

Research on the Digital Reform of Enterprise Management from the Perspective of Organizational Innovation

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Abstract: With the rapid development of the digital era, the competitive environment for enterprises is becoming increasingly complex and changeable. Technological innovation is coming like the tide, especially the rapid development of information technology, which is reshaping the global economic pattern with unprecedented strength. In this context, the digital transformation of enterprise management has become one of the key ways for enterprise transformation and upgrading and enhance their core competitiveness. From the perspective of organizational innovation, the in-depth discussion of the digital reform of enterprise management is not only a profound reflection on the traditional management mode, but also an active exploration of the future enterprise development mode. This paper analyzes the role of organizational innovation in the digitalization of enterprise management, puts forward the practical path of the digital reform of enterprise management, and further studies the significance of the digital reform of enterprise management from the new perspective of the organization.

Keywords: Organizational innovation, Digitalization of enterprise management, Innovation.

1. Introduction

Organizational innovation, in short, refers to the process in which enterprises adapt to the changes of the external environment and improve the internal operation efficiency and innovation ability by adjusting the organizational structure, optimizing the resource allocation and innovating the management mechanism. In the wave of digitalization, organizational innovation is no longer limited to the layout adjustment of physical space or the simple optimization of personnel allocation, but goes deep into every link of enterprise operation, especially the deep integration with information technology. This integration encourages enterprises to build a new organization that is data-driven, user-centered and characterized by agile iteration, laying a solid foundation for digital transformation.

2. The Internal Logic of Organizational Innovation and Enterprise Management Digitalization

Organizational innovation is a series of reform measures in organizational structure, process, culture and other aspects adopted by enterprises in order to adapt to the changes of external environment, improve internal operation efficiency and achieve strategic goals. The digitalization of enterprise management is through the application of information technology, such as big data, cloud computing, artificial intelligence, etc., the digital transformation of each link of enterprise management activities, so as to realize real-time data collection, analysis and decision support, so as to improve the management efficiency and scientific decision-making. There is a close internal connection between the two: organizational innovation provides the power source and institutional guarantee for the digitalization of enterprise management, while the digitalization of enterprise management is the concrete embodiment and deepening of organizational innovation in the field of information

technology.

3. The Role of Organizational Innovation in The Digital Transformation of Enterprise Management

3.1. Organizational Structure Optimization

In the wave of digital reform of enterprise management, organizational innovation plays an important role, especially reflected in the optimization of organizational structure. With the rapid development of information technology, the traditional hierarchical management structure gradually reveals the disadvantages such as slow response and communication barriers, which is difficult to adapt to the rapidly changing market demand. Therefore, enterprises by implementing organizational structure optimization, break down departmental barriers and promote cross-departmental collaboration, has become a key step in promoting digital transformation.

The optimized organizational structure is flatter and more flexible, which reduces the management level and accelerates the decision-making process, so that information can be quickly transmitted and feedback within the organization. This change not only improves work efficiency, but also stimulates the innovation vitality and responsibility of employees, as everyone can feel their own value in more direct participation. At the same time, project or task-based team building is increasingly popular. This flexible organization can quickly respond to market changes, concentrate resources to solve key problems, and promote the iterative upgrading of products and services [1].

3.2. Process Reengineering

Process reengineering, as a core strategy, aims to accelerate the process of digital transformation by optimizing and improving internal operational efficiency through comprehensive, systematic and continuous corporate

restructuring. It breaks the traditional management mode of setting departments according to functions, takes business process as the center, redesign the enterprise management process and pursues the global optimization.

Process reengineering not only simplifies redundant links, but also achieves a significant improvement in process performance through data-driven data, which reduces operating costs and increases enterprise revenue. This change promotes the seamless flow of information within the enterprise, making the collaboration between various departments more closely, to jointly serve the rapid response to customer needs.

With the development of digital technology, enterprises can more accurately analyze process data, tap into potential value, and thus promote continuous innovation in products and services. Process reengineering also promotes the flexible adjustment of enterprise organizational structure, so that it can better adapt to market changes and maintain competitive advantage.

3.3. Cultural Construction

In the wave of digital reform of enterprise management, organizational innovation, as the core driving force, plays its role in cultural construction should not be underestimated. Culture is the soul of an enterprise, and organizational innovation is the source of injecting fresh vitality into this soul. By actively building a corporate culture that matches innovation, enterprises can accelerate the pace of digital transformation and enhance team cohesion and innovation ability.

In terms of cultural construction, enterprises should advocate an open, inclusive and courageous learning atmosphere, and encourage employees to cross traditional boundaries and embrace new technologies and new thinking. This not only promotes employees' rapid adaptation to and mastery of digital tools, but also stimulates their enthusiasm for innovation in business processes and management models. At the same time, strengthen the cultural concept of user-centered and data-driven decision-making, so that every employee can deeply understand and practice the core value of digital transformation, and jointly promote the enterprise to move forward to be intelligent and efficient.

In addition, cultural construction should also pay attention to teamwork and knowledge sharing, break departmental barriers, promote cross-department communication and collaboration, and form a strong innovation force. In such a cultural atmosphere, innovation is no longer the patent of a few people, but the common pursuit and daily practice of all members of the enterprise, providing a steady stream of power and support for the digital reform of enterprise management [2].

4. The Practical Path of the Digital Reform of Enterprise Management

4.1. Strategic Planning Comes First

In the journey of digital reform of enterprise management, the advance of strategic planning is undoubtedly the beacon guiding the course. Companies need to have a deep insight into industry trends, clarify the urgency and necessity of digital transformation, and make a clear, enforceable and feasible strategic plan based on this. This plan should not only cover key fields such as technology selection, system integration and data governance, but also integrate into soft

power construction such as organizational structure adjustment, talent training and incentive, and cultural remodeling, so as to ensure the seamless connection between digital transformation and the overall strategy of the enterprise. Through SWOT analysis to clarify the advantages and disadvantages, and evaluate the external environment changes combined with the PESTEL model, enterprises can accurately position the direction of transformation, set phased goals, and provide solid theoretical support and action guide for the subsequent resource allocation and project implementation. The first of strategic planning is the cornerstone to ensure the orderly and efficient promotion of the digital reform of enterprises, leading enterprises to move forward steadily in the wave of digitalization and seize the commanding heights of future development.

4.2. Construction of the Technology Platform

In the practical path of digital reform of enterprise management, the construction of technology platform is one of the core links. First of all, enterprises need to clarify the digital strategy and determine the goals and needs of the platform construction, such as improving efficiency and reducing costs. Subsequently, according to the strategy, including cloud computing, database and programming language, to ensure that the technology selection and business requirements match. Next, the platform architecture and system functions are designed to ensure that the system closely supports the enterprise's digital strategy and business objectives. In the development process, we pay attention to the stability and reliability of the system, and ensure the quality of the platform through strict testing and debugging. After the platform is launched, it needs to continuously iterate and upgrade to adapt to the changing market and technology. Through this series of steps, enterprises can successfully build a technology platform to support their digital transformation, and bring a more efficient and intelligent operation mode for enterprise management.

4.3. Data-driven Decisions

In the practical path of digital reform of enterprise management, data-driven decision-making is the core link. By comprehensively collecting, sorting and analyzing business operation, market trend and customer behavior, enterprises form a scientific and accurate decision-making basis. This process not only improves decision-making efficiency and accuracy, but also significantly optimizes resource allocation and reduces operating costs. Data-driven decision-making method enables enterprises to quickly respond to market changes, accurately grasp customer needs, and then adjust product strategies and service models, and improve customer satisfaction and market share. At the same time, through continuous data analysis and application, enterprises can gain insight into the market opportunities, find new business opportunities, promote the innovation and upgrading of products and services, and lay a solid foundation for the long-term development of enterprises.

4.4. Continuous Improvement and Optimization

This process requires enterprises not only to successfully deploy the digital system in the early stage, but also to establish a set of dynamic adjustment and optimization mechanism. By regularly collecting user feedback and analyzing the system operation data, enterprises can

accurately identify the bottlenecks and redundancies in the process, and then iterate and upgrade the digital tools. At the same time, the introduction of agile management methods, rapid response to market changes, flexible adjustment of business strategies and digital solutions, to ensure that enterprises always remain competitive. In addition, strengthening cross-departmental collaboration and promoting data sharing and process integration are also important ways to optimize the effectiveness of digital management. Through continuously optimizing user experience and improving the level of system intelligence, enterprises can continuously promote the double leap of management efficiency and decision-making quality, and lay a solid digital foundation for the long-term development of enterprises [3].

5. The significance of the digital change of enterprise management from the new perspective of the organization

5.1. Improve the Enterprise Organization and Management, And Enhance the Enterprise Competitiveness

With the advent of the digital age and the development of advanced science and technology, enterprise organization and management need to constantly innovate and optimize in order to adapt to the competitive development of the market. The digital transformation of enterprises and enterprises is the continuous innovation and optimization of the production and sales of the enterprise under the guidance of advanced science and technology, which is the power source to improve the long-term development of the enterprise, and is conducive to the promotion of the overall competitiveness of the enterprise market.

5.2. Optimize the Enterprise Management Mode and Improve Its Economic Benefits

The digital reform of enterprise management is a systematic work, which is not only the reform and optimization of the original enterprise management, but also the innovation and improvement of the management mode. Enterprises need to combine the existing development and strategic planning, to carry out the actual digital transformation and upgrading of the organizational structure, and improve the effect of digital reform. The reform and improvement of the enterprise management system not only makes the organization and management more scientific and standardized, but also improves the effect of the operation of each link, and also promotes the improvement of the economic benefits of enterprises.

5.3. Innovate the Enterprise Organization System and Standardize the Enterprise Construction

In the context of the global economic development, the number of Chinese enterprises is also increasing, and the economic development of the economy is becoming increasingly complicated. Enterprises want to stand firm in the economic development environment, the pressure is also more severe. First of all, it is necessary to build a standardized enterprise, the standardization of enterprise management, the standardization of enterprise strategic development, which requires the improvement of the enterprise operation process, the standardization of business activities, and the optimization of the organizational structure. And through the effective enterprise management digital change, the enterprise organization system innovation, and combined with the development of the enterprise of internal each link of fine management, improve the effect of enterprise management, make the enterprise internal operation more standard, make mutual coordination and integration between departments, so as to promote the standardization of the enterprise development.

6. Conclusion

The digital reform of enterprise management from the perspective of organizational innovation is an inevitable choice for enterprises to adapt to the development of The Times and enhance their core competitiveness. By building a digital organizational structure, promoting business process reengineering, strengthening data-driven decision-making, and cultivating digital talents and culture, enterprises can not only achieve a significant improvement in operational efficiency, but also occupy a favorable position in the fierce market competition. In the future, with the continuous progress of technology and the continuous change of the market, the digital reform of enterprise management will continue to deepen, bringing broader development space and infinite possibilities for enterprises.

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