

Analysis of Enterprise Management Mode and Enterprise Management Innovation Measures under the New Economic Normal

GU Ying
School of Economics and Management
Northwest University
Xi'an, Shaanxi, China, 710068

YANG Kun*
School of Economics and Management
Northwest University
Xi'an, Shaanxi, China, 710068

Abstract: Land subsidence is a significant problem in many rural areas, and its management requires accurate and timely monitoring of the subsidence-prone areas. In this paper, we propose the design of a digital display platform for rural subsidence space optimization from the perspective of national space. The proposed platform leverages remote sensing data and machine learning algorithms to monitor subsidence-prone areas, identify the causes of subsidence, and develop strategies for land management and soil conservation. The platform can contribute to achieving sustainable development in rural areas by improving agricultural yield, enhancing the ecological environment, and promoting sustainable land management.

Keywords: digital display platform, rural subsidence, space optimization, remote sensing, machine learning, sustainable development, land management, soil conservation

1. INTRODUCTION

In the new era, China is in a stage of economic transformation, and the market economy system is constantly improving and developing. Enterprises must combine their own actual situation, grasp the pulse of the times, achieve development and innovation in economic management, and promote their own healthy development. At the same time, enterprises need to rely on their own strength, strengthen research on management models and systems, and identify weak links to improve and establish new economic management systems and systems, improve their competitiveness, and achieve stable and healthy development.

The new normal of the economy refers to a situation where the economy will be in a state of low growth, high unemployment, and high risk in the capital market for a considerable period in the future. This is an uncommon or even unfamiliar situation, commonly referred to as a sub healthy state of the economy. It will not cause financial or economic crises but is highly prone to debt crises. The technological progress and productivity improvement of society are still ongoing, as if the development of the entire economy is not directly related to an increasing number of people. Business management can effectively reduce the management and operational costs of enterprises. In the context of the new economic normal, adopting business management measures can carry out systematic management of enterprises, control and manage enterprise costs.

Business management can effectively control enterprise costs, manage, and arrange various tasks of the enterprise, especially for enterprise departments. It can ensure comprehensive management of internal departments and reasonable allocation of resources, fundamentally reduce management and operational costs of the enterprise, and significantly improve the operational efficiency of the enterprise. A good financial management strategy plays a crucial role in the development of a company, which is an important economic lifeline for its survival and an important indicator of its internal composition. If a company wants to achieve sustainable and

healthy development, then business managers should attach importance to the internal financial management methods of the company, achieve clear rewards and punishments, and set a good example for employees.

To stimulate employees' work enthusiasm and avoid situations where laziness leads to burnout. To improve the efficiency of enterprise financial management under the new economic normal, it is necessary to implement business management within the enterprise, which has a positive promoting effect on the development of enterprise financial management. Financial status is an important indicator reflecting the operation and management of enterprises. The success or failure of financial work management directly affects the development ability of enterprises. Therefore, enterprises pay more attention to their own financial management related matters to avoid various adverse financial situations. Through business management, it has been found that the level of financial management in enterprises has a direct impact on their development.

Through internal business management, one can grasp the basic financial situation of the enterprise, utilize business management to enhance the effectiveness of financial management, improve the efficiency of enterprise management, help optimize capital structure, achieve scientific management, and achieve sustainable development of the enterprise. In the daily economic management of enterprises, the management philosophy and ideological awareness play an important leading role, and the main reason for the low level of economic management is due to the outdated concepts of enterprise managers, lack of active learning awareness, and lack of innovation in ideas combined with forms and tasks.

2. THE PROPOSED METHODOLOGY

2.1 The Importance of Innovative Economic Management in the New Normal of the Economy

Under the new normal of the economy, due to the transformation of the economic environment, enterprises must actively innovate their ideas, learn from, and absorb some advanced concepts and ideas, and keep up with the times. They should also carry out various management activities through a new perspective and thinking, improve the innovative spirit and competitive awareness of enterprise personnel, and provide a theoretical basis for various economic and management activities of enterprises, promoting the healthy development of enterprises. Doing a good job in business management can ensure the safe development of enterprises in the new economic normal and reduce their financial risks. Therefore, in the process of operation, enterprises should fully attach importance to business management work, strengthen the professional quality of management personnel, enhance their work awareness, and seize important magic weapons for the stable development of enterprises in the new era. The new normal of the economy emphasizes sustainable growth of the economic structure in a stable environment, rather than a total economy. To adapt to this trend, enterprises must rely on business management to lay a solid foundation for their development at different stages.

At the same time, business management can also predict and timely identify a series of internal problems within the enterprise and solve them as soon as possible. In the face of all economic challenges, it can make predictions in advance and resist them, weaken the risk level of the enterprise, restore its stability and coordination, scientifically plan its future development direction, and ensure the stable development of the enterprise no matter how rampant the external economic environment may be. The main body of enterprise business management is the staff, who are the fundamental and main body for executing and carrying out management work. Therefore, the professional knowledge, comprehensive quality, work level, and methods of enterprise business management staff directly affect the quality of enterprise business management work. However, the professional quality of business management personnel in some enterprises is relatively poor, leading to a decrease in the level of their own business management work.

Some enterprise leaders have overlooked the importance of business management and have not given sufficient attention to it. They have not provided financial and material support for business management personnel, resulting in the enterprise's own business management work becoming more formal. In the process of enterprise development, the current situation of the market economy is constantly changing, blindly following a fixed direction may lead to less-than-ideal results. The market is dynamic and requires business management personnel to adjust the development direction of the enterprise in a timely manner based on actual conditions. In addition, clear development goals should be established, targeted operational measures should be taken to promote the rapid and stable development of the enterprise. In the process of enterprise operation, it is inevitable to encounter problems or loopholes. In this regard, management personnel should respect market laws and make timely adjustments, collaborate with multiple departments, and work together to solve various unexpected problems.

2.2 Innovative measures to address business management issues in enterprises under the new economic normal.

In the international trade market, China's economy and trade are subject to many restrictions, not only on the quantity of exports, but also on the amount of trade. Therefore, China's development in international trade is not very smooth. In the past 2018-2019, international economic and trade have experienced a decrease in economic development speed amidst fierce market competition. Old brand enterprises that have undergone market baptism are also facing economic losses and reduced income, which has a certain negative impact on the growth of the national economy. Although the country has proposed various measures to promote economic development and activate the market atmosphere the measures taken have not had significant effects.

Due to the new normal of the economy, the economic environment has undergone certain changes, and the management and economic environment of enterprises have also undergone corresponding changes. Enterprises need to combine environmental changes to formulate feasible and scientific development strategies, to respond to the challenges and opportunities that arise in the new era, adjust their own strategic development goals, judge the forms and tasks of economic development, and strengthen the forward-looking and global nature of the strategy, Reflect the effectiveness of the strategy through market promotion and brand advantages. At the same time, in the process of formulating development strategies, enterprises should fully combine their own business level and actual situation, highlight the characteristics of the enterprise, and thus meet the established profit goals.

In the process of implementing and constructing economic management strategies, enterprises should evaluate the market economy and industry development based on the actual situation of the market economy, ensuring the scientific and reasonable nature of the established strategy. Based on the innovative path of business management, talent is the source of all work. While improving business management work, enterprises should increase talent cultivation efforts, develop scientific training models, optimize talent cultivation channels, innovate their work thinking, improve work mechanisms, and enhance management effectiveness. From the perspective of enterprise operation and management, innovation in business management is the innovation of talents. Talents are the specific executors of work and the link between the enterprise and the market, which has certain constraints on the production and operation of the enterprise. In the context of the current economic new normal, with the rapid development of society, people have gradually realized the importance of innovation awareness, and enterprises have also realized the enormous economic benefits that innovation awareness can bring.

Therefore, to innovate the business management work of enterprises themselves, it is necessary to strengthen the innovation awareness of business management personnel and comprehensively enhance their professional literacy. For a long time to come, the leadership of enterprises must attach great importance to business management work, clarify the importance of continuing education and training for business management personnel, provide sufficient financial, human, and material resources to improve the business management work of enterprises, and raise the entry threshold for business management departments. In addition, regular training is provided for business management personnel, providing

opportunities for communication and exchange with other business management personnel, and giving them the opportunity to step out of the enterprise and enter the market.

Innovation cannot do without talent, and innovation requires the power of talent. The development and growth of an enterprise are closely related to its innovation. Therefore, in the operation and management of enterprises, talent management is particularly important, and the leadership of enterprises should abandon traditional talent concepts. Increase talent introduction efforts and recruit talents with rich experience in business management, focusing on talent treatment.

3. CONCLUSION

Under the new normal of the economy, industry competition is becoming increasingly fierce. If enterprises want to seek better development, they must combine their own actual situation, innovate from the aspects of organization, manpower, strategy, system, and philosophy, ensure the orderly development of various management and economic activities, and achieve the improvement of the core competitiveness of the enterprise. Enterprise business management personnel are required to innovate in various aspects such as business management concepts, strategies, and plans, adhere to the combination of innovation and enterprise reality, and market economy, and drive overall innovation of enterprises through business management innovation to ensure sustainable and stable progress and development of enterprises under the new economic normal. In practical work, business managers in enterprises can only fully leverage the role of business management by integrating the two and conducting objective analysis, thereby improving the comprehensive strength and competitiveness of the enterprise and promoting the comprehensive development of the enterprise in the context of the new economic normal, achieving the grand goal of sustainable development of the enterprise.

4. REFERENCES

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