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**THRIVING IN THE DIGITAL AGE: ECONOMIC MANAGEMENT IN THE INTERNET PLUS ERA OF DIGITAL TRANSFORMATION**

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**Abstract:** In the era of the 14th Five-Year Plan and the low-carbon economy, enterprises are experiencing a significant transformation driven by technological advancements and market dynamics. This transformation is characterized by the integration of digital technologies, particularly big data and artificial intelligence, into economic management practices. Enterprises are proactively embracing the "Internet plus" era and modernizing their operations to align with the evolving market landscape.

The central theme of this transformation is the shift toward informationization and modernization in economic management. Enterprises are recognizing the need to standardize, refine, and specialize their economic management practices to remain competitive and resilient. This transition is not only a response to government policies but also an intrinsic initiative to adapt to changing market conditions.

As businesses navigate this critical juncture, they must explore innovative economic management models that leverage the power of data-driven insights, automation, and artificial intelligence. These advancements have the potential to revolutionize decision-making, optimize resource allocation, and enhance overall operational efficiency.

In summary, the 14th Five-Year Plan and the low-carbon economy are propelling enterprises toward a new era of economic management. This abstract explores the imperative for enterprises to embrace informationization and modernization as they seek to thrive in an increasingly dynamic and competitive business environment.

**Keywords:** Enterprise transformation, Economic management, Informationization, Modernization, Big data, Artificial intelligence, Innovation.

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### **Introduction**

Under the influence of the 14th Five-Year Plan and the low-carbon economy, the state has vigorously promoted the modernization and reform of enterprises and invested a lot of resources and funds in the development of enterprises, and all types of enterprises are also actively responding to the development trend of the "Internet plus" era. And the economic management model is the centralized embodiment of the enterprise's initiative to comply with market changes. Under the background of the implementation of big data and artificial intelligence, the transformation of modern enterprise economic management has reached a critical point. In this background, enterprises need to strictly adhere to the development of informationization and modernization, and actively promote the innovation of economic management mode, so that enterprises can develop in the direction of standardization, refinement and specialization.

#### **1. Analysis of the impact of "Internet plus" on the economic management of modern enterprises 2.1. Promoting the reform and innovation of real enterprises**

In the 14th Five-Year Plan, Chinese government pays great attention to the reform and innovation of real enterprises, and with the east wind of "Internet plus" era, it helps to build a new modern enterprise economic management mode, help enterprises to build a good digital foundation, and promote the updating and iteration of various core technologies, which is also the focus of the transformation of enterprise economic management. The use of big data, blockchain, cloud computing, the Internet and other technologies can help enterprises create a good digital economic system, leading enterprises to break the shackles of traditional management ideas, so that enterprises can keep pace with the development trend of the times, and also provide enterprises with a constant stream of economic decisions and support, which helps improve the overall competitiveness of enterprises.

#### **2.2. Reducing the economic risk of business operation**

From the perspective of the development situation of various industries, both large enterprises and small and medium-sized enterprises are undergoing major changes in the digital age. Especially in the context of industrial structure adjustment, if enterprises are not careful in the process of transformation, it will bring serious economic risks to their own development, and even lead to the closure of the enterprise. With the help of "Internet plus" technology, various new technologies can be used to improve the quality and efficiency of economic management, speed up the flow of resources, and help enterprises reduce unnecessary consumption.<sup>[1]</sup> In addition, the performance level of labor resources can also be improved and more communication opportunities between departments are provided, and enterprises can use "Internet plus" technology to establish contact with other institutions and units, accurately grasp the development trend of the market, and collect various kinds of data and information inside and outside the enterprise with the help of cloud computing and big data, which can facilitate the development and change of enterprises, improve the ability of enterprises to respond to market changes, optimize the organization of enterprise data, and help enterprises to better resist economic risks.

#### **2.3. Significantly improving the comprehensive economic efficiency of enterprises**

Nowadays, the internal competition among enterprises has become increasingly fierce, and enterprises in all regions are facing the dilemma of transformation and upgrading. In addition to coping with domestic competition, enterprises also need to cope with the impact of internationalization, which has put forward higher requirements on enterprise management and business models. The use of "Internet plus" technology to implement a new economic management model can help enterprises better allocate resources, avoid the misuse of a large number

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of resources and funds, reduce the backlog of raw materials and semi-finished products, reduce enterprise logistics costs, and improve the economic efficiency of enterprises from all aspects.

### **2.4. Providing new opportunities for cross-border cooperation**

At present, more and more enterprises begin to develop in the direction of internationalization, which can effectively improve the comprehensive competitiveness of enterprises, and under the extension and implementation of the concept of "Internet plus", the economic and trade between domestic enterprises and enterprises in other countries become more frequent and the cooperation relationship becomes increasingly close. With the support of "Internet plus", it provides more possibilities for cross-border cooperation of enterprises, which not only can significantly improve the security of enterprises' participation in cross-border cooperation, but also save the payment time of enterprises and improve the security factor of transactions, which provides more opportunities for international cooperation of enterprises.

### **2. Problems of economic management in enterprises in the background of "Internet plus"**

The development time of China's networked enterprises is still relatively short, and some enterprises have not fully understood the practical significance of "Internet plus", and there are misunderstandings in their thinking and a series of problems in practical application:

#### **2.1. Lagging management thinking**

In the era of "Internet plus", all kinds of technologies show vigorous development trend, which greatly facilitates the economic management of enterprises and changes the relationship between employees and managers of enterprises. Under the background of decentralization and deorganization, it is necessary to innovate economic management thinking, but some enterprises are weak in this aspect, especially when the development of informationization and intelligence of economic management is still in the primary stage, they have not built a good economic management platform and have been restricted by the traditional management thinking, leading to the problem of "emphasizing management but not service". Some enterprises do not pay enough attention to the strategic management of modern information technology application, which affects the deepening development of enterprise economic management. In the age of information technology, the traditional management mode seems to be lagging behind and is no longer suitable for the development of enterprises, and cannot help enterprises to occupy a favorable position in the market competition. Therefore, enterprises need to actively innovate the concept and build economic management platform with the help of technology to support the innovation of economic management.

#### **2.2. Relatively lagging management mechanism**

In order to improve the energy efficiency of enterprise economic management in the era of "Internet plus", it is necessary to continuously innovate the economic management mechanism to make the economic management more effective. At present, some enterprises do not really deeply combine economic management with various kinds of information technology of the "Internet plus" era, which affects the overall level of economic management of enterprises. Taking the marketing activities of enterprises as an example, due to the lagging management concept, they do not fully take advantage of the opportunity of "Internet plus" technology in marketing management, resulting in some contradictions and problems in business operation, and the unsatisfied efficiency of marketing management<sup>[2]</sup>. In financial management, some enterprises do not make full use of

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information technology to optimize the financial risk management mode, which leads to frequent financial risks of enterprises.

**2.3. Weak construction of economic management platform**

In the era of "Internet plus", the business mode of enterprises has changed significantly, and the shortcomings of the previous business mode of combining online and offline are gradually exposed, so enterprises need to build a scientific economic management platform. At present, large enterprises have built cloud platforms, which is a flexible and open new business model, but most small and medium-sized enterprises are still lagging behind in this aspect, and their business management concepts have not been updated with the times, and the lack of financial support for the development and construction of cloud platforms has led to the inability to carry out in-depth economic management work, which has become a bottleneck limiting the development of enterprises under the new situation.

**2.4. Awaiting renewal of management team**

To effectively play the advantageous role of "Internet plus" in enterprise economic management, it is necessary to establish a high quality and high level economic management team within the enterprise, and all enterprises are continuously optimizing the construction of talent team, but there are still problems such as insufficient innovation spirit and weak digital ability in the team. And their improper mastery of new technologies such as information technology make it difficult to meet the requirements of intelligent and digital development of enterprises.

**3. Innovation of economic management of modern enterprises in the era of "Internet plus"**

**3.1. Optimizing economic management thinking**

In order to carry out better economic management activities in the era of "Internet plus", enterprises need to take the initiative to innovate ideologically<sup>[3]</sup>. In concrete practice, it is necessary to use "Internet plus" thinking to promote the intelligent development of economic management, improve management energy efficiency, improve economic management system, change economic management thinking, and move from traditional "management-oriented" to "service-oriented" development. With the help of big data, cloud computing and e-commerce, the strategic support ability and resource integration ability of enterprises are improved. In the process of transformation, it is necessary to change the previous economic management thinking, take the initiative to implement the grid management mode in enterprises, change the ideology of managers and employees through training and education, create an innovative atmosphere within the enterprise, and provide a good soft environment for the economic management activities of enterprises. Thought lag will undoubtedly seriously affect the implementation of management work, in this regard, enterprise managers need to play a driving role, constantly update their ideas, and introduce new technologies suitable for the enterprise, so that the enterprise can keep up with the current economic development situation.

**3.2. Innovation of economic management mechanism**

In the era of "Internet plus", it is necessary to use information technology and intelligent technology to innovate and apply diversified economic management modes. The use of new technologies can improve the economic efficiency of enterprises and make their development more stable. Based on this, the enterprises, in the process of development practice, need to introduce technical means according to the actual situation of each part:

**3.2.1. Update of marketing management mechanism**

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In the marketing management part, in addition to the economic management mode of combining online and offline, it is also necessary to introduce big data to digitally analyze and manage user information, so as to precisely locate users and improve the energy efficiency of marketing management, therefore, the traditional management structure of enterprises can be optimized to make the previous passive marketing management develop in the direction of active marketing management, and the management procedure can be simplified to carry out marketing management activities in a systematic and focused manner.

### **3.2.2. Innovative financial management work**

The financial management work can effectively reduce the financial management costs by the cloud accounting, and can optimize the form of resource combination by using the "Internet plus" technology, playing a binding and incentive role. <sup>[4]</sup> In order to reduce the risk brought by the business level, enterprises can promote the development of invoices, contracts and other original documents of electronic development, and optimize and guarantee the rules and regulations in the process. In the transaction process, electronic contracts, electronic invoices must be included into the security process, so that the information can be passed in a safe and convenient form, and can be easier to save and read the information, reducing the risk of manual aspects. For the documents and information that need to be stamped, electronic signature system can be implemented, which can speed up the reporting process and also ensure the security of data information. The relevant departments of the enterprise should verify the attachments of the electronic statement, use digital signature to generate electronic signature, and verify the authenticity and integrity of the attachments of the statement in detail before signing, which can significantly improve the effectiveness and quality of financial management.

### **3.2.3. Improving the effectiveness of human resource management**

In human resource management, the value of human resources in the era of "Internet plus" is more prominent, and enterprises need to pay attention to the accumulation of knowledge and do a good job of human resource development. In the human resource management work of enterprises, there have been problems such as single management form and bloated organizational structure, which are not suitable for the direction of digital transformation of enterprises in the era of "Internet plus". In the innovation of human resource management, enterprises need to use digitalization to carry out technical innovation, improve the efficiency of human resource management with the analysis of big data, establish employee portraits for each employee, make training plans for different employees according to their different abilities and comprehensive quality, and improve their working ability. With the help of technology, we can also streamline the organizational structure of human resources, let machines take charge of some repetitive work, and focus the limited resources of enterprises on key positions, so as to reduce the human resources cost of enterprises. In addition, the support of "Internet plus" technology can provide more information and digital resources for employee management and facilitate online training, in which employees can arrange their own time and are not constrained by the venue, which can significantly reduce training costs.

### **3.3. Innovation of internal control management mechanism**

In the era of "Internet plus", enterprises need to strictly grasp the management of internal control, do a good job of comprehensive supervision and management, and implement strategic internal control management mechanism, so that internal control can become the overall management content of the enterprise. Enterprises need to plan and analyze their internal production and operation activities according to the changes of the "Internet

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plus" era, look for problems in the system, and innovate the system construction by combining the needs of personnel.<sup>[5]</sup> In this way, enterprises can link many aspects of operation, management and development, pay attention to the penetration of intelligent technology, enhance the sense of ownership of employees, build an online reporting platform, and innovate performance assessment, budget management and incentives, so as to give full play to the role of "Internet plus" technology in the internal control management mechanism.

### **3.4. Grasping the construction of economic management platform**

In order to highlight the role of "Internet plus" in the economic management of enterprises, it is necessary to bring into play the strengths of enterprises, innovate the economic management platform, and use the information management platform as a carrier to improve the energy efficiency of economic management. Specifically, enterprises need to start with the construction of hardware and software systems, empower the "Internet plus" transformation with advanced hardware and software systems, grasp the construction of various infrastructures, build economic management systems, establish online communication channels in various departments of enterprises, and enable management departments to widely collect valuable data and information. And a big data analysis system also needs to be developed to utilize useful information from inside and outside the enterprise, and risk avoidance can be focused on, and traditional brokerage business can be transferred to an online platform, which not only reduces production costs, but also enables various business operations to be carried out with high quality.

### **3.5. Innovative economic management supervision system**

The economic management of enterprises has the characteristics of concealment. Under the era of "Internet plus", it is necessary to invite employees to participate in the supervision of the enterprise in order to improve the efficiency of economic management, and in this regard, the "Internet plus" economic management model can be used to build a monitoring and reporting platform, where all employees are invited to participate in the monitoring work by regularly publicizing the implementation of departmental budgets and economic activities, and all employees can report all kinds of unreasonable and non-compliant activities. During the implementation of the supervision system, the information security of reporting employees should be guaranteed, and employees can also be invited to participate in the management work and give suggestions for the development of the enterprise.

## **4. Conclusion**

In the era of "Internet plus", the development and transformation of enterprises have ushered in a new opportunity, but there are also a series of challenges, in order to improve the energy efficiency of economic management, enterprises need to adopt various measures to proactively respond to the opportunities and challenges of the times, and innovate economic management by means of "Internet plus" technology. At present, in the development of different types of enterprises, the problems they face are significantly different, and enterprises need to make use of information technology to strengthen the research of economic management mode in the era of "Internet plus" according to their own situation, take the initiative to recognize the positive significance of "Internet plus" for the development of enterprises, optimize management thinking, innovate management system, and make breakthroughs and innovations in internal control management, human resource management, financial management and other aspects, which can make enterprises enter into a new development track and provide more favorable resources for the innovation and transformation of enterprises.

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