

Analysis on the Dilemma and Countermeasures of Enterprise Management under the Background of Internet Plus

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Abstract: The arrival of the "internet plus" era not only brings opportunities to the development of enterprises, but also brings certain challenges. In the "internet plus" era, the competition among enterprises is becoming more and more fierce. In order to stand out in such a competitive environment, enterprises must have a full understanding of their target markets and other enterprises. Budget management is the most important part of enterprise management. Budget management mainly refers to the management means that economic entities plan, predict, comprehensively analyze and monitor their business activities and financial situation in the established operation cycle based on strategic objectives, and help them adjust, improve and strengthen their operation plans through budget management to achieve their development goals to the greatest extent. In the budget management work under the background of "internet plus", enterprises should pay attention to the shortcomings of the original management mode, grasp the development opportunities in the new era, speed up the reform of economic management mode, optimize and integrate various resources, and thus realize their own strategic development goals.

Keywords: Internet plus, Enterprise operation and management, Difficulties, Countermeasure analysis.

1. Introduction

In recent years, "Internet plus" as a concept of economic development has been recognized and accepted by more and more people. "Internet plus" has changed the original production and operation mode of enterprises to some extent. In terms of product sales, enterprises no longer rely on traditional offline sales channels. The arrival of the "Internet plus" era has brought both opportunities and challenges to the development of enterprises. In the "Internet plus" era, the competition between enterprises is becoming increasingly fierce. To stand out in this competitive environment, enterprises must have a full understanding of their target markets and other enterprises [1]. Nowadays, most enterprises carry out both offline distribution and online direct sales models to expand their marketing channels; In terms of economic decision-making, enterprises have also made great innovations. "Internet plus" has brought more comprehensive data and information channels to enterprises' economic decision-making, which can help enterprises make more accurate economic decisions [2]. Budget management is the most important component of enterprise operation and management. Budget management mainly refers to the management method of economic entities planning, predicting, comprehensively analyzing, and monitoring their established operational activities and financial conditions based on strategic goals. Through budget management, it helps economic entities adjust, improve, and strengthen operational plans to achieve development goals to the greatest extent possible. The budget management of enterprises is in the dominant position of the enterprise management control system [3]. The budget management of an enterprise is the overall arrangement of future business activities. As a management tool, it can play a specific role in assisting managers in planning and coordinating the development goals of the enterprise. Implementing financial budget management has become an inevitable condition for the operation of

modern enterprise economic management mechanisms. In order for modern enterprises in China to conduct good capital management, they must introduce financial budget management mechanisms. In the budget management work under the background of "Internet plus", enterprises should pay attention to the shortcomings of the original management model, grasp the development opportunities of the new era, improve the reform speed of the economic management model, optimize and integrate multiple resources, so as to achieve their own strategic development goals [4].

2. The Dilemma of Enterprise Management Under the Background of "Internet Plus"

2.1. Lack of innovative thinking in economic management

Although some enterprises have used Internet technology for office work at present, most enterprises lack innovative thinking of economic management. Most enterprises only use Internet technology to simply replace the original office tools, which improves the office efficiency of enterprises to a certain extent, without building a network technology platform throughout the company [5]. Compared with the simple financial budget, the budget management is much more difficult, which requires the staff to have the management ability to support the decision-makers and managers to complete various budget work from the perspective of comprehensive development, benign operation, quality improvement and efficiency improvement and precise reform of state-owned enterprises [6]. The business model envisioned by Internet companies in the early days of their establishment will continue to iterate according to the experience of platform users after the platform is launched, and strive to stand out among many competitors and become the first in the industry. In this process, budget management is indispensable, and it has the following functions. In this

paper, the role of Internet enterprise budget management is analyzed, and the content of the role of Internet enterprise budget management is obtained. The details are shown in Figure 1.

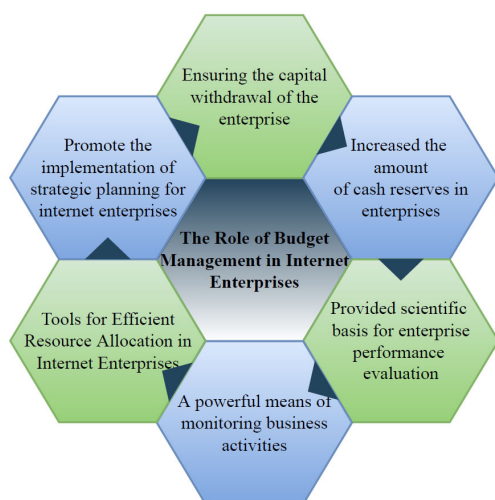


Figure 1. The role of Internet enterprise budget management

In the rapidly changing environment of business model iteration in the internet industry, business model iteration may affect strategic planning and budget goals. According to the annual budget, the anchoring of the company's strategy has been weakened under this change. However, most enterprises still apply hierarchical economic management systems and are not aware of "de organization" or "decentralization". Therefore, when market information changes, information cannot be transmitted to decision-makers, resulting in the inability of enterprises to make scientific decisions and affecting future development[7].

2.2. Insufficient innovation in economic management platforms

At present, most enterprises lack understanding of the importance of online economic management platform construction, and there are still big problems in the construction and connection of offline economic management mode and online economic management system. Budget management is different from traditional budget work. As one of the branches of financial management, the budget management mode needs to be upright and innovative, so that the budget management system can keep pace with the times [8]. Some state-owned enterprises have rigid management concepts and outdated management methods. After the platform is introduced to the market, Internet companies will adjust the platform model according to the customer experience data obtained. The customer experience is quite different from the platform expectation, and even the business model needs to be redesigned, which will inevitably have an impact on the budget. Although some enterprises have realized the importance of e-commerce, they have not established e-commerce channels, and the operation effect is not good. In addition, they have little experience in budget management and lack of talents, and they have failed to innovate budget management methods, which has hindered the benign development of budget management activities of state-owned enterprises [9]. As a result, there are many problems in e-marketing of enterprises, and there is a lack of building a "cloud platform" for enterprise economic

information, resulting in fewer channels for enterprise economic management innovation and insufficient diversification of economic management innovation objectives. It has aggravated the adverse effects of enterprise product sales and social image.

2.3. Lack of innovation in economic management mechanisms

The offline economic management model is not suitable for the economic market environment and cannot improve the efficiency of enterprise economic management. Therefore, it is necessary to build an online economic management platform to ensure that economic information is managed internally at all times. The principle of quality is a prerequisite for ensuring the scientific implementation of budget management activities and an important foundation for avoiding management conflicts. Only when the principles of budget management are clear can budget management personnel complete various work tasks. The Internet has broadened the marketing channels of enterprises, enabling them to establish their own e-commerce channels. However, in order to recognize the importance of establishing e-commerce channels, some enterprises have not yet established e-commerce channels or have not truly operated electronic sales channels, leading to frequent problems in e-commerce[10]. Some state-owned enterprises have limited experience in budget management and lack objective conditions for continuously improving budget management principles, which hinders the smooth achievement of budget management goals and reduces the effectiveness of budget management in state-owned enterprises. Most enterprises do not recognize the value of online platform construction, resulting in insufficient connection between offline management and online management systems, and do not pay attention to building cloud platforms, resulting in fewer channels for economic management innovation [11]. Nowadays, enterprises can create an enterprise financial information management platform to provide more accurate, detailed, and timely summary and analysis of their financial information, thereby helping them identify potential risks in the financial management process as soon as possible.

3. Management Countermeasures under the Background of "internet plus"

3.1. Establishing innovative economic management thinking

Modern enterprises should correct the concept of economic management, pay attention to intelligence and modernization, and ensure the efficiency of economic management mode, so as to improve the enterprise management system. In addition, "internet plus" can provide technical support for enterprise economic management. For example, interactive technology can promote the production and operation of enterprises, gradually transform them into service-oriented functions, strengthen the internet thinking of economic managers, eliminate management problems and enhance the market competitiveness of enterprises. Enterprise budget management needs to flexibly use conventional methods, such as comprehensive budget and financial budget, etc. The former mainly refers to setting management standards such as sales volume, cost, production volume and fund raising

amount according to the data information related to business activities within one year or a specific operating cycle, with the blessing of its budget management objectives. In order for enterprises to realize the optimization and innovation of economic management mode, first of all, enterprise managers must attach importance to the innovation of economic management thinking, deeply understand the significance and role of Internet technology in the innovation of enterprise economic management mode, and set up a special market information collection platform. Grasp the articles of association data of the central finance, and improve the value of the content of the compilation system. Based on the demand, financial personnel need to work out the basic goals suitable for the development of enterprises spontaneously, and make clear the maximum strength in the initial stage of the budget and the basic quota during the budget period, so as to master the budget data of various activities in the budget process. In addition, we need to pay attention to the construction of financial information platform.

3.2. Establish a professional management platform

Collect information on daily business operations, timely collect and analyze data information, and provide feedback on statistical results to the leadership. The leadership discusses abnormal data information, grasps the factors that affect the development of the enterprise, makes scientific arrangements and adjustments, breaks through the level of economic management, and ensures the diversified development of economic management, involving development management, asset management, and risk management. Innovative economic management platform Enterprises should take the innovative economic management platform as an important strategic measure to promote the innovation of economic management model in the "Internet plus" era, and enterprises should strengthen the construction of enterprise cloud. Building a scientific and reasonable staffing system based on market demand, analyzing the control level of materials and the consumption amount that needs to be determined based on the content of the staffing, integrating the expenditure of materials and finance into the

basic staffing, thereby improving the effectiveness of execution and control. Ensure the safety level of the overall operation of the enterprise, and help the enterprise improve the efficiency of production and operation. To innovate economic management platforms, it is necessary to attach great importance to the integration and innovation of economic management platforms. For example, enterprises should systematically integrate various management platforms to achieve the sharing of various resources among enterprises.

3.3. Establish and improve the economic management mechanism

Enterprises applying Internet technology can give full play to the advantages of diversification, intelligence and informatization, improve the online and offline economic and effective mode, ensure the standardized and diversified development of marketing means, and lay the foundation for economic management mechanism. Enterprises need to use internet technology to strengthen the innovation of enterprise economic management mechanism. For example, in marketing, enterprises need to actively build their own electronic sales channels and build e-commerce networks. At the same time, we should pay attention to the improvement of the supervision system and performance appraisal system in the comprehensive budget management system, establish relevant systems that are in line with the development characteristics of enterprises, assist the budget management system, and cooperate to promote the function of enterprise budget management. Some domestic enterprises have established budget functional departments in order to better implement budget preparation, but there is still much room for development in the supervision and implementation of enterprises, which makes the financial budget management mechanism of the system too formal and become a flashy management mechanism. In this regard, this paper further studies the establishment and improvement of economic management mechanism, and obtains the relevant contents of the countermeasures for budget management problems, as shown in Figure 2.

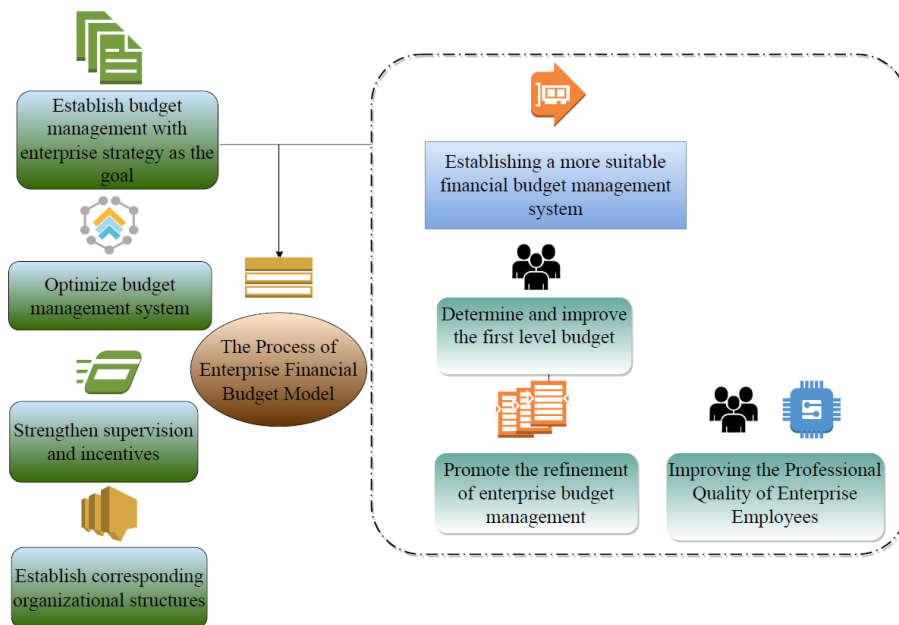


Figure 2. Countermeasures for Budget Management Issues

In the early stages of establishment, internet companies face many changes such as business model validation and frequent business adjustments. The time it takes to effectively predict market changes is generally around three months. The finance department has developed a rolling budget with four quarters as the rolling cycle, and a detailed budget is formulated on a monthly basis for the first quarter of the rolling budget cycle. A customer-centric mechanism, expanding new markets, stabilizing old markets, and accurately positioning enterprise development; Second, in the context of "Internet plus", enterprises focus on various influencing factors, and based on the market-oriented development mechanism, so as to enhance market competitiveness.

4. Conclusions

Although there are still shortcomings in thinking, mechanism and platform innovation in the process of economic management innovation in Chinese enterprises, I believe that with the further development and popularization of Internet technology in China in the future, more and more enterprises will pay enough attention to Internet technology. In this regard, this paper analyzes the dilemma and countermeasures of enterprise management under the background of internet plus. When modern enterprises realize the value of economic management innovation and scientifically apply "internet plus" technology, they can increase economic benefits and realize their long-term development goals. Budget management is the most important part of enterprise management. Budget management mainly refers to the management means that economic entities plan, predict, comprehensively analyze and monitor their business activities and financial situation in the established operation cycle based on strategic objectives, and help them adjust, improve and strengthen their operation plans through budget management to achieve their development goals to the greatest extent. Enterprise financial budget management is not only a means of enterprise management, but also a mechanism, which has the effect and influence that other management mechanisms can't replace. It is not only conducive to improving the management efficiency of enterprises, but also can improve the economic benefits of enterprises. In the future development, enterprises

should also explore the possibility of "internet plus" technology to lay a solid foundation for their own development.

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