

Research on Optimization Strategy of Enterprise Resource Allocation Under Supply-side Reform

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Keywords: Enterprise, Resource allocation, Supply side reform, Open innovation.

Abstract. For a long time, China's enterprises in the process of optimizing the allocation of resources, there are extensive management, management means lag, the main role of innovation dislocation, a serious shortage of comprehensive information supply and a series of problems, and with the market competition from the price, quality, brand service has been evolved to Innovation speed of competition, companies need to constantly adjust the allocation of resources and direction to improve the efficiency of resource allocation. This paper explores how to optimize the allocation of resources under the open innovation, and put forward three strategies to make efficient use of the internal resources of the enterprise, effectively expand the external resources of the enterprises and increase the open innovation. Aimed at enterprises to maintain long-term vitality to lay the foundation.

Introduction

China in the future for a long period of time in the healthy and orderly development of economic and technological must find new kinetic energy, and to protect its stability and stability, one of the new dynamic mechanism of benign operation is the supply side of the structural reform and innovation, this Innovation is not only technological innovation, but also the allocation of resources and institutional innovation. Resource allocation is essentially the allocation of resources of each unit, in the dynamic changes; enterprises should continue to optimize the allocation of resources. In addition, because the traditional enterprise organization cannot open the wall of enterprise organization, enterprise resource configuration is concentrated in the internal, compared with the outside world; the production factor is difficult to play a high level of role, the combination of internal factors ineffective. This requires a special management, from the new supply side of the reform perspective to determine the effect of resource portfolio, in the open innovation to optimize the allocation of resources.

Restrictive Factors of Enterprise Resource Allocation under Supply - Side Reform

Internal Resources

The internal resources of enterprises can be divided into: human resources, financial resources, information resources, technical resources, management resources, control of market resources, internal environmental resources. In the total resources of enterprises, from the use of internal resources to the points, can be divided into productive resources and the remaining resources. However, in the current strategic management of books or literature, only stressed the effective allocation of productive resources. And did not highlight the effective allocation of the remaining resources within the enterprise the importance of rapid development of enterprises. Combined with short-board theory and strategic gap, the analysis of internal resources, can analyze the gap in resources, and then adjust or develop a strategy, through a comprehensive assessment of internal resources, the system analysis of internal and external environment, a clear understanding of their own business resources Composition, the composition of the resources of competitors, we can accurately judge the various situations, and thus invincible. Therefore, we must do a good job of enterprises to optimize the allocation of resources to maintain sustainable development of enterprises, we must clear the internal resources of enterprises, know their strengths and

weaknesses, and strive to gather advantages of internal resources, the internal allocation of resources to the strategic height, Adjust the current imbalance to promote the company continue to move toward a higher goal.

External Resources

In a highly competitive market environment, enterprises to rationalize the allocation of resources, have developed by leaps and bounds, in addition to improving their "quality", but also must integrate external resources. External resources of the enterprise refers to all the social factors and environmental factors that affect the business operation but cannot fully control the enterprise, including industry, industry, customer, supplier, market and so on. With the market environment and the progress of network technology, enterprises can control the scope of greatly expanded. Through capital operation and virtual enterprise way to improve the efficiency of internal resources utilization, expand the scope of corporate control of external resources, so that enterprises can expand the scope of planning resources to all directions. And customers, governments, communities, financial institutions and other individuals or organizations to establish a good relationship between the OEM production, franchise, Franchise chain virtual operation, etc. for business services. So that its management vision to broaden the boundaries of resource development from within the enterprise to the outside of enterprises to expand the scope of optimal allocation of enterprise resources, so as to promote the integration of various advantages, the formation of a strong integrated force to promote the rapid growth of enterprises.

Open Innovation

Innovation is the soul of enterprise survival and development, but also the optimization of enterprise allocation of resources is the ultimate, with the rapid development of science and technology and network information, enterprise innovation is increasingly complex and interdisciplinary, and its resources are also involved in more areas and In the era of knowledge economy, enterprises only rely on internal resources for high cost of innovation activities, has been difficult to adapt to the rapid development of market demand and increasingly fierce competition in enterprises, cannot reasonably optimize the allocation of resources. In this context, "open innovation" is gradually becoming the dominant mode of enterprise innovation resource allocation. Enterprises should increase the role of external creative and external market-oriented channels to the internal innovation of closed innovation mode and the internal market as well as internal and external resources to innovate and fully integrate internal, external and market, Government resources to cover new markets.

Existing Problems of Optimizing Resource Allocation in Enterprises under Supply - Side Reform

Extensive Management, Management Means Lag

The main resources of enterprises include people, financial, material, information and other types, its output not only need to meet the technical reliability of enterprises, but also concerned about its economic efficiency and practicality. However, the different technical and economic requirements of enterprises are closely linked, but also bound to each other, and even there is a certain contradiction. Therefore, the problem of enterprise resource allocation is a multi-input multi-objective optimization decision-making problem, which is the comprehensive optimization problem which is based on the strategic objectives of security, reliability, service, economy, green and other indicators.

At present, most of the traditional enterprises in the actual allocation of resources, not yet scientifically carry out the optimal allocation of resources, there are still widespread management, and management means lag and other issues. (2) resource allocation segment isolation management, lack of cooperation mechanism; (3) the lack of quantifiable key business nodes can be quantified (1) the lack of quality management of the resources, (4) the lack of historical data and data, it is

difficult to support the optimal allocation of resource allocation. The above problems have seriously hampered the further improvement of the optimal allocation of enterprise resources, and thus caused the resource allocation efficiency is not high; the service life is short, asset management and value management out of line and other issues.

Enterprise Management System Contradictions Prominent

In the enterprise resource allocation management system, there are many problems such as departmental segmentation and long management, which leads to the decentralization, repetition and inefficiency of resources. Enterprise resource management departments are fragmented, independent of each other, independent decision-making departments, scientific research funds scattered and re-use of the phenomenon of widespread, lack of resource allocation management operation level of decision-making bodies and effective organization and coordination mechanism. Project planning and implementation of the project organization in the project organization of coaches, athletes and referees in one, in this project management model innovation resources Difficult to avoid rent-seeking problems in the configuration process, performance evaluation and tracking accountability is also difficult to implement.

The Role Dislocation of the Innovation Subject

University is the creator and provider of knowledge and talent, business is the main body of technological innovation, the government is the organization coordinator. But at present, most of China's innovative resources in the government-owned scientific research institutions and universities, enterprises lack their own innovative personnel and basic scientific research equipment. The consequences of this division of labor and cooperation mechanism are: lack of innovation resources, lack of interest in innovation activities, lack of competitiveness of the products; universities and scientific research institutions because of the lack of market sensitivity caused by the process of technological industrialization is difficult to achieve; To directly participate in the allocation of innovative resources and command, leading to technology and economic problems out of touch difficult to crack. Enterprises need the technical results and can't find a suitable supplier, enterprise product development problems encountered can't find the right science and technology personnel to solve, and technology and economic problems are more serious. It is difficult for enterprises to become market players of R & D innovation for a long time, and universities and research institutes, although the results have been idle, resulting in a large number of innovative resources the waste. Which makes it difficult for enterprises to rationally optimize the allocation of resources?

Comprehensive Information Supply is Seriously Inadequate

Enterprises in the short term to obtain and analyze the comprehensive information capacity are difficult to upgrade, faced with greater difficulties. Open the external market often encounter bottlenecks, external resources cannot be fully used. Enterprise innovation resource allocation activities required industry development information, policy and regulatory information, scientific and technological information and so on are basically in a discrete state, sporadic information collected is usually incomplete, not detailed, not timely and other defects, seriously hampered the enterprise innovation Resource allocation decision. Moreover, some enterprises due to the internal management of the defects, but also in the comprehensive information is divided, less information sources, as well as information integration capacity is not enough, access to information is not timely, information processing and processing capacity is weak and so on. By the supply of market inertia, some enterprises pay more attention to the production and operation of information construction, and technological innovation and other related information collection and management of the lack of attention, resulting in enterprises in the information construction has invested a lot of money, but effective for enterprise innovation resources Configuration support role is seriously inadequate, it is difficult to fill the enterprise short board. This not only affects the vision of the allocation of technological innovation resources in our country, but also seriously

restricts the activities of innovation decision-making, technology development and market operation.

The Strategy of Enterprise's Optimizing Resources Allocation under Supply - Side Reform

Optimize the allocation of resources is the integration of resources, is the means of corporate strategic adjustment, but also business management of the daily work. There must be a retreat; there are homes, to get the overall optimal.

Efficient Use of Internal Resources

Although the enterprise can through the enterprise, production and research and mergers and acquisitions and other external resource allocation, and quickly enhance the enterprise's innovative technology capabilities, but this increase is not always linear growth, when the enterprise's own conversion rate is far lower than the absorption of external resources Rate, will cause inertia dependence, sensitive technology disclosure and resource search costs. Therefore, the allocation of internal resources must be resident in the development. While the efficient use of internal resources. Using ERP or CSRP to improve the traditional business process operations, improve the efficiency of the use of productive resources. And actively promote the effective allocation of surplus resources, the use of basic wages, annual salary system and the combination of stock options to allow business operators to participate in the sharing of corporate surplus; for the majority of workers can receive basic salary on the basis of employee stock ownership (ESOP) To participate in the distribution of surplus resources to enhance the cohesion of enterprises. Efficient internal resources business process operation is the enterprise to expand the use of external resources, the basis and premise.

Effective Expansion of External Resources

Fully understand the ambiguity and dynamic characteristics of the enterprise boundary, effectively expand the external resources, realize the rational use of various resources of enterprises on the importance of long-term development of enterprises through the operation of capital and organization of virtual enterprises to expand the scope of controllable external resources. In view of the open innovation of the enterprise, under the market resource allocation, the cooperative network construction of the innovation source is developed and the new market is opened up. Increase the information link with suppliers and cooperate with each other to establish a new mode of cooperation. The use of virtual business, take the occasion strategy, and related enterprises to form a good cooperation mechanism for enterprise development into vitality and vitality; and management consulting firms, institutions of higher learning to enable enterprises to have management decision-making and product development think tank; and government Cooperation, so that the Government continue to give strong support, especially in the financing, personnel and other aspects to help solve practical difficulties, eliminate obstacles to development, promote enterprises to optimize the allocation of resources, nurturing enterprises in the domestic and international market core competitiveness. As in the context of the current shared economy, in the context of supply-side reform, the shared economy is a good way to explain the ability to go to the inventory, through the effective allocation of the remaining resources, plus the full use of external resources to achieve the benefits of a new business model that can be promoted.

To Increase Open Innovation

When the market environment changes, the lack of innovative enterprises in the face of changing circumstances will lack the ability to respond and change, which in trouble, facing the threat of being eliminated by the market. The traditional enterprise innovation model is mainly in the enterprise boundary to carry out project research and thus to the market, the supply side of the structural reform should open up the open innovation efforts to open up business boundaries, make full use of internal and external resources, government resources and market resources.

At the same time, enterprises still have the support of government functions to help, adjust the allocation of business and government resources, coordination of the role of the main innovation positions, increase the amount of comprehensive information acquisition, and improve the enterprise management system. The government can strengthen the integration of resources and elements through the means of regulation and control, such as regulations, funds and policies, and focus on supporting industrial organization innovation, incentive mechanism, leading industry leader, enterprise technological innovation, enterprise brand innovation and business model innovation, Support enterprise innovation "big screen. On the open innovation has an important role in science and technology development staff, increase research and R & D investment at the same time, the implementation of a certain incentive policies to promote sustainable development of enterprises.

Conclusion

The use of open and innovative enterprises, learn from, use and integration of internal and external resources, government and market resources to enable enterprises to rationalize the allocation of a reasonable stand in the new commanding heights, tap the potential of enterprise resource allocation innovation, especially in the supply side of the structural reform of the era , The Internet to lead the information age, to break the inherent cooperation framework, the pursuit of users, peer companies, cross-line enterprises a high degree of market cooperation resource allocation, follow the market development, follow the economic development, conform to the global integration development.

Acknowledgement

Research on Optimization Strategy of Enterprise Resource Allocation under Supply-side Reform: The special fund for the visiting scholar of the young college teachers development program in Jiangxi province.

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