

JEL Classification: M21, I 19

DOI: [https://doi.org/10.31521/modecon.V39\(2023\)-09](https://doi.org/10.31521/modecon.V39(2023)-09)

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Analysis of enterprise management innovation in the context of the Internet

Abstract. Introduction: Nowadays, with the continuous progress and development, scientific and technological innovation has promoted the popularization and application of the Internet and modern information technology, accelerated the digitalization process of social development, and also driven the introduction and fusion of Internet technology in various industrial fields. In the context of the Internet era, enterprise management has embraced the development of innovative opportunities at the same time, but also faces certain challenges in management innovation. In order to ensure the high quality and high efficiency of enterprise management innovation work, to adapt to the change of enterprise management in the new era, more and more enterprises are actively taking advantage of the Internet to accelerate their own development speed. The new management model based on Internet technology can improve the efficiency, foresight and predictability of enterprises, thus greatly improving the market competitiveness of enterprises. In enterprise management, enterprises need to do information technology construction and management innovation co-development, with the help of advanced science and technology, in the combination of advanced enterprise management mode and their own actual basis to play their own creativity, innovation for their own development of enterprise management mode, so as to achieve information management innovation. Combining enterprise management innovation with the Internet is quite necessary for the introduction of innovative thinking and ideas, with an open attitude towards big data and other scientific advancements and technology. The development of the Internet can not only promote the innovation of technology, but also optimize the development environment inside and outside the enterprise, the gradual integration of network technology in various industries, which indicates the direction of modern enterprise management and innovation, and provides a way to improve the business operations and social development needs.

Purpose. The purpose of this paper is to provide support for the success of enterprise management reform by exploring the feasible path of enterprise management innovation under the Internet perspective, and then to promote the sustainable development of enterprises.

Results. This paper takes the Internet era as the background, analyses and discusses the feasible way of enterprise management innovation under the background of the Internet, so that enterprises can maintain the power of efficient operation and sustainable development under the fierce market competition, and provide support for the success of enterprise management innovation, which in turn promotes the sustainable development of enterprises.

Conclusions. The advent of the Internet era has brought challenges to enterprise management, but also created opportunities for management innovation. In order to ensure the stable operation and long-term development of enterprises, it is necessary to face the challenges and be bold to innovate, relying on Internet thinking, new management mode oriented to customer service needs, flat management structure, digital marketing channels and people-oriented talent training mode, to provide support for enterprise management innovation, and then in the depth of the integration of Internet technology in enterprise management, along with the actual development of enterprises and according to the development trend of the market economy, effectively optimise and innovate enterprise management, achieve the scientific formulation and effective implementation of enterprise management strategies and measures.

Keywords: Internet; modern information technology; enterprise; management innovation.

УДК 334.72:338.43

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Аналіз інновацій в управлінні підприємством в контексті Інтернету

Анотація. З безперервним прогресом і розвитком часу науково-технічні інновації сприяли популярності та застосуванню Інтернету та сучасних інформаційних технологій, прискорили процес інформатизації суспільного розвитку, а також сприяли проникненню та злиттю Інтернет-технологій у різних галузях промисловості. На тлі

¹Стаття надійшла до редакції: 12.08.2023

Received: 12 August 2023

епохи Інтернету управління підприємствами одночасно відкрило інноваційні можливості, але також стикається з певними проблемами управлінських інновацій. Для того, щоб забезпечити високу якість та високу ефективність інноваційної роботи з управління підприємством, адаптуватися до змін в управлінні підприємством в нову епоху, все більше підприємств активно використовують переваги Інтернету для прискорення швидкості власного розвитку. Новий режим управління, заснований на Інтернет-технологіях, може підвищити ефективність, передбачуваність і передбачуваність підприємств, тим самим значно покращуючи ринкову конкурентоспроможність підприємств. В управлінні підприємством підприємствам необхідно здійснювати спільний розвиток інформаційних технологій та інновацій в управлінні за допомогою передових досягнень науки і техніки, в поєднанні передового режиму управління підприємством та власної фактичної бази, щоб відтворити власну творчість, інновації для власного розвитку режиму управління підприємством, щоб досягти інновацій в управлінні інформацією. Управління інноваціями на підприємстві в поєднанні з Інтернетом є дуже необхідним в управлінні інноваційним мисленням, інноваційними ідеями, з відкритим ставленням до великих даних та інших новітніх досягнень науки і техніки. Розвиток Інтернету може не тільки сприяти інноваціям технологій, але й оптимізувати середовище розвитку всередині та за межами підприємства, поступову інтеграцію мережевих технологій у різні галузі, що вказує на напрямок сучасного управління підприємством та інновацій, а також забезпечує шлях до поліпшення бізнес-операцій та потреб соціального розвитку.

Ключові слова: Інтернет; сучасні інформаційні технології; підприємство; управлінські інновації.

JEL Classification: M21, I 19.

Formulation of the problem. Enterprise management innovation is the process of actively absorbing new management elements into enterprise management activities. Based on Internet technology, enterprise informatization is a kind of enterprise management method established on the basis of informatization network, which makes reasonable use of informatization technology for enterprise management and realizes informatization management within the enterprise and between the enterprise and the enterprise, and it is also the inevitable direction for the development of enterprise management in the new era.

Analysis of recent research and publications. In general, the deep integration of Internet technology into enterprise management is conducive to the long-term development of enterprises. Whether enterprises can keep up with the times and use the Internet efficiently is very important in the future prospect. The researches of Zhao Dong, Wu Siyi, Zhang Tie [2], Duan Baixi, Li Bing, Du Wei [6], Feng Jun [7], Yang Xin [8], Zhou Yuying [9] and others show that the development of the Internet has brought challenges to enterprise management, but has also provided opportunities for management innovation. The introduction of Internet information technology into enterprise management will help to reform the enterprise management work, help enterprises to achieve higher economic benefits, and help to improve the competitiveness of enterprises. However, despite a lot of research on this problem, many enterprises still stick to the traditional management mode in their daily operation, which leads to the work efficiency and management effect of enterprises are not satisfactory, causing serious obstacles for innovating an enterprise management in the context of the Internet.

Formulation of research objectives. The purpose of this paper is to explore the depth of the integration of Internet technology into enterprise management methods, combined with the development of enterprises to effectively optimise and innovate enterprise management work, and promote the long-term development of enterprises.

Outline of the main research material. With the rapid progress of the Internet information technology, in the context of the deepening of global economic integration, the conventional way of managing an enterprise has changed, a transition to the Internet era has posed a challenge to the conventional enterprise management model. On the other hand, the development of the Internet also provides an effective way for enterprises to solve business management problems. In this process, enterprises must actively review their own specifics, apply the Internet information technology reasonably and effectively, focus on management innovation, seek advantages in the market competition, and seize the first opportunity. In this era, enterprises have to vigorously promote management innovation, actively strengthen scientific management, improve management efficiency, so that it becomes an essential tool for enterprises to cope with market competition.

Challenges an in management innovation faces in the context of the Internet:

1. The management concept is obsolete, which limits the integration of Internet technology into the enterprise management. Management concept is an important ideological guideline of the enterprise operation and management, which in way impacts the normality and scientificity of the enterprise management. Nowadays, some enterprises still fail to update and optimize the management concept in time, and still use the traditional management mode to carry out enterprise management. Modern requirements for management operation and development reflect an evident disconnect between the failure to fully realize the value of enterprise management in the Internet technology performance, limiting the organic integration of Internet technology in the process of enterprise management and in-depth penetration, hindering the implementation of enterprise management concepts and implementation. Due to the efficiency and convenience of the application of Internet technology has not been effectively demonstrated, hindering the innovative and effective development of enterprise management work.

2. In regards of conventional management, enterprise management model is lagging behind. Scientific and reasonable management model is the key to ensure the stability and long-term development of enterprises. At present, many enterprises fail to combine the contemporary trends and the actual ways of development by adjusting and optimizing the management model, which limits the effective promotion of enterprise management efficiency and quality. For example, part of the enterprise financial management model response quite slowly and tedious management process, limits the financial work efficiency. Moreover, although some enterprises in the context of the Internet era gradually updated their financial data and file management as well as other data processing, but the scale of utilizing the Internet technology is still insufficient. Thus, the full potential of Internet technology is not realized and the enterprise management remains inefficient.

3. The management structure is outdated, which affects the enterprise's operational efficiency. While the Internet and information technology became more prevalent and widely used, the depth of understanding the importance of the Internet technology is constantly improving as well, and the Internet technology has been gradually implemented and integrated in enterprise management. However, nowadays, the enterprise operation and management of some enterprises still use the traditional pyramid management structure, this kind of top-down and hierarchical management structure suppresses the staff's working enthusiasm. At the same time, the internal information transfer is quite slow and unable to change in the market situation, as timely and effective communication are essential in developing a reasonable market response to any situation. Otherwise there are very high chances of missing the market opportunities or having higher business risks.

4. It is impossible to adequately evaluate the customer demand without the implementation of digital marketing. In the context of the Internet era, Internet technology continues to innovate and optimize, and the birth of big data, cloud computing and a variety of new technical means, consumers can easily complete the acquisition of enterprise goods and services information, and query the network to the enterprise-related information. But today, some enterprises do not pay enough attention to the Internet digital marketing, and still use the old ways to collect data on customer demand and analyze the customer's opinion on enterprise products and services. As a result, the enterprise can neither accurately grasp the customer's needs nor fully understand and react to the customers' feedback in a timely manner. Enterprises do not consider the actual needs of customers, adjust their targeting strategies or optimize their products and services, which leads to customers not being satisfied with the provided products and services, and to slower development of an enterprise as a result.

5. Insufficient data analyst staff and inefficient Internet processing and data analysis. In the context of the

Internet, the hardware and the Internet are an important tool for enterprise management innovation. However, in regards to data statistics, the evaluation of the main management staff's involvement, and the level of their professional ability to determine the accuracy and effectiveness of the data analysis results would indirectly affect the scientific nature of the decision-making process.

Therefore, enterprises have a greater demand for professional data analysts. But currently, some enterprises lack such staff, which leads to inefficient data analysis and processing, inability to provide scientific and accurate data basis for the enterprise decision-making and management system optimization, which limits both functioning and development of the enterprise management innovation.

The feasible way to innovate modern enterprise management in the context of the Internet:

1. To combine the mindset of the Internet era, based on the overall comprehensive view of enterprise management work. In the context of the Internet era, the management innovation of modern enterprises should update their management concept to begin with, and should introduce the Internet mindset into the process of enterprise management, based on the overall enterprise management system, through the scientific planning and introduction of advanced scientific and feasible management models, systems and measures, which would subsequently guarantee a higher efficiency of the enterprise management. In the process of optimizing the management concept, enterprise managers should also focus on analyzing customer thinking, solidifying the market positioning of the enterprise mindset, through the creation of a wholesome working environment, and laying the foundation for long-term, stable development of the enterprise.

2. To integrate Internet technology in order to accelerate the process of the management model innovation. In this process, enterprises need to promote the use of information technology tools, to build a comprehensive product development, processing, manufacturing, sales and after-sales, and implement all those into the communication and interaction system between the enterprise and the customers. With the support of big data, based on the use of intelligent terminal, it is possible to improve the relationship between the enterprise and the customers, to effectively collect customers' feedback on products and services, to have a grasp on consumer trends, to create a new management model oriented on the customer needs, and to promote the diversified development of enterprise management model.

3. To establish flat organizational structure in order to improve enterprise management efficiency. In the context of the Internet era, scope of enterprise data and information has gradually increased, there appeared various types of data, while data density decreased, its update speed is higher, and with the continuous changes in the market environment, any kind of valuable

information may affect the enterprise's decision-making. Enterprises need to speed up the innovation and optimization of their management structure and transform the old pyramid management structure to a flat and network-like one. Under such organization, the enterprise's different departments and employees become the information center of the management structure, all enjoying the initiative to create and transmit information, while being able to independently access a large amount of data. This makes the data transmission faster and the feedback timelier.

4. To expand digital marketing channels in order to enhance customer satisfaction and appreciation. In modern management, enterprises need to combine the development of the Internet era with an in-depth understanding of the differences in the consumers' needs. With the expansion of digital marketing channels, based on the application of new marketing methods to achieve objectivity and rational analysis of customer information, it is possible to provide accurate, detailed and comprehensive database for the realization of precision marketing. By using digital marketing tools, an enterprise can not only accelerate the speed of data collection and transmission, but also to support the rapid response to market changes with the help of information technology tools. By meeting the personalized needs of customers an enterprise can enhance the consumer's trust and recognition, and then achieve the goal of efficient management.

5. To follow the people-oriented principle by innovation and optimization of talent training model. In the Internet era of enterprise management, it is important to focus not only on the optimization and enhancement of the management work itself, but also on the need to adhere to the principle of people-oriented management, to treat employees with full respect, and then through a cohesive team work to ensure a safe and smooth development of enterprise management. On the one hand, enterprises need to decentralize their management authority. They also need to promote the introduction of external talent and to provide sufficient professional talent support for enterprise management.

Thus, the development of the Internet has not only brought challenges to enterprise management, but also created opportunities for management innovation. In order to ensure the safe operation and long-term development of enterprises, enterprises need to rely on the Internet mindset in order to support enterprise management innovation. Deep integration of Internet technology in enterprise management, combined with the actual development of enterprises and, considering the trend for development of market economic operation, effective optimization and innovation of enterprise management work, to achieve the scientific formulation and effective implementation of enterprise management strategies and measures, to ensure that the enterprise obtains higher economic benefits, and then solidify the foundation of enterprise long-term development.

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