprise, ensures the economic management system of the enterprise, and ensures the standardized development of the enterprise, which is also the key way for the standardization of the enterprise. This requires managers to summarize the production and operation problems of enterprises and enhance the effectiveness of the system. Strengthen supervision and management of the implementation of the economic system, promote positive and active work, and bring considerable economic benefits to enterprises. Reasonable supervision of managers' work processes and methods to ensure their exercise within the scope of the system and prevent illegal and foul acts^[5]. Establish a sound reward mechanism, and implement both spiritual and material rewards for employees with excellent work performance, so as to improve the work efficiency of employees. Appropriate punishment of employees who neglect their work and have scattered attitudes has made it clear that economic management plays an important role in the development of enterprises.

4.3 Perfect the internal organization

Based on the complexity and universality of economic management activities, modern enterprises must perfect their own organizational structure and form an organization that can carry out overall planning of economic management activities, so as to effectively promote economic management activities on the road of standardized development. For this reason, enterprises should clearly divide the economic management personnel into different levels (high-level, middle-level and ordinary), specify the corresponding responsibilities of the management personnel at different levels, and strive to realize the economic management with unified powers and responsibilities and enhance the standardization of economic management activities. Among them, senior economic managers should form a full and comprehensive understanding of the economic laws and regulations related to the business activities of the enterprise, and convey their contents to other levels of economic management staff. At the same time, enterprises should also proceed from their own management and development purposes, formulate economic management principles and policies, and strictly ensure that economic management staff abide by the conceptual requirements of the principles and policies when carrying out management work, so as to enhance the standardization and effectiveness of economic management.

4.4 Improving personnel quality

The effect of economic management is closely related to the improvement of the comprehensive quality of eco-

conomic personnel. Especially in the development process of the new generation of enterprises, the requirements for managers are higher. Only by changing the traditional management concepts and methods can the actual requirements of enterprises be met. Modern enterprises should clearly define the characteristics of economic management positions, understand the problems and difficulties encountered by workers in practice, and based on this, formulate targeted professional training programs to promote the renewal of knowledge systems and operation technologies, thus laying a foundation for the economic management of modern enterprises. At the same time, a sound examination mechanism should be formulated to supervise and manage the actual effect of training and prevent the occurrence of problems that become mere formality.

4.5 Establish a perfect assessment and evaluation system

In daily work, enterprises should think about problems from the perspective of employees, create a harmonious and united working atmosphere for employees, thus mobilizing employees' positive sense, improving their enthusiasm for work and contributing to the stable development of enterprises. The establishment of a sound evaluation system can realize the expression of employees' behaviors, thus stimulating employees' motivated hearts and bringing more profits to the enterprise. In addition, in order to ensure the stable operation of the internal economic system, enterprises should also establish a more objective and strict evaluation system. First of all, it is necessary to ensure that there will be no favoritism and malpractice in the process of economic operation of the enterprise, strictly control and supervise the capital investment and revenue and expenditure of various projects, and at the same time, economic risk assessment methods should be adopted to ensure the reliability and safety of the capital flow of the enterprise. Secondly, enterprises should add all employees to the economic management evaluation system so as to substantially improve the atmosphere of enterprises.

5. Conclusion

To sum up, modern enterprises will encounter various challenges and problems in the process of carrying out economic management. Therefore, it is necessary to increase the standardization of economic management mode and improve their ability to deal with various management problems. Through cultivating the economic management consciousness of the internal management personnel of the enterprise and strengthening the clarification of various development goals, constantly improve the internal organizational structure. To improve the quality level of personnel, through a more scientific and perfect assessment and evaluation management mechanism to maximize the effective role of the enterprise economic management mode, so as to improve the operation level of the enterprise economy, make it obtain the core competitiveness in the fierce market competition, and promote its continuous development towards a more sustainable and stable direction.

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