

Research on the Management Innovation of Smes from The Perspective of Strategic Management

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Abstract: With the constant change of the current world situation and the rapid development of China's national economy, the competition of the market economy of enterprises is becoming more and more fierce, and the reform and innovation of enterprises is particularly critical for the development of enterprises. Enterprises need to timely and quickly adapt to the new social and economic situation, constantly for new development direction, change the traditional management mode, according to the actual situation of the enterprise own new innovation strategy, solve the problems existing in the enterprise economic management, in order to improve the effectiveness of enterprise economic management, so as to achieve the purpose of promoting enterprise development forward. In the new social situation, the innovation of enterprise management economy is the inevitable trend, therefore, we must start from the internal management and external development of the enterprise, and carry out the reform and innovation of enterprise economic management according to the development status of the enterprise itself.

Keywords: Company operation; Management mode; Innovation trend; Technology innovation strategy.

1. Introduction

China's overall economic capacity is further improving, and the market economy has entered a period of vigorous development[1]. If enterprises want to keep up with the pace of China's market economy, they need to carry out certain reform and innovation in the operation and governance of enterprises. The benign growth of an enterprise is inseparable from the efficient operation of internal management, so the enterprise must enhance its comprehensive strength under the new situation in order to stand out from the wave of global market economy. Fixed enterprise model already can't meet the social demand under the new situation for enterprise growth, so the enterprise management and innovation is crucial, enterprises must be based on the actual operation situation innovation business model, to the market economy model of the whole society[2], so that the enterprise in the fierce competition and stand out.

2. The Significance of Enterprise Economic Management Innovation

According to the current situation of China's economic development, enterprises play a vital role in carrying out economic management innovation measures, not only can help enterprises to improve economic benefits, but also can effectively promote the continuous development of enterprises. In today's market competition, enterprise economic management innovation is an important means to improve the competitiveness of enterprises and adapt to the environmental changes. Enterprise economic management innovation refers to the targeted reform and innovation of its management philosophy, organizational structure, management mode, decision-making mechanism and incentive system, under the guidance of economic management theory and practice, so as to improve the efficiency and efficiency of the enterprise and realize the sustainable development of the enterprise. From a strategic perspective, the significance of enterprise economic

management innovation is mainly reflected in the following aspects:

First, we will promote enterprises to form their core competitiveness. Core competitiveness refers to the enterprise has unique advantages in the market and the ability to imitate, is the enterprise to maintain long-term competitive advantage. Through economic management innovation, enterprises can optimize the allocation of resources, improve the management level, cultivate the innovation culture, stimulate the potential of employees, enhance the innovation ability and response ability of enterprises, so as to form the core competitiveness with their own characteristics.

Second, to enhance the strategic flexibility of enterprises. Strategic flexibility refers to the ability of an enterprise to adjust its strategic direction and action mode in time to adapt to changes and seize opportunities when facing an uncertain external environment. Through economic management innovation, enterprises can break the traditional thinking pattern, establish a flexible organizational structure, adopt a flexible management mode, implement a flexible decision-making mechanism, and establish a flexible incentive system, so as to improve the strategic flexibility of enterprises.

Third, to enhance the sense of social responsibility. Social responsibility refers to the awareness and attitude of enterprises that pay attention to social interests and public interests, respect social norms and moral standards, and assume corresponding social responsibilities and obligations while pursuing their own interests. Through economic management innovation, enterprises can establish a people-oriented concept, pay attention to employee welfare and development, pay attention to consumer needs and satisfaction, pay attention to the social environment and public interests, so as to enhance the social responsibility of enterprises. Therefore, economic management is the basic work for enterprises to carry out various economic decisions, and plays a certain supervisory role in the economic activities in enterprise operation, and plays an important significance for the innovation and development of enterprises. The

economic management of enterprises can enable enterprises to obtain better economic benefits under the new situation, and at the same time, it can also help enterprises to prevent the unknown risks and minimize them under the background of the continuous social and economic changes in the new situation, so that enterprises can steadily and continuously realize economic management innovation. Economic management is an important part of enterprise management. Under the new situation of the rapid development of the Internet, most of the economic activities have become online, which has higher requirements for the economic management of enterprises. Doing a good job in enterprise economic management can effectively reduce the operating cost of enterprises and create the highest enterprise economic income with the lowest input.

In the new situation, enterprises pursue development and strive to make more progress in the economic field. Economic innovation means that enterprises adopt a new economic management mode to enhance their market competitiveness. Economic innovation can help enterprises achieve the best economic development, reduce the cost of expenditure, and promote the comprehensive development of enterprises. As the market economy develops, economic innovation is an inevitable trend for enterprises. By using economic management innovation, enterprises can constantly improve the rationality and science of capital allocation, ensure the effective circulation of enterprise capital, control the production and management costs within a reasonable range, and achieve cost savings and high returns. Economic innovation also helps to transform the economic development mode, improve the operation and production efficiency of enterprises, increase the resource utilization rate, realize the sustainable cycle of enterprise economy, and achieve the integrated and coordinated development of economy.

3. The Necessity of Innovation in Enterprise Economic Management

The purpose of economic management innovation of enterprises is to adapt to the market changes, improve competitiveness, enhance efficiency and realize sustainable development. Economic management innovation includes system innovation, technology innovation, product innovation, service innovation, model innovation and other aspects, involving the enterprise's strategy, organization, human resources, finance, marketing and other fields. The reasons for economic management innovation are as follows:

First, the change of the market environment. With the development of globalization, informatization and digitalization, the market competition is becoming increasingly fierce, customer needs are increasingly diversified, and technological changes are changing with each passing day, and enterprises are facing greater opportunities and challenges. In order to seize the opportunities and meet the challenges, enterprises must constantly carry out economic management innovation to adapt to the changes of the market, meet the needs of customers, and seize the commanding heights of technology.

Second, the optimization of internal resources. Enterprise economic management innovation is to make full use of internal resources and improve the efficiency and effect of resources. Internal resources include human resources, material resources, financial resources, knowledge resources, etc., which are the core competitiveness of enterprises.

Through economic management innovation, enterprises can optimize the allocation of resources, stimulate resource potential, enhance resource coordination, and enhance the value of resources.

Third, the expansion of external cooperation. The purpose of enterprise economic management innovation is to expand external cooperation and increase the depth and breadth of cooperation. External cooperation of an enterprise includes cooperation with suppliers, customers, competitors, government, society and other parties, which is the external support of the enterprise. Through economic management innovation, enterprises can establish closer cooperative relations, expand a wider range of cooperation areas, share more cooperative benefits, and achieve better win-win cooperation.

4. The Necessity of Innovation in Enterprise Economic Management

4.1. Backward concept of enterprise economic management

In view of the problems existing in the economic management of enterprises, which can not be ignored is the old concept of enterprise economic management[3]. Enterprises in the economic management not to keep up with the development of The Times, not according to the change of the market and customer demand for innovation and improvement, not make full use of modern technology and information technology to improve efficiency and quality, no effective incentive and constraint mechanism, no training and the introduction of excellent talents, did not form a good corporate culture and values[4]. The economic management concept of the enterprise has a long-term impact on the development of the enterprise. If the economic management concept of the enterprise is too old, the enterprise will make the enterprise management in a backward state and cannot adapt to the new social and economic development trend, thus leading to the stagnation of the enterprise or even the gradual backwardness of the economic development. Some managers in the enterprise have a weak management awareness, and ignore the development prospect of the enterprise in the actual management, which affects the cohesion of the enterprise employees, and thus affects the development of the whole enterprise. Although many current enterprise managers have perceived the importance of enterprise economic management, but for the new economic management concept of practice and promotion work, most will encounter all kinds of difficulties and setbacks, not fundamentally change management ideas, not provide professional management basis, no substantial progress in the process of innovation management. Due to the lack of correct management concept of enterprise economic management in some enterprises, the economic management of enterprises is relatively arbitrary and lazy, which seriously affects the innovation and development of enterprises. Therefore, it becomes particularly important for enterprises to establish a correct concept of enterprise economic management.

4.2. No good management mechanism has been formed

The forward development of enterprises cannot be separated from the perfect economic management structure system, and the lack of effective management mechanism and

economic management structure is one of the main reasons for the hindered development of many enterprises. [5]Effective management mechanism and economic management structure can help enterprises to formulate reasonable strategic goals, optimize resource allocation, improve operational efficiency, enhance competitiveness, and cope with market changes and risks and challenges. On the contrary, in the absence of these mechanisms and structures, the enterprise will face many problems, which will greatly reduce the management quality of managers in the work, such as decision-making mistakes, internal contradictions, employee loss, financial difficulties, customer loss and so on. Therefore, the establishment and improvement of effective management mechanism and economic management structure is the necessary condition and important guarantee for the development of enterprises, otherwise it will hinder the development of enterprises. [6]According to the present, the economic management organization system of most enterprises is not perfect, which affects the development of economic management of enterprises and makes it difficult for them to carry out effective reform and innovation. Relevant departments lack of execution, no corresponding management system, leading to the loss of enterprise resources, reduce the waste of existing resources, has a great impact on the development of enterprises, so it is crucial to improve the management structure of enterprises.

4.3. Insufficient control power of enterprise managers

Although the enterprise economic management innovation has attracted the attention of enterprise managers, but the enterprise managers for economic management innovation consciousness is insufficient, without the combination of economic management and internal control, cannot develop systematic and professional internal control system, lead to enterprise internal management control is insufficient in today's fierce market competition environment, economic management innovation is an important means of improving enterprise competitiveness and efficiency. Internal control is the basis of ensuring the compliance, effectiveness and safety of enterprise business activities. If enterprise managers can not fully realize the importance of economic management innovation and internal control, and cannot establish a set of internal control system suitable for their own characteristics and needs, it will lead to enterprises to face various risks and challenges, and even affect the survival and development of enterprises. Standardized internal control system makes the management of the enterprise lack of control ability, leading to the management of the internal management ability of the enterprise. Many management means are excessively refined, without the establishment of a systematic internal management framework, and then affect the coordination of corporate governance work. For the management of the enterprise, it is urgent to explore the practical way of enterprise leadership with practical actions. In enterprise management, only by "discarding the dross and taking the essence", can we achieve the authority of enterprise management personnel, so as to promote the accelerated growth of the company.

4.4. The informatization degree of enterprise economic management needs to be improved

With the development of economic globalization and information technology, enterprise economic management informatization has become an important means to improve the competitiveness and efficiency of enterprises[7]. Enterprise economic management information refers to the use of information technology and system to effectively collect, processing, analysis and application of the economic activities, resource allocation, financial status, marketing of enterprises and others, so as to achieve the economic goals and management goals of the enterprise. Enterprise economic management information can help enterprises to reduce costs, improve benefits, enhance innovation ability, optimize the decision-making process, improve customer satisfaction, respond to market changes, enhance risk prevention ability, etc. However, China's current enterprise economic management information level still has a lot of room for improvement. According to relevant surveys, the informatization degree of economic management of enterprises in China is generally low, and there are the following problems:

Lack of strategic planning and investment in information technology. Some enterprises do not understand the importance of informatization, do not formulate long-term informatization development strategy and goals, nor do not invest enough manpower, material resources and financial resources to support the construction of informatization[8]. Some enterprises only blindly introduce some hardware equipment and software systems, and do not customize and optimize according to their own actual needs and characteristics, resulting in the disconnect between information construction and the actual operation of enterprises, and they are unable to play the expected effect.

Lack of unified information standards and norms. The lack of unified information standards and norms among Chinese enterprises leads to the incompatibility, non-communication and non-sharing of information. This not only affects the collaborative work between various departments within the enterprise, but also affects the communication and collaboration between the enterprise and its external partners. Due to the incomplete, inaccurate and untimely information, enterprises cannot obtain comprehensive, true and effective data and information, and cannot conduct scientific, reasonable and efficient analysis and decision-making.

Lack of effective information security guarantee. With the development and application of network technology, enterprises are facing more and more network security threats and risks. Some enterprises have not established a sound information security system and measures, and have not taken effective technical means and management means to protect their own data and information from external attacks or internal leakage. Once an information security incident occurs, it may cause serious economic losses and reputation damage to the enterprise.

4.5. The opportunistic atmosphere is serious

In recent years, the domestic market has also begun to expand, many small and medium-sized enterprises have caught the express train of China's rapid economic development, some small and medium-sized enterprises have

withstood the test in the tide of the market economy, but some enterprises have stagnated due to poor management. Due to the development of small and medium-sized enterprises in our country time is not long, a lot of laws and regulations need to be further improved, many small and medium-sized enterprises seized the legal loopholes, to their own business, adopted the opportunistic, only consider immediate interests, not from the perspective of strategic importance to enterprise management, in the face of laws and regulations, adopted a perfunctory, their own benefits, and not pay attention to the source of benefit is legal. If we let this phenomenon go, it will not only corrupt the social atmosphere, but also bring adverse effects to the development of small and medium-sized enterprises, making the market competition unable to realize the principle of fairness and justice, and seriously hinder the healthy development of enterprises.

5. The Principle of SME Management Innovation Under the Perspective of Strategic Management

5.1. The principle of legality

The strategic management of small and medium-sized enterprises (SMEs) is a complex and dynamic process that involves various aspects, such as vision, mission, goals, objectives, strategies, tactics, and actions. Among these aspects, legality is the primary principle that the strategic management of SMEs must follow. This means that the SMEs must conduct their strategic management activities within the legal framework of the law, and avoid any contradiction and conflict with the law. The principle of legality has two implications for the strategic management of SMEs. First, it requires SMEs to consider legal factors when formulating strategies, such as the relevant laws, regulations, policies, standards, contracts, and agreements that affect their business operations and activities. Second, it requires SMEs to comply with legal norms when implementing strategies, such as the ethical, social, environmental, and human rights responsibilities that they have to fulfill as business entities[9]. By following the principle of legality, SMEs can establish and improve their internal control system, prevent violations of laws and regulations, timely deal with possible legal disputes, and safeguard their legitimate rights and interests of enterprises. Furthermore, SMEs should pay attention to the legal changes in the external environment and adjust their strategies in time to adapt to the new legal requirements. By doing so, SMEs can enhance their competitiveness, sustainability, and innovation in the market.

5.2. The principle of integrity

However, the strategic management of SMEs also faces many challenges and uncertainties, such as the rapid changes in the external environment, the limited resources and capabilities, and the high risks and costs of innovation. Therefore, SMEs need to think and explore their own management innovation from the macro perspective, and put the internal control of the enterprise throughout the exploration of enterprise management innovation. Management innovation refers to the creation and implementation of new or improved management practices, processes, systems, or structures that enhance the performance and value of the organization. Management innovation can help SMEs to improve their efficiency, effectiveness, flexibility, adaptability, and sustainability[10].

However, management innovation also requires careful planning, execution, monitoring, and evaluation to ensure its success and avoid its failure. This is where the internal control of the enterprise plays a vital role. Internal control is a set of policies, procedures, rules, and mechanisms that aim to ensure that the objectives of the organization are achieved in a reliable and consistent manner. Internal control can help SMEs to establish a set of effective internal control system, to ensure that the implementation of management innovation can effectively supervise, coordinate, incentivize and constrain the behavior of various departments and staff, prevent the deviation of the management innovation and failure, and provide feedback and learning for improvement. Moreover, the internal control system should be aligned with the latest theoretical achievements in related fields, such as strategic management, organizational behavior, accounting, finance, marketing, operations, human resources, information technology, and so on. These theoretical achievements can provide guidance and inspiration for the strategic development of SMEs' management innovation, making their strategic management innovation more advanced and systemic. In addition to the internal control system, another important aspect of SMEs' strategic management is the integrity of their strategic management objectives. Strategic management objectives are the specific and measurable goals that the organization wants to achieve through its strategies. The integrity of strategic management objectives means that they should be consistent with the vision, mission, values, and culture of the organization; they should be realistic and attainable; they should be balanced and comprehensive; they should be clear and specific; they should be communicated and shared; they should be monitored and evaluated; and they should be revised and updated as needed. Furthermore, SMEs should fully combine the long-term and immediate interests of their own development when formulating their strategic management objectives. They should not lose sight of their ultimate vision and mission while pursuing short-term opportunities; nor should they neglect their current situation and challenges while planning for the future. They should do both: seize the opportunities and overcome the challenges in the present; while preparing for the opportunities and challenges in the future. By doing so, SMEs can ensure that their overall development interests are reliably guaranteed.

5.3. The principle of pertinence

From the perspective of the strategic management of small and medium-sized enterprises, the strategic management of small and medium-sized enterprises should not only start from a macro perspective, but also pay attention to the differences between different enterprises. It should be combined with the specific situation of the enterprises themselves to formulate targeted strategic management innovation planning. First of all, in view of the problems and deficiencies in their own development, the enterprise adjusts their own management concept and planning, improves their strategic management ability, so that related problems can be targeted solutions[11]. Secondly, enterprises should combine their own development and the specific needs of the market, carry out effective research, make scientific and reasonable prediction of their own prospects, and then formulate relevant strategic management innovation plans.

6. Strategy of Enterprise Economic Management Innovation

6.1. Innovate the enterprise management concept

In the fierce market competition environment, if the enterprise lack of innovation consciousness, the enterprise economic benefit will gradually decline, so the enterprise managers should keep a sense of crisis and competition consciousness, at the same time to the enterprise employees strict supervision and management, make enterprise employees have more serious work mentality, in order to achieve higher production efficiency and promote enterprise development. Enterprise in the management idea to innovation, to fully consider the actual situation of the enterprise itself, and implement comprehensive management innovation measures, in the new situation of social and economic development and its change trend as the guideline, through the observation and strict regulation innovation idea, so that the enterprise has a reasonable direction of reform.

6.2. Improve the talent reserve of the enterprise

The good development of the enterprise is inseparable from the talent reserve in the enterprise. Strengthening the construction of the human resources department, so that each employee can find the best position suitable for themselves, give full play to the maximization of their own ability, and create a higher work efficiency, is one of the necessary work for the good development of the enterprise[12]. At the same time, the enterprise also need to special employees targeted training, training content and the development prospect of their own, mutual integration become suitable for their enterprise development of economic management mode, make the staff professional quality and professional ability, for the subsequent development of enterprise good talent foundation. Fundamentally speaking, the competition between enterprises is the competition between talents. Only by adopting advanced human resource management mode can enterprises retain and attract more talents, provide sufficient fresh blood for enterprises, and obtain the best economic management results. In the innovation of enterprise economic management, special attention should be paid to the human resource management. The human resource management of good rules and regulations can provide talent guarantee for the economic management innovation of enterprises.

6.3. Establish a reasonable performance appraisal system

In order to win a place in the fierce market competition, enterprises must pay attention to talent training and staff team construction, establish a reasonable performance appraisal system, and improve the work efficiency and quality of employees to a certain extent. First of all, enterprises should reform the assessment system, and change the traditional performance appraisal system to the performance appraisal system based on the performance appraisal and combined with the salary system. In the management of employees need to strengthen the assessment of employees, so that everyone can participate in the formulation of enterprise planning and development goals. At the same time, the corresponding promotion mechanism should be formulated to combine the assessment and promotion, and stimulate the initiative and

creativity of all staff[13]. At the same time, a reasonable incentive mechanism for employees to provide a good working environment for employees. When motivating the enterprise, the characteristics of the employees should be fully considered and certain proportion or all tasks can be assigned to employees according to their individual ability. At the same time, small and medium-sized enterprises should pay attention to creating a harmonious corporate culture.

6.4. Strengthen the implementation of the economic management system

The main purpose of economic management is to guard against economic risks and ensure the good economic benefits of enterprises. Therefore, it is very important to improve the economic management system, but the perfect economic management system still needs strong implementation, otherwise it will only become a superficial article, and unable to effectively supervise and supervise the economic activities of enterprises. Therefore, in the implementation of the strength should be constantly strengthened, to implement the work, the managers of enterprises should pay attention to the economic management system, and actively participate in the guidance of the economic management system construction, and actively play the influence of leaders. As the saying goes, no rules are circumference. The system is the foundation of the development of an enterprise, and the effective implementation is also very key. The effective role of the system depends on the effective implementation, and it is very critical to increase the strength of the implementation of economic management. This also requires economic managers not only to have solid theoretical knowledge and professional skills, but also to have a high sense of responsibility and innovation, to be able to formulate reasonable economic management plans according to the market changes and the actual situation of enterprises, and effectively organize the implementation. Economic management is a systematic project, involving all aspects of the enterprise, such as finance, cost, investment, budget, audit and so on. Therefore, economic managers should also have good communication and coordination skills, be able to effectively communicate and cooperate with various departments and levels, and form a unified economic management ideas and goals. Only in this way, can we truly prevent economic risks and improve the competitiveness and development potential of enterprises.

6.5. Innovate the form of enterprise economic management

The form of economic management of enterprises is not invariable, especially under the promotion of the new situation, the enterprise constantly optimize the operating environment, technical level, production efficiency, product quality and so on. At the same time, the enterprise economic management mode should also constantly innovate, and constantly explore and practice for the reform. Under the new situation, the development of enterprises is facing a variety of opportunities and challenges. While the enterprise is constantly expanding, the pressure of economic management is also constantly increasing. This requires managers to start from the internal, through the establishment of effective economic management system, the establishment of enterprise risk management system, so as to strengthen the ability of enterprise economic risk discrimination and prevention and control. Carry out real-time risk supervision

and prevention on all parts of the business operation process, such as investment, loan, sales volume and transaction volume, etc., and establish the enterprise economic risk prevention preparatory plan, so as to effectively respond at any time.

6.6. To strengthen the audit of economic management costs

The domestic economic market is constantly changing under the new situation, and enterprises face both opportunities and crises. To seize the opportunities and deal with the crises, enterprises need a good economic system as the basis. This means that enterprises need to focus on economic management, enhance the audit of economic management costs, and improve the internal management mechanism. The fast growth of an enterprise depends on the support of capital, and the development and innovation of an enterprise require a certain cost budget. However, if the cost of an enterprise is not strictly audited, it may create a loophole for illegal personnel, leading to the loss of enterprise costs. Therefore, the enterprise should establish a professional cost audit department, and develop a rigorous audit system. When the enterprise launches new projects, the new project should have a full consideration of funds, and implement the budget for the expenditure projects. Auditors should carefully check the relevant invoices in the audit process, do well in audit records, and ensure that every amount of funds is used properly. Therefore, enterprises should set up clear fund reimbursement rules and verification procedures, to ensure that every employee's fund receipts comply with the relevant regulations of the enterprise.

6.7. Focus on the planning of management innovation

From the perspective of strategic management, SMEs should pay attention to the following points in innovation planning:

First of all, when making a strategic plan, we must take into account the development situation of the company, and combine the market environment, external and internal factors of the enterprise. According to the "14th Five-Year Plan for Promoting the Development of Small and Medium-sized Enterprises", small and medium-sized enterprises should adhere to the principles of innovation-driven, green intensive, classified guidance, aim to improve innovation ability and professional level, and build a "321" work system of "policy system, service system and development environment".

Secondly, in the implementation of the strategic plan, we should make full use of various resources and opportunities, strengthen the cooperation with the government, financial institutions, universities, institutes, large enterprises, participate in characteristic industrial clusters, industrial parks, Sino-foreign cooperation zones, expand domestic and foreign markets, and improve market competitiveness. At the same time, we should pay attention to the use of the new generation of information technology, promote digital transformation, improve production efficiency and quality, and achieve green development.

Finally, when evaluating the effect of the strategy, a scientific monitoring and evaluation mechanism should be established to regularly check the implementation of the strategic plan, analyze the existing problems and deficiencies,

adjust and optimize the strategic measures in time, and maintain the flexibility and adaptability of the strategy. At the same time, we should learn from the successful experience and cases of small and medium-sized enterprises at home and abroad, constantly learn and innovate, and improve the level of strategic management.

6.8. The enterprise shall improve its economic management structure

In the traditional enterprise economic management mode, most of the enterprise economic management structure is chaotic, there is no a good economic management system. In the current rapid development of the market environment, if the enterprise does not have a perfect economic management structure, then the realization of the economic management innovation of the enterprise is even more difficult. Therefore, we can start from the following aspects to promote the improvement of enterprise economic management structure in order to improve operating efficiency, reduce costs and enhance competitiveness. Specific measures to improve the economic management structure include: optimizing the organizational structure, clarifying the division of responsibilities, establishing effective communication and coordination mechanism; establishing reasonable financial budget, strengthening fund supervision and risk prevention; implementing performance appraisal, encouraging employees to innovate and improve work quality; strengthening market analysis, developing scientific marketing strategy and expanding market share; focusing on the construction of enterprise culture, cultivating team spirit and enhancing corporate image.

First of all, the traditional economic management framework should be broken, and the important departments of the enterprise should be specialized, so that the enterprise operation and management information can be conveyed more quickly and conveniently, and provide a more convenient way for the enterprise managers to make decisions. It can make the decision-making information of enterprises more rapid and convenient, and create a more convenient distribution channel for the investment decision of managers. Second, change the traditional curing way of management structure, reduce the original traditional management structure to the influence of modern enterprise management mode, improve the flexibility of modern enterprise management and variability, so that enterprises can more effectively adapt to the external environment change, effectively and quickly according to the external environment and situation and the change of enterprise management. Finally, improve the modernization project of enterprise management, improve the reform and innovation level of enterprise management and organizational structure, and improve the division of labor and cooperation in the enterprise from the height of improving the modern enterprise management, so as to effectively improve the management efficiency of the enterprise.

7. Conclusion

The innovation of enterprise economic management under the new situation refers to the continuous improvement and optimization of the economic management methods, systems, mechanisms, and models of enterprises in response to the changes and challenges in the internal and external environment. This is a comprehensive and lasting working

process that requires the participation and cooperation of all levels and departments of the enterprise. The innovation of enterprise economic management plays a decisive role in the survival and development of enterprises, as it can help enterprises to enhance their core competitiveness, create more value for customers and stakeholders, and achieve sustainable growth. Therefore, the managers of enterprises should learn advanced economic management experience from other successful enterprises or industries, combine the development prospects and actual development status of their own enterprise, find their own shortcomings and weaknesses, correct and integrate new ideas and methods, and do a good job in enterprise economic management innovation from the multi-level and multi-angle of the enterprise. The economic management concept of enterprises is the guiding ideology and value orientation of enterprise economic management. The economic management structure of enterprises is the organizational form and division of responsibilities of enterprise economic management. The talent reserve of enterprises is the human capital and capability building of enterprise economic management. The implementation of economic management is the execution and control of enterprise economic management activities. The audit of economic management cost is the evaluation and optimization of enterprise economic management efficiency and effectiveness. The goal of economic management innovation is the expected outcome and performance improvement of enterprise economic management. All these aspects must carry out all-round innovation, which means that they should be constantly updated, adjusted, and optimized according to the changing situation and needs. Only in this way can we realize the maximum utilization of enterprise resources, such as financial, material, human, information, and technological resources, and improve the comprehensive strength and economic benefits of enterprises.

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