Research on Enterprise Management Decision Based on Large Data

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Abstract

With the continuous attention to economic development in China, China's economic level has made considerable progress since the reform and opening up, China's social and economic market continues to expand, enterprises as the main beneficiaries of social and economic and major participants in economic development, in a higher position. China must fully realize the shortcomings of enterprise management, and with the progress of society, analyze the economic analysis technology, improve the existing problems in enterprise management, so that the enterprise economy can get better development. This paper discusses the problems existing in enterprise management by using large data technology and its mechanism, and puts forward some countermeasures for improvement, so as to provide reference for professionals.

Keywords

Enterprise management; problems; countermeasures; big data.

1. Introduction

Enterprise management refers to the statistics of economic data by statisticians to show the operation of enterprises and groups in the form of data development in order to find out the problems in the development process of enterprises and groups. With the continuous reform of China's economic system, China's economic development, on the one hand, there are opportunities, on the other hand, is also full of challenges. Large data technology refers to the collection of data that can not be captured, managed and processed by conventional software tools within a certain time frame. It is a massive, high-growth and diversified information asset that requires new processing patterns to have stronger decision-making power, insight and process optimization capabilities.

2. The Characteristics of Big Data

Large data features can be expressed in many words. In 2001, Doug Laney first proposed the "3V" model, including Volume, Velocity, and Variety. IBM defines its features as 4V, namely, Volume, Velocity, Variety, and Value.

1) scale (Volume)

Large amount of data and the integrity of its size, unstructured data size than structured data growth faster, huge amount of data storage and production, data integrity.

2) high speed (Velocity)

Real time analysis of generated data streams and large data. In reality, it requires high real-time data and can catch the information of the event at the first time. Data can be analyzed quickly when large amounts of data are input or must be reacted.

3) diversity (Variety)

Diversity refers to relational and non relational data with multiple sources. There are many different forms, in addition to simple text analysis, you can also analyze machine data, images, videos, click streams, and any other available information. The principle of using big data diversity is to retain all

the information you need to be useful to you and discard the information you don't need. Discover the relevant data, collect, analyze and process it into usable information.

4) value (Value)

The purification of a large number of irrelevant data reflects the true meaning of the application of big data. Value has uncertainty, scarcity and diversity. Just like looking for a needle in the straw pile, we can easily find it by using big data technology.

3. The Impact of Big Data on Enterprise Management

1) the influence of big data on enterprise management thought.

The advent of the era of big data has changed the internal and external environment of enterprises, and has led to the transformation and development of enterprises. Enterprises are becoming more and more intelligent, and management has achieved informatization. Data collection, transmission and utilization in enterprises need support from modern management ideas.

Enterprise management in large data environment should be people-oriented, on the basis of practice, use modern information technology, adopt flexible management, and treat data as additional assets. Enterprise operation can not be separated from the support of data, if the enterprise management can not deeply understand the importance of large data, only to the company's short-term profit as a goal, is the lack of strategic thinking. Effective use of data analysis results, early prediction, seize the market opportunities, customer demand, can take the initiative to win the market, in order to create greater wealth in business management and sales performance.

2) the impact of big data on business management decisions.

Data analysis and utilization under the background of big data is the key to enterprise decision making. First of all, big data decision requires large market data. The large data environment based on cloud computing affects the decision-making process of enterprise information collection, decision-making scheme selection, decision-making scheme formulation and evaluation, and has an impact on enterprise management decision-making. The characteristics of large data decision-making are reflected in data-driven decision-making. Management decision-making in large data environment is not only a technology for enterprises, but also a brand-new decision-making mode and business model. Enterprises must adapt to the new challenges of management decision-making in large data environment.

Second, big data put forward higher requirements for decision makers and decision making organizations. The era of big data has changed the way of decision-making that relied on experience, management theory and thinking in the past. According to large data analysis, management decision-making level finds and solves problems, forecasts opportunities and challenges, and evades risks. This requires decision-makers to have a high level of decision-making. Due to the need for the participation of the whole enterprise in the context of large data, under the dynamic changing environment, decision-making power is more decentralized to help enterprises make correct decisions. This requires the organization of enterprises to become more flat.

3) the impact of big data on enterprise human resource management.

Human resources are the most valuable resources of enterprises and the foundation for enterprises to create core competitiveness. Based on big data technology, enterprises will greatly improve the efficiency and quality of human resource management. Effectively accelerate the transformation of human resources work from the past experience management mode to the strategic management mode.

From employee recruitment to performance appraisal and training, the company has accumulated a large number of non-linear data, these data are intangible assets, the use of large data technology, the integration of these data analysis and utilization, can bring great contributions to the enterprise. First of all, in employee recruitment, it is only necessary to match the employer's requirements with the employee's ability data, combined with the experience of human resources recruitment, to easily select qualified employees. Secondly, in the performance appraisal, standardized management will

be carried out, the daily data of employees will be analyzed, set a grade standard, you can get an objective and fair assessment results. This greatly eliminates the subjectivity and non comprehensiveness of performance management. Finally, according to the results of large data analysis, different training for different employees, more efficient to improve the level of training.

4) the impact of big data on corporate financial management.

Big data makes subversive changes in the mode and concept of financial management. First, financial management is more robust. The company will excavate all kinds of financial data under the big data technology, purify more useful financial information, early detection of financial risks, provide important decision-making basis for managers and decision makers to make correct decisions. Second, the processing of financial data is more timely and efficient. Financial data plays an important role in the daily operation of enterprises. All transactions of enterprises depend on the analysis of financial data. Based on large data, enterprises can improve the operation mode of financial management through the analysis and processing of financial data. Profits have risen accordingly. The most abundant accumulation of enterprise resources, the most basic financial data, through the large data technology for financial data, collation and analysis, to achieve enterprise value-added.

4. Conclusion

The era of big data has put forward higher requirements for the management of enterprises. In the information age, enterprises are producing a large number of data every day. In the big data age, these data affect all aspects of enterprise management. It changes the management thinking and management mode of enterprises, makes enterprise decision more accurate and efficient, makes human resource management work more convenient, and makes enterprise financial management stable and performance. The assessment is objective and fair. Enterprise management should strengthen the collection, analysis and utilization of these data to ensure the accuracy and safety of the data. The traditional experience, theoretical management and big data management decision-making want to combine, adapt to the development of the times, will make the enterprise bigger and stronger. (author: School of economics and management, Dalian Ocean University)

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