

The Effective Application of Information Technology in Modern Enterprise Economic Management

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ABSTRACT

This article aims to explore the application value and existing problems of modern information technology in the economic management of modern enterprises, and propose corresponding solutions, with the hope of enhancing the level of economic management and competitiveness of enterprises. By combining relevant literature, this article elaborates on the connotation and characteristics of modern information technology, analyzes its application value in enterprise economic management, and proposes effective countermeasures based on the current problems in its application. This research can help modern enterprises to reasonably utilize modern information technology, adopt effective strategies, improve economic management efficiency, and promote the long-term healthy development of enterprises.

KEYWORDS

Information technology; Economic management; Enterprise management; Network platform

1. INTRODUCTION

With the rapid development of China's economy, the number of enterprises continues to increase, and their scale continues to expand. To a certain extent, economic development provides a favorable economic environment for the development of enterprises. At the same time, the development of enterprises provides strong support for China's economic development. The two are interdependent and mutually influential. However, with the surge in the number of enterprises in China, especially after China's accession to the World Trade Organization, competition among enterprises has become increasingly fierce. Modern enterprises should continuously integrate and optimize internal resources to promote their development by improving management efficiency and management level. Modern information technology is one of the essential advanced technologies in the process of modern enterprise economic management, which helps to improve the management level and efficiency of enterprises. It is an indispensable technology for modern enterprises in the increasingly fierce competition.

2. THE CONNOTATION AND CHARACTERISTICS OF MODERN INFORMATION TECHNOLOGY

Modern information technology is primarily represented by computer network technology and modern communication technology, which collect, integrate, process, store, and disseminate information such as sound, numbers, images, and text. Therefore, modern information technology is an integration of multiple technologies, including microelectronics, optoelectronics, communication technology, network technology, sensing technology, control technology, display technology, and

more. Nowadays, with the advancement and development of the information age, modern information technology has had a profound impact on human production and life. Applying it to enterprise economic management can not only promote innovation in enterprise management models but also enhance the technical level of enterprise economic management, thereby promoting the healthy and stable development of modern enterprises.

The key features of modern information technology are technicality, interactivity, and sharability. Firstly, technicality. Modern information technology constitutes a broad-ranging technical system. When enterprises engage in economic management activities, this technological cluster, with its notable advantages of intelligence, automation, and systematization, greatly accelerates the economic management process and achieves a leap in efficiency. In light of the massive data and information that need to be processed in daily enterprise management, traditional manual collection and processing methods are not only inefficient but also potentially compromise data accuracy. With the introduction of modern information technology, enterprises can rely on advanced computer tools to perform efficient and precise operations on data. These technologies not only simplify complex and cumbersome workflows, effectively reducing employee workload, but also significantly lower the economic management costs of enterprises by optimizing resource allocation, thereby promoting a comprehensive upgrade of management effectiveness. Secondly, interactivity. Ma Zhongsong [1] argues that the core of modern information technology lies in informatics, which primarily studies the processes of information generation, acquisition, transmission, processing, storage, and application. While older information technologies focused more on information dissemination, modern information technology emphasizes enhancing the efficiency of information processing and utilization, enabling effective communication and interaction between parties. For instance, in economic management work, modern enterprises require well-established interactive communication models among enterprises, between enterprises and employees, and among employees. By utilizing modern information technology, these enterprises can achieve contactless communication, thereby continuously enhancing the efficiency of their economic management efforts. Lastly, sharability. Fan Yun [2] research indicates that modern information technology enables the sharing of information resources. Information inherently possesses the attribute of sharability, which differentiates it markedly from material objects. When people exchange material objects, the amount often decreases or remains unchanged due to sharing; however, when people share information, it only generates more valuable content. Therefore, when modern enterprises apply modern information technology in economic management, they can transcend traditional temporal and spatial boundaries, facilitating seamless communication among all parties and enabling the rapid acquisition and sharing of valuable information. This process not only significantly enhances the efficiency of economic management within enterprises but also lays a solid foundation for their long-term development, ensuring sustainable prosperity and progress in the fiercely competitive market environment.

3. APPLICATION VALUE OF INFORMATION TECHNOLOGY IN MODERN ENTERPRISE ECONOMIC MANAGEMENT

Currently, due to the influence of the traditional planned economic system on modern enterprises in carrying out economic management work, enterprises adopt an extensive economic management model with low levels of production technology. The primary means of enterprise economic growth is to increase output by increasing the investment of capital, human resources, and materials. However, with the emergence of the global economic integration model, the previous extensive economic management model cannot meet the development needs of the modern market. Therefore, under the reform of the socialist market economic system, it is necessary to rationally utilize modern information technology to achieve innovation and reform in the economic management model of modern enterprises, promote the acceleration of cooperation between modern enterprises and major enterprises worldwide, and drive the improvement of the economic management level of modern enterprises.

3.1. Promoting the Transformation of Economic Management Models

Under the influence of the planned economy background, the management models of many enterprises are relatively extensive. Managers tend to rely excessively on personal experience and intuition when conducting economic management, ignoring the importance of acquiring information and making objective assessments. This has led to inefficiencies in management. Due to the failure to timely and effectively obtain the latest industry trends, coupled with deviations in managers' personal judgments, it is easy to make decision-making errors, bringing immeasurable losses to enterprises. The adoption of modern information management systems can help obtain industry information in a timely manner, which is of great significance for transforming traditional extensive management models, achieving refined management of enterprises, and improving management efficiency.

3.2. Facilitating the Creation of Modern Information Network Platforms and Realizing Information Resource Sharing

In the context of global economic integration, modern enterprises are in a relatively complex economic management environment. To achieve sustainable development, modern enterprises need to not only enhance profitability through economic management but also improve their social benefits. Wang Qingyun pointed out [3] that the management personnel of modern enterprise leadership must update their management concepts, innovate economic management models, and leverage information technology to create modern information network platforms, thereby strengthening the connections between various departments within the enterprise. In interactive communication, valuable information and data can be quickly captured, and through the analysis of these materials, challenges encountered in current economic management work can be identified. Based on an understanding of the actual market situation, effective solutions should be actively explored to ensure the stable operation and sustainable development of the enterprise.

3.3. Enhancing the Efficiency of Modern Enterprise Economic Management

The extensive application of modern information technology can help enterprises obtain various internal and external information more comprehensively and professionally, assisting enterprises in making more scientific and effective decisions while understanding industry development. Modern information technology is characterized by large volume and fast flow. Its extensive application in the economic management process can effectively shorten the time for information transmission and circulation, reduce the number of steps and time required for information transmission and circulation, and is of great significance for improving the efficiency of economic management and achieving high-speed operation of enterprises.

4. PROBLEMS IN THE APPLICATION OF INFORMATION TECHNOLOGY IN MODERN ENTERPRISE ECONOMIC MANAGEMENT

4.1. Outdated Attitudes and Lack of Emphasis

Today, with the improvement of social and economic levels, the application of modern information technology in various fields has become increasingly mature and has become an indispensable technical support in social production. Chen Yu [4] analyzed the current situation of modern enterprise development and found that many enterprise leaders lack correct understanding of modern information technology. Due to their insufficient computer technology and information technology capabilities, modern information technology is rarely applied in practical work. At the same time, some enterprises lack sufficient time and effort in the construction of information-based economic management. Many employees lack the motivation to update their concepts and prefer to use manual

operations in their work to avoid possible security risks and other issues. In addition, although some enterprises recognize that modern information technology can effectively promote economic management, due to the lack of a sound economic management system and corresponding institutional guarantees, modern information technology is only superficially applied in practice, unable to fully exert its advantages, ultimately leading to inefficient economic management in enterprises.

4.2. Shortage of High-Level Composite Technical Talent

As the primary factor in social production activities, modern enterprises need to possess modern information technology talents with strong professional abilities and high technical levels in order to effectively utilize modern information technology in implementing economic management work, so as to achieve the desired application effects. According to the actual development of modern enterprises in China, Wang Jianjun [5] found that many enterprises are still in the initial stage of exploring the application of modern information technology in economic management. There is a lack of composite technical talents within the enterprise who possess both computer technology and economic management capabilities, as well as strong comprehensive abilities. Many technical personnel have limited capabilities and insufficient experience, resulting in low levels of informatization and economic management in modern enterprises. In addition, during the recruitment process, modern enterprises often fail to raise recruitment standards and do not pay enough attention to the information technology skills of applicants. At the same time, enterprises also lack modern information technology training for employees and do not provide opportunities for them to learn relevant theoretical knowledge. Therefore, modern enterprises lack a high-quality, high-level professional technical team in informatization economic management work, which cannot provide sufficient talent support for economic management work.

4.3. Lagging Expansion of Information Acquisition Channels

The primary target of modern information technology is various types of information. To fully utilize the advantages of information technology to acquire and utilize information, enterprises need to possess their own information acquisition channels, and then collect, integrate, process, store, and utilize information data to obtain valuable information, providing important data reference for enterprise economic management work [6]. However, in practice, many enterprises fail to attach enough importance to modern information technology, and fail to promptly expand their information data acquisition channels, ultimately unable to provide valuable information resources for enterprise economic management work. This leads staff to believe that this technology has not played a substantive role in promoting the development of the enterprise.

5. EFFECTIVE STRATEGIES FOR THE APPLICATION OF INFORMATION TECHNOLOGY IN MODERN ENTERPRISE ECONOMIC MANAGEMENT

5.1. Improving Awareness and Strengthening Promotion

To reasonably utilize modern information technology, modern enterprises need to strengthen personnel management. The leadership within the enterprise should actively transform their management concepts, improve their correct understanding of modern information technology, and invest sufficient time and effort in its rational application to support the establishment of an informatization economic management system. Therefore, modern enterprises should increase the promotion and application of modern information technology, and can publish relevant content through new media platforms to enhance employees' emphasis on modern information technology,

achieving good promotion and publicity effects. For example, enterprise WeChat groups can be used to share the characteristics of modern information technology and its value in economic management work, thereby stimulating employees' enthusiasm and initiative to play their role in the construction of enterprise informatization and ensuring the smooth progress of various tasks.

5.2. Strengthening Employee Training and Improving Employee Quality

Liu Guiying [7] believes that the quality and ability level of employees is an important guarantee for improving the competitive advantage of modern enterprises. Therefore, if modern enterprises want to remain invincible in the market environment, they must strengthen personnel management and improve the comprehensive ability level of employees. First of all, for employees in the internal economic management department of the enterprise, annual assessments should be used to motivate them to continuously deepen their learning in their daily work. They should not only improve their own economic management capabilities but also learn relevant knowledge of modern information technology to enhance their informatization technology skills and meet the needs of enterprise modernization and informatization, laying a solid foundation for various tasks of the enterprise. Secondly, modern enterprises should also pay more attention to training activities and regularly provide opportunities for employees to participate in training. For example, employees can be arranged to exchange with partner companies, learn excellent management experience and advanced technologies from other companies, and transform them into their own capabilities. At the same time, outstanding modern information technology experts in the industry can be invited to hold lectures within the enterprise to help employees understand and consolidate relevant knowledge, continuously optimize their learning outcomes, and cultivate an excellent team of highly skilled talents for the enterprise's economic management work to improve work efficiency. Therefore, modern enterprises should attach importance to personnel management, improve the assessment and evaluation system, scientifically assess the professional quality and comprehensive ability of employees, and adjust benefits and treatments based on the evaluation results to stimulate employees' work enthusiasm and passion.

5.3. Strengthening Security Awareness and Building an Information Security Barrier

Due to the complexity of the network environment, modern information technology faces increased security risks during its application. Modern enterprises need to enhance their awareness of security precautions and invest sufficient resources in information security construction to reduce potential losses from security risks. To this end, modern enterprises should strengthen information security construction and create a safe and healthy network environment to improve the security and stability of economic management work. Tao Fenfang [8] proposed that when applying modern information technology, enterprises can install effective antivirus software on relevant devices to regularly scan for potential viruses or risks, providing a guarantee for information security. At the same time, it is necessary to install network firewalls to prevent illegal intrusions from competitors and avoid the leakage of internal information materials. On the other hand, dedicated accounts should be set up for internal employees to achieve the purpose of exclusive use by designated personnel. This can also monitor employee behavior and continuously improve the security of enterprise information data.

5.4. Perfecting the Modern Information Technology System

A complete modern information technology system in modern enterprises can ensure the standardization and integrity of information-based economic management. First of all, it is necessary to improve the accuracy and reliability of information acquisition. To screen out valuable data from massive information resources, it is essential to ensure the consistency and accuracy of information data so that the acquired information can be applied to the economic management of enterprises, thereby providing informatization and intelligent support for various tasks [9]. Secondly, modern

information technology should be used to conduct in-depth analysis of data materials, providing important reference for economic management decisions of modern enterprises. At the same time, it is necessary to timely identify deficiencies and problems in decision-making and take corresponding improvement measures. This helps enterprises to meet the actual needs of the economic market during the process of innovation and development, promoting the healthy and stable development of enterprises. Finally, modern information technology should also be utilized for budget management, allowing for precise budgeting of enterprise costs and profits to reasonably control operating costs, avoid business risks, improve the accuracy of economic management decisions, and ultimately maximize economic benefits.

6. CONCLUSION

In summary, the application of modern information technology in economic management by modern enterprises is an inevitable trend of current socio-economic market development, and it is also a critical guarantee for achieving successful transformation of enterprises. It can provide accurate data for enterprise economic management, enhance the scientificity and rationality of decision-making schemes, and thereby improve the efficiency of economic management. Therefore, modern enterprises must adopt effective strategies for applying modern information technology to promote long-term and healthy development.

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