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Analyzing the Change of Enterprise Management Work in the Era of Big Data and Artificial Intelligence

Kai Li [1, 2], Xiajing Chen [3], Rui Ye [4], Jinglan Xue [5, *]

[1] University of Greenwich, LondonSE109LS, The United Kingdom of Great Britain and Northern Ireland

[2] CHTC JOVE HEAVY INDUSTRY CO., LTD. Changsha 410000, China

[3] Fujian Investment & Development Group Co., Ltd., Fuzhou, 350001, China

[4] Hainan Jingerxin Information Technology Co., Ltd, Danzhou 571700, China

[5] Cavite State University, Indang4100, The Philippines

* Corresponding Author: Jinglan Xue

Abstract. In the context of the data era, the rise and rapid development of artificial intelligence technology has made enterprise management suffer a greater impact, and enterprise management has undergone multiple changes. The purpose of this paper is to discuss the profound change of enterprise management in the era of big data and artificial intelligence. By analyzing the impact of big data and artificial intelligence on enterprise decision-making, strategic planning, marketing, production processes and human resource management, it reveals the new trends and challenges of enterprise management in the context of this era and provides ideas for enterprises to cope with this change.

Keywords: Big Data; Artificial Intelligence; Management; Enterprise.

1. Introductory

In today's ever-changing technological world, Big Data and Artificial Intelligence have become two of the key drivers in business management. This wave of the digital age has swept over us and revolutionized the way we look at and run our businesses. Big data and AI are not only symbols of technological innovation, but also important cornerstones of business competitiveness, bringing unprecedented opportunities and challenges to organizations.

Big data, a vast and diverse information resource, is rapidly expanding and accumulating. Organizations are now able to capture, store and process previously unimaginable amounts of data, enabling decision makers to gain a more comprehensive and accurate understanding of markets, customers and internal operations. At the same time, the rise of artificial intelligence technology, particularly advances in machine learning and deep learning, has provided organizations with tools that can automate tasks and simulate intelligent human decision-making. This enables businesses to make decisions more quickly, improve efficiency, and provide a more personalized experience for customers and employees. This has triggered a fundamental change in business management. Instead of relying solely on past experience and intuition, business leaders can make smarter decisions with the support of data and AI. At the same time, the market and customer needs are changing, and organizations must be more flexible and innovative in responding to these changes or be quickly overtaken by their competitors!

In this fast-moving technological era, companies that adapt and utilize big data and artificial intelligence will be the winners, while those that can't do anything about it may face tremendous competitive pressure. The purpose of this paper is to delve into the changes in business management in the era of Big Data and Artificial Intelligence, and the impact of such changes on businesses. We will first examine the role of big data in business management, focusing on its application in decision making, market insights and production process optimization. Then we will explore how artificial

intelligence is transforming business management, including automated decision-making, human resource management, and risk management. Finally, we will discuss the challenges that organizations face in the era of big data and AI, and the strategies they need to adopt to remain competitive.

With this article, we hope to provide business leaders and managers with insights that will help them better understand this change and guide them in developing successful strategies. The era of big data and artificial intelligence is here, so let's explore the opportunities and challenges it presents to shape the future of business management.

2. The Role of Big Data in Business Management

Big data is not a simple database. From the perspective of enterprise management, big data is a synthesis of technology, applications and data with four main characteristics: huge data scale, diverse data types, high real-time data and huge data value. Although large-scale data is a prerequisite for data analysis, it cannot alone form the basis of enterprise management, nor can it be the root of reliable data and data analysis. Realizing the true value of big data requires making good use of data, which also puts forward strict requirements and is full of challenges for enterprises to obtain high-quality data.

2.1. Data-driven Decision-Making

Traditionally, business decisions have relied heavily on limited data samples and aggregated data, which can easily lead to insufficient and misleading information. Big Data allows for the collection, storage and analysis of large amounts of detailed data, thus providing more comprehensive and accurate information that enables businesses to better understand their operations. This is critical in rapidly changing markets and competitive environments, where organizations need to be able to react and adjust their strategies quickly. Further, the use of big data analytics tools and techniques, such as machine learning and data mining, can help organizations identify patterns, trends, and correlations to better understand the market, customers, and competitors, providing key insights about market demand, product trends, and customer preferences. By analyzing an individual's historical behavior and feedback, companies can offer personalized products and services, which can help improve customer satisfaction and increase sales. For example, an e-commerce company can recommend personalized products to each customer based on their purchase history and browsing habits.

Big data can provide more accurate information because they collect, store and analyze large amounts of data, leveraging advanced analytics tools to extract key insights that help organizations better understand their markets, customers and competitive environments, and help them make more informed strategic decisions.

2.2. Market Insight and Customer Relationship Management

Big data offers businesses the opportunity for deeper market insights and customer understanding, helping them to better understand market and customer needs, behaviors, and trends, and to develop more effective market strategies. Big Data allows companies to collect and analyze large-scale market data, including consumer behavior, buying habits, social media activity, online searches, mobile app usage, and more, enabling them to gain deeper insights into customer behavior. By analyzing large amounts of transactional data, website visit records, and purchase history, businesses can discover customer preferences, shopping habits, and lifecycle value. This kind of customer behavior analysis helps businesses better target their customers, offer personalized products and services, and create personalized marketing strategies to increase customer loyalty. By tracking discussions, news stories and consumer feedback on social media in real time through big data, organizations can quickly detect changes in the market and react in a timely manner. This real-time monitoring helps reduce market risks, seize opportunities and improve products or services.

2.3. Production and Supply Chain Optimization

The use of big data in manufacturing processes and supply chain management presents significant optimization opportunities for companies to reduce costs and increase efficiency. Big data analytics allows for more accurate demand forecasting based on historical sales data, market trends and seasonality. This helps companies avoid over- or under-stocking, reduce inventory holding costs, and ensure products are always available. At the same time, companies can use big data to track logistics and transportation processes to identify problems and take action in a timely manner. For example, for products that require refrigeration or temperature-controlled conditions, IoT technology sensors can monitor parameters such as temperature and humidity. If conditions become abnormal, the system can issue an immediate alert, helping to maintain product quality and avoid losses. Big data can also track all aspects of production costs, from raw material purchases to production line operations, identifying potential cost-saving opportunities. By reducing unnecessary expenses, companies can increase productivity and lower production costs. This not only improves competitiveness, but also increases resilience to market fluctuations, helping to better meet customer needs and provide higher quality products and services.

3. Artificial Intelligence in Business Management

Artificial Intelligence techniques are primarily applied to machines to implement displays, and there is a very clear distinction between human and animal displays. In current practice, AI is generally used to describe machines that mimic the "cognitive" functions associated with humans and other human minds. [1] Artificial intelligence technology has matured in parallel with the development of computer power, large amounts of data, and theoretical understanding; it is now an important part of the technology industry, helping to solve many challenging problems in computer science, software engineering, and operations research.

3.1. Automation and Intelligent Decision Making

Decision making plays a central role in business management and is present throughout the management process. Artificial intelligence is based on deep computer algorithms that integrate and analyze data from inside and outside the organization, providing support to solve complex problems. It can be said that AI is the "super secretary" of business managers, providing critical support to business leaders. This means that managers are no longer limited by their knowledge base, time and energy when analyzing and dealing with complex problems, and are therefore able to make informed decisions faster. With AI technology, machines can be molded to possess intelligence similar to that of the human brain, with higher levels of analytical and decision-making capabilities and the ability to create decision-making processes with a clear foresight. In such decision-making environments, all information, conditions, and thinking are kept within manageable boundaries, resulting in optimal decision-making outcomes.

Artificial intelligence plays a key role in automation and decision support, with machine learning and natural language processing technologies having prominent applications. In manufacturing, machine learning models can analyze sensor data to monitor the status of equipment on a production line, predict potential failures, and automatically trigger maintenance requests. For example, an automaker could use machine learning to predict when machine parts on a production line need to be replaced to avoid production disruptions. In addition, visual recognition technology can be used for quality control to automatically detect product defects and remove non-conforming products from the production line. In addition, natural language processing technology is widely used in customer service. Virtual assistants and chatbots utilize natural language processing to automatically answer customer questions, provide product information, and even solve some common problems. For example, a telecom company's virtual assistant can understand customer queries through natural language processing and automatically provide billing information or arrange repair services, thus improving customer service efficiency.

3.2. Human Resources Management and Recruitment

The use of Artificial Intelligence in Human Resource Management has been a growing trend that can provide many beneficial solutions in areas such as recruitment, training and performance management. For example, AI can be used to automatically screen a large number of job applications and select the most suitable candidates based on predefined criteria. This can significantly reduce the workload of HR professionals and increase efficiency. AI can analyze big data to provide insights on market trends, competitor salaries and job requirements to help companies make smarter hiring decisions, as well as provide personalized training advice and content based on employee needs and learning styles. This helps employees develop needed skills faster. In performance management, AI can analyze employee performance data to help management identify trends and issues and predict performance problems in advance so that appropriate interventions can be made.

However, it is worth noting that despite the great potential of AI applications in HRM, there are challenges such as privacy and security issues, algorithmic bias and employee resistance. Therefore, companies need to develop clear policies and ethical guidelines to ensure that its application is fair and transparent, as well as train employees to accept and effectively utilize these new technologies.

3.3. Risk Management and Security

Artificial Intelligence plays a key role in detecting and responding to threats and is vital to maintaining data security and cybersecurity in organizations. Artificial intelligence can analyze large amounts of network traffic and log data to identify anomalous patterns and potential threatening behaviors; it can also help strengthen security by automatically scanning applications and systems, identifying potential vulnerabilities and weaknesses, and providing recommendations for remediation; and it can help automatically manage data encryption to ensure that data is protected while in storage and transmission, and that confidentiality is preserved even in the event of a data breach.

The role of AI in detecting and responding to threats is critical in enhancing real-time security for organizations, increasing sensitivity to threat intelligence, and accelerating threat response. However, human intervention is still required to develop security policies, manage AI systems and handle complex threat scenarios. The total number of employees in a company is on a downward trend, while job performance and monitoring are more transparent. Management systems have the ability to be updated and adapted simultaneously, and organizational structures continue to evolve towards greater flexibility. The nature of talent promotion will be renewed, but the company's management direction of "people-oriented" and "talent-centered" will not change.

4. Challenges and Strategies in the Era of Big Data and Artificial Intelligence

4.1. Privacy and Ethical Issues

The widespread use of Big Data and Artificial Intelligence has raised a number of privacy and ethical challenges that need to be carefully considered and addressed in the development of the technology and the use of the data Discussion of Privacy and Ethical Challenges Raised by Big Data and Artificial Intelligence. At the time of data collection, it relies on large-scale data collection and analysis. However, personal privacy may be violated in the process. Big data stores a large amount of sensitive information, which may be at risk of data leakage if not properly protected. This can lead to misuse of personal information, identity theft and other undesirable consequences. In addition, some AI systems have the ability to make autonomous decisions, which raises issues of accountability and transparency. Who should be held accountable when AI systems make impactful decisions? This needs to be clearly defined by legal and ethical guidelines.

Addressing these privacy and ethical challenges requires interdisciplinary cooperation, including expertise in the fields of law, ethics, computer science and data science. At the same time, developing and enforcing rigorous privacy policies, data ethics guidelines, and compliance standards are key to ensuring the responsible use of data and AI technologies. Businesses and organizations need to take

proactive steps to balance data collection and privacy protection to ensure that the use of AI and big data is safe, fair and lawful.

For businesses, measures including data protection and compliance need to be put in place to ensure they are using big data and AI legally. The first step is to categorize and cleanse data, classifying it according to its sensitivity and regularly purging outdated or unnecessary data to reduce potential risks. Second, use data desensitization and anonymization techniques when handling sensitive data to reduce the risk of data leakage. And encrypt data, including data in transmission and storage, to ensure that confidentiality is maintained even in the event of a data breach. Further, improve the transparency of AI models to ensure that users and regulators can understand their decision-making process. Finally, there is a need to train employees on data privacy and ethical issues and how to handle sensitive data, and to educate employees on how to use AI tools and systems to ensure compliance and security.

4.2. Technology and Talent Challenges

Enterprises often face bottlenecks in technology and talent when adopting big data and artificial intelligence. This requires a solid foundation in mathematics, database knowledge, statistical principles and other skills, as well as a sense of big data thinking and the ability to use data analysis to predict business development, market prospects and competitive trends, and to provide data support for corporate decision-making. Therefore, this type of talent not only requires large-scale recruitment, but also requires companies to develop strategies, including big data talent development, talent pool, training and incentives, to drive talent to participate in the company's big data strategy. Companies need to take proactive steps, such as recruiting the right talent, training existing employees, and establishing partnerships and outsourcing services, to meet these challenges and ensure the successful application of big data and AI technologies.

To address the skills and talent gaps they may face when adopting big data and artificial intelligence, organizations can employ training and recruitment strategies. Internal training programs can upgrade the digital skills of existing employees and develop data scientists and AI experts. At the same time, actively recruit people with relevant expertise, including data analysts, data engineers, data scientists, and security experts, to fill gaps in technology and domain expertise. With these strategies, organizations can build a strong team that is better equipped to meet the challenges of big data and AI, enabling successful applications and innovations.

4.3. Competition and Market Dynamics

The widespread use of big data and artificial intelligence has significantly accelerated the pace of competition in the marketplace. By leveraging vast data resources and intelligent algorithms, organizations are able to identify trends, meet customer needs, improve efficiency, and innovate products and services faster, making it even more critical to remain competitive in a highly competitive business environment. The implementation of big data and artificial intelligence provides organizations with more agile, intelligent and data-driven decision-making, helping them to better adapt to changing market conditions. This includes the use of big data analytics to predict trends and provide more reliable data support for decision-making to quickly and accurately adjust strategies to meet customer needs, as well as smart technologies to improve productivity and launch innovative products and services. At the same time, management encourages a culture of innovation and promotes employees to come up with new ideas and solutions, as well as rapidly develop new products and services to stay competitive. Organizations need to actively adopt new technologies and data-driven decision-making to ensure that they remain competitive in a highly competitive business environment, while constantly seeking new opportunities and market advantages.

4.4. Technological Innovations and Modifications

The emphasis on the promotion and application of new technologies is the foundation and driving force behind the development of big data. However, the complexity of big data does not necessarily

bring significant value to the company; the key lies in the impact of data analysis and application. Especially in the era of big data, industry barriers have been broken down, so how to make full use of big data technology to leverage its benefits, as well as how to accelerate the process of technology update and application in order to form a truly scaled data, are the urgent issues that companies need to respond to and solve in promoting the development of applications in the era of big data.

As a manager of a company, you need to have both a long-term vision of development and big data thinking. It is necessary to keep abreast of the times and constantly update the company's human resource management model in order to establish an enlightened and advanced human resource management model. First, in terms of innovative thinking, the deep integration of information technology and human resource management should be truly realized. The management of the company must also have the ability to think and innovate in the field of big data personnel management and gradually pass on the big data thinking so that the company gradually integrates the concept of big data, covering the use of Internet technology, the comprehensive reform of information technology in all aspects such as recruitment, training and management.

5. Concluding Remarks

Big Data and Artificial Intelligence have had a profound impact and revolutionized business management. They empower managers with more real-time data and deep insights to help optimize the decision-making process, improve efficiency and enhance the customer experience. Managers can use big data analytics to predict trends and mitigate risks, as well as automate tasks and increase productivity through AI. In addition, big data and AI have spawned innovations that drive personalized marketing, customer service and product development. However, these technologies also present privacy and ethical challenges, requiring managers to be more responsible in their data collection and use. In short, big data and AI have revolutionized the way businesses are managed, providing managers with more opportunities and challenges that require them to constantly adapt and innovate.

Businesses need to actively adopt advanced technologies such as big data and artificial intelligence to remain competitive. These technologies not only provide better decision support and efficiency gains, but also drive innovation and personalized services that enable businesses to adapt to rapidly changing market conditions. The active adoption of technologies such as Big Data and Artificial Intelligence has become an integral part of an organization's success in today's competitive marketplace. Future research will focus on the continued evolution of big data and AI in the area of business management, including more robust forecasting and decision support, automated processes and innovation, continuous enhancement of the customer experience, and ethical, privacy, and security challenges. Attention also needs to be paid to the impact of these technologies on organizational structures and cultures, and how to develop digitally literate employees. At the same time, research can also explore new business models, partnerships, and market dynamics to understand how big data and AI will shape future business management and competitive strategies.

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