The New Trend of Enterprise Economic Management

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Abstract. Along with the deepening of the economic system reform in our country, our country market economy has developed, and the degree of enterprise development is closely related to the economic management, economic management is not only the foundation of enterprise operation, but also the premise of enterprise development, the enterprise can get sustainable development in the intense market competition only by constant innovation in the economic management. This paper analyzes the problems existing in the economic management of enterprises at the present stage, and then put forward the innovation strategy completing the enterprise economic management, in order to provide a reference for enterprise economic management.

Introduction

With the development of the society, in the face of an increasingly competitive market economy environment, the traditional management could not meet some economic risks and challenges on the development of enterprises, the enterprise needs to make innovation on economic management, Under the background of new era, to cater to the new economic situation. All companies should have modern crisis consciousness, the enterprise needs to make innovation on economic management, to enterprise's survival and development, to meet the requirement of the contemporary situation, has a stronger market competitiveness. The discussion of new trend of development of the economic management, both contribute to the development of the enterprise, and economic management activities can be implemented to the feet, so it is very meaningful.

The Significance of the Innovation Enterprise Economic Management under the New Situation

Innovation is the Soul of an Enterprise Production and Development

For any enterprise, to gain a foothold in the competitive market, must realize the significance of reform and economic management under the new situation, and to strengthen the economic management of the enterprise, must adopt effective methods and be determined to underway enterprise economic management system innovation, bringing the innovation drive the development the strategy of the innovation drives the development into effect, in order to ensure the healthy and sustainable development of the enterprise.

The Innovation of the Economic Management is the Effective Way to Closer the Distance between the Enterprise Itself and the Developing Market Economy

In socialism and market economy environment, the enterprise production activities is not only put maximizing their own interests as the management goal, but also take into account social benefits at the same time. Enterprises must constantly innovate economy management mode to survive, especially some independent enterprises in the market competition, need more time to establish an independent, people-oriented economic management mode, to ensure the employee's work efficiency, optimize the industrial structure, promote the sustainable development of the enterprise.

Innovation Can Solve the Existing Problems

Though the reality is develop rapidly in all kinds of science and technology in our country, it was
really nice. But on the enterprise development present situation issue, there is still more or less problems, is also need careful study and analysis. Even if some enterprise management technology strength is very scientific and advanced, but in terms of economic management, there are still many questions to solve. These problems will not only lead to economic interests cannot be achieved, but also hinder the development of today's society, however, in the development of enterprises, enterprises play an extremely important role in economic management. So at present, the innovation of enterprise economic management plays an important role.

**Enterprise Economic Management Problems under the Background of the New Era**

**Lack of Innovation Consciousness**

Enterprise managers lack of innovation consciousness is the primary factor to restrict the enterprise economic management innovation. Leaders of some enterprises only focus on the immediate interests, not be able to focus on the long term, the eye's business model is based on sales activities, continuously expand production scale to increase economic benefits. To place in the increasingly competitive market, Companies must change the traditional form of economic management.

**The Deficiency in the System of Management**

Now, Many companies do not take the construction of management system, lead to economic management system still exist many defects in the construction. Although many companies have established a lot of management system, but the system is largely become a mere formality, lacking of operability and practicability, In the execution of a reality, especially some economic management system have not been implemented, to a great extent, economic management depend on enterprise management of the leader's personal will, management system implementation, lack of application of the supervision system, seriously affect the development of the enterprise economic management.

**Ignore the Management of the Talent**

Talents is the first productive force in the development of the enterprise, if the enterprise want to improve their comprehensive strength and competitiveness, enterprises have to manage human resource reasonably, and this happens to be a question of many enterprises tend to ignore. In modern times. Talents liquidity is very big in many enterprises. This will cause some human resources may not get the effective use of, low staff's work enthusiasm, even can cause the loss of human resources, enterprise will suffer from a certain degree of loss eventually.

**Enterprise Innovation Strategy of Economic Management under the Background of the New Era**

**Human Resource Management Innovation**

Talents play a vital role in the development of an enterprise. Best talent is able to improve the enterprise management, promote enterprise development, drive the progress of the enterprise. Improve the system of enterprise manpower management is essential to improve the comprehensive strength of enterprises. Enterprises should combine their own developing characteristics and developing planning, selecting talents for enterprise development, service the enterprise better. At the same time improve the incentive system of the enterprise, arouses staff's enthusiasm and working enthusiasm, Promotes the constant innovation of talent for enterprise development.

**Economy Management System Innovation**

Scientific and reasonable system of economic management can ensure normal and effective operation of economic management. The economic management system innovation, needs clear the enterprise's own economic management objectives, implement the responsibility of the economic management system. Enterprise economic management system needs improve and refine
continuously, making the system can be implemented in enterprises problems, so as to realize the innovation of economic management system of the enterprise.

**Absorb and Draw Lessons from the Advanced Experience of Economic Management**

Companies absorb and draw the domestic and foreign excellent management experience in a variety of ways, for example, by studying the advanced cases at home and abroad, summarizes and induces its advanced management experience, and study its economic management mode. Enterprises should make suitable advanced economic management mode according to own actual situation, so as to improve the efficiency of enterprise's economic management and productivity development level.

**Conclusion**

Under the background of globalization in our country, enterprise economic management innovation, meets the needs of the development of the economy. For enterprise global market competition and the smooth development of the enterprise each work enterprise economic management innovation has the important meaning. Strengthening the innovation of the enterprise's economic management, is the main stream of the development of era. Enterprises should look at problems in the view of innovation and development, can fundamentally improve the economic management level of enterprises and market competitiveness, so as to promote the sustainable development of enterprises.

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**References**


