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# Research on Enterprise Management Decision Based on Large Data

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## Abstract

Our country's social and economic system is improving day by day, in this environment, enterprises are facing both challenges and opportunities. To seize the opportunity, enterprises need to improve their management decision-making ability, and one of the most important is the efficiency of management decision-making.

## Keywords

Enterprise management decision; Economic system; Big data.

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## 1. Introduction

In the era of big data, at present, the operation mode of our market has changed greatly with the development of the times. In the big environment, the old management mode has exposed obvious deficiency. To observe the trend of our future, the mobile Internet is very strong, and the current trend of development is very strong. In order to conform to the development of the times, enterprise management must conform to this form. This article focuses on the enterprise management decision under the large data environment, and expounds the characteristics of the large data and the management decision of the enterprise in the large data environment, which provides theoretical guidance for the practical application.

## 2. The Characteristics of the Big Data

From our country, we have not yet made a specific explanation for the word "big data", which is called "large data", "in a certain period of time, it is not enough to use the conventional software tools to achieve the capture, management and processing of data". Now the environment has already realized the Internet. Under the action of the Internet, our activities can generate the corresponding data to form a collection of these data, which is called "big internet data". From the perspective of large data features, we can analyze it in 4 directions: the low density of the value density, the huge characteristics of the data, the many types of data, and the speed of processing the data very quickly.

## 3. Enterprise Management Based on Large Data

### 3.1 The Change of the Subjects

In the current form, in the era of big data, the first change in enterprise management is "the change of decision-making body". In detail, it can be understood from two levels. First: in the past enterprise management, the main idea is that the rights are concentrated in the management of each enterprise. From the present society, in the large data environment, the grass-roots employees have begun to participate in the decision-making of various enterprises. Second: for ordinary employees, our current mobile smart mobile phones have become popular in the enterprise, based on the data generated by

information technology, step by step from the executor to the management of the decision-making participants.

### **3.2 Changes in Decision Thinking**

In the enterprise market operation, the application degree of large data is gradually deepened, and the main body of decision making begins to diversify, so the thinking direction of the decision has also been changed step by step. Comparing the traditional thinking direction with the present thinking direction, we can find that the previous decision is mainly to analyze the experience and theory, and take it as the basis of the management decision and make the technical decision. In the current big environment, when the enterprise makes a decision, it is necessary to collect the relevant data first and then carry on the careful analysis. On the basis of this, we make objective and rational decisions. This is not difficult to see, compared with the past, the decision-making thinking in the era of large data has changed, decision-making thinking is more focused on data analysis.

### **3.3 Changes in the Allocation of Decision-Making Power**

From the present big environment, once our enterprise management decision is changed in the two aspects of the main body and the thinking, then it must be reconfigured in the power of the enterprise management decision. In the past, our business management showed a "Pyramid" mode, and the power under this mode was relatively concentrated. Under the present situation, the management decision of the enterprise begins to change in power, and the power begins to be "decentralization", which is benefited from the influence of the Internet, making every employee the producer and the user of the data. At the same time, it is also the promoters' decision to start "flat", even the ordinary employees in the enterprise, in the decision of the enterprise, they are a very speaking part, and the power can not be underestimated.

An important aspect of management decisions is cultural decision-making. Any enterprise, its decision-making culture is the direct factor that affects the value orientation of the decision-makers, and then begins to affect the model and the effect of decision making step by step. Compared with the difference between the past and the present, it is not difficult to see that in the past enterprise decision-making culture, under the influence of the national conditions of our country, as long as the enterprise high-level evaluation of the internal and external bad conditions of the enterprise, then the development direction of the next step of the enterprise is the matter of clapper, the culture of the whole enterprise depends entirely on the senior managers, therefore, The objectivity of the decision-making culture has been greatly reduced. However, in the current era, in the process of decision-making, a large number of data can be collected, so there are also a large number of reference points. Under the support of the data, our enterprise culture begins to drive the construction of enterprises step by step, which can also change the "monopoly", but make decisions. Become science. For enterprises, the decision-making of enterprises is more and more formal. This also tells us that in the current situation, we must vigorously promote large data, try to reverse the shortcomings of the past enterprises in the management, and let large data guide the development of the enterprise.

## **4. Summary**

Through the above analysis, we can see the urgency and superiority of the transformation of enterprise decision-making in the current environment. In the era of big data, the main body, thinking and power allocation of enterprise management decision-making have been gradually changed, and our enterprises also need to do the corresponding preparation and response work, once to ensure that the whole enterprise will not be eliminated in the era of big data, and at the same time, the big data, let our enterprise slowly develop better, Stand firmly in society and stand firm.

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