

Talking About the Significance of Network Information Chemical Business Management to Improve Enterprise Management Level

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Abstract: The rapid development of social science and technology and the continuous update and iteration of network information technology have brought disruptive changes to the business management of enterprises. Enterprises still adopt the traditional business management model, which is difficult to support the current fast-paced office business and operational needs. Enterprises should break the stereotype of traditional management thinking, cater to the current social development situation, integrate modern network information technology in the business management of enterprises, and promote the improvement of the level of business management of enterprises. This paper focuses on the concept, characteristics and connotation of business management, analyzes the significance of network information technology to the improvement of business management level of enterprises, discusses the problems existing in the current business management of enterprise network information and chemical industry, and puts forward scientific coping strategies to cater to the society. According to the development situation, constantly innovate the development path of enterprise network information chemical business management, in order to provide reference for related majors.

Keywords: Network informatization, Business administration, Enterprise management.

1. Introduction

In the process of daily management of enterprises, with the help of network information technology, the management level of enterprises is optimized, the management role is played for the economic development of enterprises, the current market development situation is catered for, and the realization of strategic development goals of enterprises is promoted. Some enterprises lack the emphasis on network informatization, and still adopt traditional management mode in the process of business management. Therefore, enterprise management should improve the understanding and application of network information technology, and in the process of business management, make full use of modern network information technology, optimize the management level of each business link of the enterprise, and promote the high-quality development of the enterprise.

2. Concepts Related to Business Administration and Business Informatization

2.1. Concepts of Business Administration

Business management contains rich management content and has a very broad concept. It is an indispensable management technology in the operation and development of modern enterprises. In the operation process of enterprises, each production link is constrained by relevant systems to ensure that each department and operation process of the enterprise conforms to the industry and commerce. Management requirements can ensure the realization of the overall production efficiency of the enterprise. With the in-depth development of informatization, dataization, and intelligent technology, which penetrates deeply in various fields, it puts forward higher requirements for the production level and work rhythm of enterprises. The business decisions

of various departments of the enterprise have a direct impact on the strategic development goals of the enterprise. Enterprises are caught in tax-related risks, financial risks, legal risks, etc., network information chemical business management can help enterprises avoid potential business risks and provide a clear path for the sustainable development of enterprises [1].

2.2. The Concept, Characteristics and Connotation of Business Management Informatization

(1) The concept of business management informatization

With the development of computer network technology, information technology has been widely used in various fields. Informatization of business management is the integration of traditional business management models with information technology [2]. The application of computer Internet-related technologies to the traditional business management process improves the efficiency of business management, broadening the functions of business management. Compared with traditional business management, the informatization of business management has the advantages of accuracy and speed in information acquisition, integration, transmission and analysis. Accuracy of business decisions. Business management and informatization have different functional attributes, and the integration of the two requires a certain carrier. The application of information technology should be developed and utilized on the basis of the traditional business management model in order to improve the quality and efficiency of business management. At the same time, the business management modes of enterprises in different fields are different, and the practicality and extensiveness of informatization are required to be high, and the informatization technology is required to be compatible with different business management modes. Information technology should ensure the sharing of information

resources of business management, improve the efficiency of information transmission between various departments of the enterprise, break the information barriers and disadvantages of various departments under the traditional business management model [3], promote the coordination and cooperation between various departments, and promote the efficient development of enterprises.

(2) The connotation of business management informatization

Acquire, integrate, classify and summarize the information of each business module of the enterprise, and comprehensively supervise the data information, help the enterprise to avoid the problems existing in traditional business management, improve work efficiency, and ensure that the business management of the enterprise promotes the benign and sustainable development of the enterprise.

(3) Characteristics of business management informatization

First, the importance features. With the popularization and development of Internet informatization technology in various fields, enterprises are highly dependent on informatization technology. The function of business administration involves all aspects of the enterprise, has independent management capabilities, and provides enterprises with resource sharing functions. With the Internet informatization Development, business management is more efficient in the application of corporate functions. As business management informatization plays an increasingly important role in enterprises, it is necessary to recognize its own functional positioning [4], pay close attention to market development trends, and flexibly adjust business management models to meet market development. Second, the uniformity feature. In the process of enterprise management, relevant regulations should be formulated according to business process requirements to constrain all departments of the enterprise to carry out daily operations in a more standardized manner, promote coordination and cooperation between various systems, and ensure the orderly advancement of business management informatization. The data information of the industrial and commercial management information system should implement an information sharing mechanism to ensure the security of the data and information [5], and lay a solid foundation for the construction of information technology. The informatization of business management should be constantly adjusted according to the business form and market development and changes of the enterprise, and should be continuously improved in practice. Therefore, in the process of carrying out business management informatization management, enterprises should continuously innovate management models according to the update and iteration of information technology, so as to promote the improvement of the overall management level of enterprises [6]. Finally, the complexity characteristics of business management informatization. The business administration department should accurately implement various policies and guidelines in the course of business operation and in accordance with the requirements of relevant national and industry departments. Due to the large amount of relevant data and information generated by the development and operation of enterprises, in the process of business management supervision, valuable information will be screened according to the large amount of data information generated by enterprises, so as to maintain the stable development of the economic order of enterprises, and

accurately judge and propose the economic structure of the upstream and downstream of the industrial chain. Scientific decision-making, broaden the path of economic development of enterprises, and promote the double harvest of economic and social effects of enterprises.

3. The Significance of Network Information Chemical Business Management to Improve Enterprise Management Level

3.1. Promote Scientific Decision-Making in Enterprises

The effective integration of information technology in enterprise business management can improve the immediacy and accuracy of information acquisition, promote the scientific and effective management decision-making of enterprise management, improve the sensitivity of enterprises to market information, and promote the improvement of the overall management level of enterprises. Enterprise sustainable development [7]. The integration of network information technology in the business management of enterprises should break the traditional way of thinking, avoid relying on the subjective assumptions or experience management of managers, and rely on big data technology to analyze various business data indicators of the enterprise, and provide reliable data for business decision-making support. On the one hand, enterprises should use network information technology to comprehensively monitor the data information generated in the production and operation of various departments of the enterprise, effectively acquire, integrate, classify and analyze, discover the potential value of data information, and combine it with the current market development trend. , screen out valuable data and information for the development of the enterprise itself, help the enterprise to identify the development direction in the production and operation of the enterprise[8], promote the improvement of the economic profit of the enterprise, and ensure the realization of the strategic development goal. On the other hand, the effective integration of network information technology in enterprise business management can help enterprises to obtain diversified data information from various internal production departments and various upstream and downstream enterprises in the external industrial chain, and more comprehensively analyze the current market positioning of enterprises. and establish a scientific early warning mechanism, and make scientific and reasonable risk avoidance measures to help enterprises find a scientific and stable business direction and management strategy, and improve the supervision level of all aspects of enterprise operation and management.

3.2. Reduce the Management Cost of Enterprises

Network information technology integrates business management of enterprises to help enterprises control management costs in all aspects of production and operation, expand enterprise profit margins, and promote the improvement of enterprise economic benefits. The network information chemical business management has two functions in management. On the one hand, it can improve the effectiveness of enterprise human resource management [9].

In the process of information acquisition, screening and analysis, it can help enterprise human resource managers to free themselves from a lot of basic and complicated work, reduce personnel costs, and make traditional human resource managers have more energy to carry out salary planning and other work with analysis and planning functions, and control the cost of human resource management in the enterprise. On the other hand, enterprise business management adopts network information technology, which simplifies various management processes and improves the work efficiency of each production link of the enterprise. Many work-related documents can be transmitted through the online automated system, which saves a lot of time and cost compared with traditional business management. Improve the work efficiency of each position [10].

3.3. Promote the Quality Improvement of Business Management of Enterprises

Enterprise business management should conform to the market development trend. Network information chemical business management can improve the overall management quality of the enterprise, ensure that the management systems of the enterprise conform to the market development laws and production operation requirements, and promote the enterprise management mode to keep pace with the times, transform and upgrade, and serve the enterprise. The realization of strategic development goals has laid a solid foundation. On the one hand, the practical functions of business management should be brought into play. The network information chemical business management has broken the traditional business management functions and models, and promoted the innovation of enterprise management concepts. On the other hand, through the development of network information technology, the business management model of enterprises is consistent with the current production and operation, which effectively improves the quality of business management compared with the traditional business management model.

The internal resource allocation of the enterprise has been optimized, and the efficiency of enterprise resource utilization has been improved. With the help of network information chemical business management, the communication management efficiency between various departments and employees in various positions has been improved, and the decision-making level of the enterprise can grasp the current production information of the enterprise from multiple dimensions. Effectively control the management problems existing in the production of various operation links, and avoid the blind spots in the process of enterprise management, resulting in the loss of assets and resources. Employees should pay more attention to information technology, and improve employees' proficient operation of the office module functions of the network information system through self-learning, enterprise organization training, etc., maximize the development of network information system functions, and improve the work efficiency of each operation link of the enterprise, to promote the improvement of human resource management level of enterprises. The network information chemical business management has improved the supervision ability of enterprises. With the help of network information chemical business management, it is possible to scientifically control various data indicators of the production and operation of the enterprise, monitor the security of data and information, and promptly discover and take evasive

measures once the enterprise faces potential risks [11], so as to improve the level of enterprise supervision and management. At the same time, with the continuous updating and iteration of Internet information technology, in the process of acquiring and collecting data information generated in the process of enterprise operation, Internet information technology can find abnormal indicators at the first time, and provide warnings for enterprise managers to ensure that enterprises The stable operation of production and operation promotes the efficient, healthy and sustainable development of the enterprise.

4. Problems Existing in The Process of Network Information Chemical Business Management

My country's current network information chemical business management work lacks detailed management. Facing the complex social environment, it is impossible to flexibly adjust the management mode. The management mode is separated from the actual development status of the enterprise, which affects the improvement of the economic benefit of the enterprise and restricts the overall development level of the enterprise.

4.1. Lack of Attention from Enterprise Managers

Due to the limited scale of development, some managers of small and medium-sized enterprises have no mature management and operation experience, lack professional management knowledge, and lack attention to the management of network information chemical business. The focus of the work is on business development, ignoring the management of each production link of the enterprise and the promotion of the network information chemical business management to the development of the enterprise. Enterprises fail to fully integrate network information technology in the process of business management, and cannot play a boosting role in enterprise management.

4.2. Ignoring the Way of Business Management and Lack of a Perfect Construction System

In the process of carrying out network information chemical business management, enterprises have not conducted in-depth research according to the laws of social development and the actual production and operation of enterprises, resulting in the deviation of the business management model of enterprises from the laws of enterprise and social development, and the lack of in-depth research on the methods of business management informatization. , not combined with the strategic development goals of the enterprise, affecting the efficiency of the business management of the enterprise. The development of my country's network information chemical business management is still in its infancy, and the development and operation of various work still lacks theoretical basis and practical experience, and lacks a mature construction system, which is mainly reflected in the following two aspects: first, due to the large area of my country Different levels of economic development and social conditions have certain differences, resulting in uneven development of network information chemical business management, which restricts the development level of business management of enterprises.

Secondly, my country still lacks a complete network information chemical business management system standard. my country's industrial and commercial management informatization construction is a one-time development. In the process of network informatization upgrade and operation, there is no clear standard for the country and industry, resulting in a lack of basis for development and operation. Although the management level of network information chemical businessmen in some economically developed areas has been continuously improved, which has laid a practical foundation for the development of some enterprises, but no independent construction system has been formed. Therefore, in the process of conducting network information chemical business management, enterprises should improve the construction system that fits them according to different market environments and different enterprise operating conditions.

4.3. The Lack of Security of Network Information Business Management

With the development of computer technology, the information security of network information chemical business management has become the target of public criticism. Although the country and various fields have successively promulgated relevant management policies, there are still some information security issues that affect the stable development of enterprises. Due to the particularity of the field of informatization construction, technical talents are required for daily operation and maintenance, and appropriate measures are taken to defend against various network insecurity factors. At present, enterprises lack business management talents with network awareness, and lack the ability to cope with the daily application operation and maintenance of network information systems, such as the operating environment requirements of computer hardware systems, air temperature, relative humidity, dust, etc., software system upgrades and maintenance, Regularly check and kill viruses, if scientific maintenance measures are not taken, it will cause the operation of the network information chemical business management system to malfunction, affecting the effective performance of the business management function of the enterprise.

4.4. Insufficient Advanced Technology and Management Personnel

The informatization of business management in foreign enterprises developed earlier. Due to the late reform and opening up in my country, information technology is relatively backward. Since the beginning of the 21st century, with the development of computer technology, the management of network information and business management has gradually advanced. The country is relatively backward, and it is difficult to meet the current needs of enterprise management. Therefore, there is currently a shortage of professional and technical talents in business management informatization. The counterpart talents trained by major universities lack enterprise management experience and cannot quickly enter their roles. Traditional enterprise personnel lack the mastery of network informatization technology, resulting in the current mastery of informatization technology and management. There are few talents, which cannot meet the huge talent gap of the current enterprise, which restricts the overall management and development and operation level of the enterprise.

5. The Development Strategy of Business Management in The Era of Network Economy

5.1. Strengthen the Construction of Enterprise Network Information Chemical Business Management System

In order to make the business management of enterprises play their due role, the construction of network informatization should be carried out. Enterprise managers should improve their understanding of the construction of network informatization, and promote the effective play of the business management function of enterprises in all production links. First of all, it should meet the development needs of enterprises, build an information sharing platform, establish a communication bridge between various departments of the enterprise, break the traditional information island phenomenon between various departments, realize the sharing of resource allocation, and lay the foundation for the comprehensive management of enterprise network information. Enterprise management should use the information resource sharing platform to improve the influence management mechanism and continuously optimize the development path of enterprise business management informatization. In the process of building network information chemical business management, enterprises should formulate corresponding management standards in accordance with national and industry laws and regulations and actual operation conditions, to ensure that the built business management is in line with the actual development and operation of the enterprise, and to avoid management loopholes and blind spots. Secondly, the network information business management should implement dynamic grid management. Due to the rapid development of the market, the business development of enterprises should be flexibly adjusted according to the development trend of the market, so the business management mode of enterprises should also be adjusted flexibly with the adjustment of enterprise planning. The network information chemical business management should clarify the work responsibilities between various departments, adopt corresponding management methods according to the different business scopes of the departments, and continuously improve the business management system. Enterprises should continue to learn from advanced business management experience. In the process of production and operation of enterprises, they should strengthen the interaction and communication between enterprises, strengthen the management of various departments and the overall development strategic goals of the enterprise, and improve the effectiveness, adaptability and efficiency of the construction of business management models. scientific.

5.2. Improve the Business Management System

In the process of business management, it is necessary to ensure that the management system meets the needs of production and operation, and promotes the effective development of the business management model, which is also the basic element of the construction of enterprise network information business management. Therefore, enterprises should build a business management system that is conducive to enterprise development. On the one hand, the scientific nature of the business management system of enterprises should be ensured. Enterprise managers should

abandon the traditional empirical management thinking, fully learn from the advanced network information chemical business management experience at home and abroad, combine the actual development of the enterprise, clarify the management objectives and management objects, and build a scientific and perfect management model. On the other hand, due to the contradictions between the traditional business management levels, in the process of improving the business management system, the management responsibilities between all levels should be well controlled, so as to avoid business crossover affecting work efficiency, and implement incompatibility with the help of information technology. Positions are separated, and with the help of network information technology, various departments directly coordinate and coordinate management, solve practical difficulties in the current operation process, and promote the effective performance of business management functions in all production links of the enterprise. For example, in the process of daily operation and management, enterprises should use network information technology to help enterprises discover management blind spots in time and ensure that the economic interests of enterprises are not lost.

5.3. Cultivate Information Talents Under the Background of The New Era

The basis of network information chemical business management is to cultivate information technology talents. If the enterprise does not have information management talents, it will be difficult for all departments of the enterprise to carry out business management work. Different regions have different levels of economic development, and there are certain geographical and management differences in the development of network information chemical business management. Enterprises should pay attention to the introduction and training of information technology talents. In the recruitment process, enterprises should focus on the introduction of information technology personnel, control the relevant information technology assessment and control of new recruits, continuously optimize the construction of enterprise information technology talents, increase the utilization rate of talents in various positions, reduce labor costs, and improve the enterprise network. Information technology business management level. At the same time, enterprise managers should invest a certain amount of training funds to increase the training of information technology knowledge of existing employees of the enterprise, so that employees not only need to master the relevant knowledge of information technology, but also have a certain sensitivity to market development and changes, and have a certain degree of sensitivity. management ability, and promote the improvement of the management level of each production link of the enterprise. With the rapid development of information technology, in addition to face-to-face lectures by offline lecturers, the form of online remote teaching should also be expanded, such as Tencent conferences, live broadcast platforms, DingTalk and other software, to provide cutting-edge training for business management of enterprises and related positions in various departments. Business management knowledge and information technology operation knowledge, the training content includes the study and interpretation of the latest national laws and regulations, the future development direction of the enterprise, the development trend of the industry, the economic situation of the upstream and downstream enterprises in the enterprise

industry chain, etc. Master the operation skills of information technology, and continuously accumulate experience in work practice to help the sustainable development of enterprises.

5.4. Improve the Current Working Network System and Equipment

For enterprises to carry out network information business management, they should have complete hardware infrastructure and software system support. Since there are many types of professions involved in network informatization, including office automation equipment, network informatization construction process, remote control and other related facilities, only the integration of software and hardware equipment and facilities and business management can give full play to the business management function of enterprise network informatization. . Enterprises should regularly carry out security upgrades and daily operation and maintenance of network information systems, and at the same time, they should properly prevent viruses, hackers, etc. existing in the network, build a network security early warning mechanism, avoid network security risks, and ensure the transmission efficiency of data information in the information system. and quality. Staff should regularly back up data and information related to business administration to avoid data loss due to system accidents. Network information system managers should ensure that the information hardware system is in a dry and ventilated environment, and ensure that the indoor temperature and humidity are suitable for the safe operation of information equipment and facilities.

5.5. Innovative Business Management Methods

Each management level of the enterprise should have a comprehensive grasp of its own business scope. According to the current development principles of information technology, they should promptly discover and improve management blind spots, and understand the current development path of the enterprise. Continuously optimize and innovate, improve the integrity and scientificity of network information chemical business management, innovate the business management model of enterprises, meet the needs of current social development, ensure the steady growth of corporate economic interests, and give full play to the effectiveness of network information chemical business management functions.

6. Conclusion

In order to stabilize the status of the industry and give play to the industry dominance, enterprises should integrate network information technology in the process of enterprise business management to promote the improvement of the overall management level of the enterprise. Enterprises should pay close attention to the current situation of industry development, build a high-quality network information chemical business management environment, start from raising the awareness of managers, establish a sound business management system, strengthen the introduction and training of information talents, improve network information security systems, and constantly learn from Advanced enterprise management experience, innovative business management mode, using the system to constrain the normative operation of each department and each production link, to ensure the scientificity and effectiveness of the enterprise network information chemical business management system, and to

promote the realization of the enterprise's strategic development goals.

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