The Innovative Management Strategy of Improving the Core Competence of Enterprises in China

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Abstract

Management and its innovation are important factors in improving the core competence of enterprises. This article aims to explore the strategy of management innovation to improve core competence of enterprises under the background of economic globalization, deepen innovation in marketing and sales management, procurement and supply chain management, human resource management, benchmarking and green management concepts.

Keywords: management innovation; core competence; green management

Introduction

Under the background of economic globalization, the enterprise competitive power represents the competition of a country. Capital, technology and labor is an important source of enterprise core competitiveness, and its management innovation is the source into a necessary factor in productivity.

The connotation and characteristics of core competence

In 1990 P. Rahalad (C.K.P. Rahalad) and Hamer (We Amel) at Harvard Business Review published in the core competitiveness of enterprises, for the first time explicitly put forward the core. They think that the Core Competence is the enterprise, especially about how to integrate different production skills and in the collection of a variety of technical knowledge. Later, people's understanding of the concept of extension, in many ways the McKinsey & Company China's chief representative Mr. High, said: the so-called core competitiveness is one such ideas, i.e., a company even if there is no overall competitive advantage, it can also be spread by a few of them.

Key technology or a number of areas of knowledge, and be the best for the success of the company. This article defined it as: the core competitiveness is the enterprise can make the enterprise stable competitive advantage Ability, is the enterprise internal management strategy and strategy of external transaction results.

As for obtaining the competition advantage of enterprise core competence of special abilities, has its own special character is as follows: usefulness. Refers to the core competitiveness can bring larger ultimate value to the user. Industry have a good performance, and ultimately to judge by the user. All competition in the final analysis is to better meet the demand of the user's use, must make the product is approved by the user practical value. Such as Intel's Chinese interface operating system for a large number of computer users the fast and

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stable value enjoy the uniqueness. Refers to the core competence should be difficult to be competitive.

Others copy. In general, the enterprise's core competitiveness has extremely high barriers to entry, the core. The greater the proportion of competitive structure of the intelligent components, enterprises can with its core competitiveness to obtain long-term competitive advantage additive. Which two or more of the core competence. Once the overlay, you can derive a new core ability, and this new core competence often more than the original simple addition of a few core competence, and is similar to the one of management. The synergies plus one is greater than two.
The current situation of enterprise competitiveness.

A number of factors that affect the Chinese enterprise competitiveness
Technology innovation ability, the management decision, marketing network, and so on. But at this stage the main influence factor is system and mechanism. Now the order Period of Chinese enterprise core competitiveness is not strong; the system aspect has the following problems:

First, industrial layout and enterprise structure is not reasonable. The enterprise did not focus play to their advantages of field, But spread too wide, point set too much, even widely exist in some no advantage for the domain. Second, the reform of monopoly industries lag. Monopoly industries is the most concentrated our state-owned economy areas, but this reform lag, some beginning, some has not yet started.

Above these system problems, affect the enterprise's management innovation, technological innovation, affect how business decisions more adapt to market changes. Jointly affect the competitiveness of the enterprises. To improve efforts, the competitiveness of state-owned enterprises in the future there are many aspects need to be in system reform.

Improve the core competitiveness of enterprises management innovation strategy
Economist Joseph Schumpeter in 1912 for the first time put forward the notion of an "innovation": read aloud. Innovation refers to the comprehensive all kinds of ideas in a unique way or established between ideas a special link an ability. Management innovation refers to the enterprise new management elements (including the new management methods, new management, new management model, etc.) or elements combination lead again into the enterprise management system to realize the innovation of organizational goals more effectively.

Enclosed management thought and management theory, management knowledge, innovation of management method, management tools, etc. This in terms of functions of the enterprise management point of view, enterprise management innovation including R&D management. New management innovation, production, marketing and sales management innovation, purchasing and supply chain management. A new innovation, human resources management, financial management, information management innovation such as innovation.

The marketing and sales management innovation Based on the marketing and sales perspective. Innovation management, based on the market marketing idea and the
management of enterprise, is the strategic marketing objectives as a project, according to the project management thoughts into the work of multiple interactive.

As a task, and professional project management methods to optimize management mode. From the world Look, enterprise survival and development environment is more and more changeable, urgent need for innovation management concept to guide marketing practice. At present based on the perspective of marketing management major obstacles: decision department poor support, marketing management talent shortage, the organization foundation weak, the imperfection of the monitoring system.

And the lack of marketing management culture and so on. Marketing management itself is a kind of innovation process, fast changeable marketing environment, making the marketing management faced with increase in the number of change, uncertainty increased, the tube increase of the complexity of management, business activity in cross increase, increase mutual dependence. In the face of constant update environment, urgently need from the perspective of marketing, to speed up the step of modern management reform cutting, improve the level of marketing management. Team oriented, results and the changes, the traditional tube. Principle functions and organic combination marketing management functions, and this is an ongoing process; in the nature need full participation, emphasis on team spirit, be particular about communication and cooperation. Strengthen the marketing tube to improve the efficiency of management, enhance the competitiveness of enterprises has the milestone significance.

Introducing the enterprise information management innovation mechanism of enterprise informationization is the enterprise. Using modern information technology, through the deepening of the information resources development and extensive use, continuously improve production, management, the efficiency and effectiveness of management, decision-making, and improve enterprise economy efficiency, process to increase the competitiveness of enterprises. At present the enterprise information mainly embodied in: corporate life production process automation, intelligent; Business management decision-making network, intelligent, such as management information system, office automation system, decision support system, expert system, manager information system, etc.

Introducing the enterprise information management innovation mechanism, can try to through these channels: Business process reengineering. Enterprise Business Process Reengineering (Business Process Reengineering, BPR) is the process of enterprise is the fundamental rethinking and radical redesign.

For the cost, quality, service and speed of the enterprise key performance indicators such as there are huge to improve the purchasing and supply chain management innovation. Purchasing and supply chain management to mainly refers to the enterprise Its upstream suppliers and downstream retailers, customers, the refinement of the city in order to achieve synchronization field, products, services and information. Management aims to make the enterprise more scientifically reason to middlemen, to the product to the customer of the entire process, thus in the shortest time to provide customers with satisfactory products and services. The ultimate goal of supply chain management is to provide customers with satisfactory products or services, quick and convenient to meet the requirements of the customer personalization, diversification.
Conclusion

Enhance the competitiveness of enterprises is a continuous progress of systems engineering, needs through management to ensure its implementation, and management innovation connotation is very rich, need long-term from the theory of management thoughts, management system, continuous innovation management of specific technical methods such as level, in order to enhance the core competitiveness of enterprises.

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