



# Research on Enterprise Management Innovation in the Internet Era from the Perspective of Contingency

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**Abstract:** In the context of "Internet plus", in addition to the competition of brands, products and services, more importantly, the competition of enterprise management level based on Internet technology. Based on the power change theory, this paper analyzes the significance of the Internet for enterprise management innovation, analyzes the problems that need to be solved in enterprise management, and puts forward the innovation path selection of enterprise management.

**Keywords:** Enterprise Management, Internet Era, Contingency

## I. INTRODUCTION

With the rapid development of Internet technology, the Internet is no longer a simple tool and technology. It has become an important engine of China's economic growth, providing a huge pull for China's economic development. The Internet is also gradually becoming a factor of production and infrastructure, constantly penetrating into traditional industries and forming a new form of industrial organization and economic form - industrial Internet or "Internet plus", promoting the transformation of the traditional economy to the Internet economy and releasing greater growth potential. It is estimated that the contribution of the Internet to China's economic growth will increase to 20% in the next decade.

In the process of analyzing enterprise management innovation mechanism, managers should effectively combine contingency perspective. Innovation management means that while continuously optimizing the production process, innovation and development of various production factors of enterprises in the economic environment can not only realize the rotation of economic environment and social environment, but also ensure new management ideas and new management methods, so as to build a more optimized management system and effectively ensure efficient resource allocation. During the operation of the actual management project, the management personnel should establish the optimal control measures for the actual management structure and organizational form, and effectively mobilize the internal human and material resources of the enterprise to form the optimal business objectives. The enterprise architecture does not meet the development requirements of the Internet era.

The organizational structure of an enterprise is the key to the effective implementation of enterprise management. Most Chinese enterprises still have a pyramid structure. The pyramid structure has the characteristics of rigorous organization, clear hierarchy, clear division of labor, and is conducive to control. However, it also has certain drawbacks. It has many management levels, small management range, difficult information communication, too centralized power, low autonomy of employees, and low participation in decision-making. Due to the backwardness of management ideas, the products produced and researched and developed by the enterprise cannot be satisfied by consumers, and the production and operation goals set by the enterprise cannot be

achieved. In the "Internet plus" era, the actual needs of consumers continue to reflect certain characteristics of experience, diversification and customization. Enterprises that can focus on and meet the actual needs of customers and consumers will win the future market and development.

As the organizer, commander and leader of the operation of various activities of the enterprise, enterprise managers need to optimize the allocation of human resources, material resources and capital resources, complete the objectives of business activities, innovate the management model, and constantly learn the emerging management concepts and methods with the development of the times, improve the enterprise development mechanism in combination with the enterprise's own situation and development strategic positioning, Improve management and operation efficiency. The enterprise architecture does not meet the development requirements of the Internet era. The organizational structure of an enterprise is the key to the effective implementation of enterprise management. Most Chinese enterprises still have a pyramid structure. The pyramid structure has the characteristics of rigorous organization, clear hierarchy, clear division of labor, and easy control.

## II. THE PROPOSED METHODOLOGY

However, it also has certain disadvantages, such as many management levels, small management range, difficult information communication, too centralized power and low employee autonomy. Enterprise management is an activity in which managers exercise the functions of planning, organizing, commanding, leading and controlling, and effectively mobilize the human resources, capital resources, and material resources of enterprises to achieve business objectives. Management innovation is the living soul of management science, which requires managers to constantly learn and absorb advanced management ideas and improve various systems and mechanisms of enterprise management. Only in this way can the efficiency of management and operation be improved, the quality of product production be optimized, and the level of service supply be improved. When smart phones were not very popular, Nokia, as the leader of mobile phones, had very obvious enterprise advantages. However, with the continuous development of smart phones, enterprises did not establish an optimized analysis mechanism for consumer demand, and lagged behind other brands in management concepts and product design mechanisms, which ultimately led to its loss of the leading position in the industry.

In the process of gradually expanding the scope of Internet platform laying, China has entered the Internet economy, and the combination of online and offline business models has become the choice for most of the work. Using this business model, you only need to use lower fixed assets, as the input cost for the development of the Internet business model, you can activate the vitality of enterprise development and create rich economic benefits for enterprises. With low participation in



decision-making, it is impossible to give full play to and create development potential. Today, when the Internet is closely linked with the development of market economy, the traditional enterprise architecture can not give full play to the role of enterprise organization, which limits the way and speed of information dissemination, and can not give full play to the creativity and initiative of enterprise employees, causing adverse effects on the healthy development of enterprises. With the rapid development of Internet technology, "Internet plus related industries" is showing its huge advantages, which has exerted a huge pull on China's economy. In the field of real economy, Internet plus manufacturing has also created new growth momentum.

### (1) The Backward Situation of Enterprise Management in the Era of "Internet Plus"

In 2014, TCL put forward the strategy of "intelligence+Internet", which lasted less than a year and doubled its market value. In that year, TCL shipped 73.48 million mobile phones, making it the fifth largest mobile phone manufacturer in the world. For the development of an enterprise, the establishment and improvement of the organizational structure is a very important project. Only by ensuring the optimization of the organizational structure can an enterprise improve its actual management failures. The development of an enterprise depends to some extent on its own ability and the support of the external environment. The enterprise should establish a more scientific and rational organizational structure in the actual business process, and ensure that the strategic objectives of the enterprise can be effectively implemented. Change the traditional management ideas and shape the enterprise value.

The innovation of enterprise management concept aims to improve the overall interests of the enterprise, break through the ideological shackles, and revise the management thought. At the same time, the innovation of management concept is another kind of productivity, which can better play an important role in enterprise planning and strategic decision-making. Change the traditional management thought and shape the enterprise value. The innovation of enterprise management concept is aimed at improving the overall interests of the enterprise, breaking through the ideological shackles, and correcting the management idea. At the same time, the innovation of management concept is another kind of productivity, which can better play an important role in enterprise planning, strategic decision-making, etc. Enterprises must clearly understand that in the Internet era, in the "Internet plus" era, consumers' needs are diversified, and products need to be based on consumers' needs. For the transformation of diversification and customization, enterprise managers need to follow the principle of customer first, promote commercial production, change production mode and meet user needs.

However, at present, most enterprise managers in China still use the previous operation mode, and cannot learn Internet thinking in the "Internet plus" era. The human resource management of enterprises lags behind. In the traditional human resource management mode, employees are only regarded as a kind of labor resource, and the human resource function is only realized through supervision and management for employees. Although it can ensure the work efficiency of employees and the normal operation of the enterprise, it can limit the enthusiasm of employees to a certain extent, and it does not give full play to the creativity and potential of employees. The decision-making level and management level of the enterprise lack

communication and communication, Employees have a low sense of identity and belonging to the enterprise..

### (2) Analysis on the Strategy of Enterprise Management Innovation in the Internet Era

On the one hand, under the traditional human resource management mode, enterprise employees are often regarded as labor resources, emphasizing the supervision and management of employees to achieve the functionality of human resources. Although this can objectively guarantee the work efficiency of employees and the normal operation of the enterprise, it ignores the initiative of people, inhibits the vitality of employees, and cannot mobilize the enthusiasm and creativity of employees. As a result, enterprises cannot maintain competitive advantage in the increasingly diversified Internet era, and cannot maintain long-term competitive vitality while winning stability.

If an enterprise wants to achieve sound development, it must focus on the cultivation of talents. However, in the traditional talent training structure, employees are only regarded as labor resources, and the enterprise does not carry out effective human resource management, which leads to the ineffective improvement of employees' work efficiency and the inability of employees to operate in the best working state. Combined with the constraints of the management structure, it not only affects employees' vitality, but also fails to focus on mobilizing employees' work enthusiasm. If the internal personnel of an enterprise cannot establish an optimized working mode and structure, the market competitiveness of the entire enterprise will not be optimized. Optimize the enterprise structure and give play to management functions.

Contingency theory points out that the role of management permeates all management activities and production and operation processes of enterprises, so enterprises must constantly optimize the enterprise structure to improve their market competitiveness. In the Internet era, the management range of flat organizational structure is larger, which is more consistent with the development of Internet technology. It adopts vertical management levels, which further simplifies the cumbersome management levels. Make the enterprise's command system more superior. Optimize the enterprise structure and give play to management functions. Contingency theory points out that the role of management permeates all management activities and production and operation processes of enterprises, so enterprises must constantly optimize the enterprise structure to improve their market competitiveness. In the Internet era, the management range of flat organizational structure is larger, which is more consistent with the development of Internet technology. It adopts vertical management levels, which further simplifies the cumbersome management levels. Make the enterprise's command system more superior. and means of reasonably integrating ideological and political education with China's excellent traditional culture, actively innovate their own ideological and political teaching, scientifically guide students and improve their ideological and political quality.

### CONCLUSION

In a word, with the development of Internet technology, when analyzing enterprise management issues from the perspective of contingency, it is necessary to optimize the well functioning management and control structure and promote the efficient transmission of enterprise information and data. Only by ensuring that the selection path of the organizational structure conforms to the functional relationship of the



configuration structure of production factors can we truly achieve the optimal development of organizational projects and promote the further development of enterprise management structure, to realize the sustainable development of the management mechanism.

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