

COMPUTER TECHNOLOGY FOR BUSINESS COUNTERMEASURES IN ECONOMIC MANAGEMENT

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Abstract: In the context of rapid social development, The competition among enterprises is becoming more and more fierce. Each enterprise wants to ensure that it has certain competitiveness in the market. It is necessary to combine computer technology to continuously improve the efficiency and quality of economic management. therefore, At present, it is necessary to analyze and study the problems encountered in the application of computer technology, and propose targeted solutions to ensure that computer technology can be better applied in actual economic management. Only in this way can enterprises achieve better development by continuously improving the quality and efficiency of economic management work.

Keywords: Computer technology; Enterprise; Economic management

1. NECESSITY

The necessity and value of computer technology in enterprise economic management

With the advent of the information age, computer technology has gained relatively good development space, and all walks of life have achieved relatively good development with the assistance of computer technology. For the economic management work carried out in enterprises, computer technology also plays a relatively large role. It not only improves the quality of economic management work, but also ensures the efficiency of economic management work to a certain extent, providing certain support for enterprises to obtain better economic management work results. Therefore, it is currently necessary to analyze and study the problems encountered in the actual application of computer technology, clarify the real causes of the problems, and propose targeted solutions to enable enterprises to achieve efficient resource integration, promote financial management reform, Improve the quality and efficiency of economic management work. The application of computer technology in the economic management of enterprises is an integral part of the development of the times. an inevitable trend. In the context of the information age, through the rational application of computer technology Used in enterprise economic management, it can ensure that enterprises realize the innovation of management methods and means. New, provide necessary technical support for more effective economic management work, especially They are some companies that have applied computing technology and achieved certain results. Practice has proved the true value of computer technology in corporate economic management. Therefore, the needle For enterprises, they need to firmly grasp the continuous development of computer technology and provide economic benefits to the enterprise. Management brings development opportunities. In addition, in the process of enterprises comprehensively promoting the innovative development of management methods and means, enterprises also need to pay attention to the continuous improvement of computer technology.

2. VALUE REFLECTION

2.1 Can Promote the Systematization of Enterprise Economic Management

In actual enterprise economic management work, through the application of computer technology, we can It can achieve effective monitoring and scientific management of enterprise economic activities to ensure that enterprises Every economic activity carried out in the system can be carried out according to the standardized processes in the system. implementation, thereby providing certain support for the systematic implementation of economic management work. At the same time, the use of computer technology can also help enterprises grasp the development of enterprises more clearly and clearly. present the current situation, understand the future development direction of the enterprise, and formulate reasonable economic development plans in a timely manner development countermeasures, thereby ensuring that enterprises can achieve scientific and dynamic management of enterprise economic activities with the support of computer technology, in order to obtain better economic management effects. Provide some support.

2.2 Able to Achieve Remote Control and Operation

For enterprises, with the support of computer technology, it can not only ensure the Economic management activities in the industry can be carried out more efficiently, while computer technology can It is the basis and key part for

enterprises to carry out information construction work, through effective use of Using computer technology, remote working of economic management work can be realized. That is to say, use the phase Guan software changes the space and time constraints in previous work models and ensures that enterprises Ability to fully control market information. This will not only ensure that enterprises make timely and effective Effective development decisions can help enterprises avoid operational risks in a timely manner, while also ensuring Enterprises continue to improve the effectiveness of economic management, seize market development opportunities, and obtain more Broad space for development.

2.3 Can Ensure the Transparency of Economic Management Work

Economic management is an important part of the daily management work of an enterprise, and it is also the basis for ensuring that all management work in the enterprise can be carried out in an orderly manner. Through the reasonable application of computer technology, enterprises can ensure that problems existing in actual management are discovered in a timely manner. Provide certain support for formulating targeted solutions, help enterprises minimize management risks, and provide certain guarantees for the efficient implementation of daily management work. At the same time, with the help of computer technology, managers in the enterprise can also more accurately grasp the specific trends of the enterprise in terms of funds, materials, etc., and achieve effective understanding, organization, and sharing of information on the enterprise's finance, warehousing, finance, and other aspects. Ensure the transparency of economic management.

2. SHORTCOMINGS IN ENTERPRISE ECONOMIC MANAGEMENT

2.1 Backward Management Concepts

Under the new information background, the effective application of computer technology in enterprise economic management has prompted enterprises to achieve effective reforms in economic management, but at the same time it has also It has brought certain challenges to enterprises. Only by actively changing management concepts can enterprises It can fundamentally ensure that computer technology can be better applied in practice. but It is the management philosophy that is more obvious in the current economic management work of enterprises. shortcomings. Specifically: (1) Business managers themselves are relatively backward in terms of the effective application of computer technology ; Most managers have not truly realized the important role of computer technology in economic management and have not carried out information construction in a timely manner. configuration, causing the enterprise's information economic management work to be unable to be carried out and implemented smoothly. (2) In terms of implementing computer technology applications, due to the lack of awareness among relevant personnel, coupled with Poor own abilities have caused the application of computer technology to stay on the surface, affecting planning. Computing technology can give full play to its own advantages more effectively, which to a certain extent reduces the cost of enterprises' competitiveness in the market.

2.2 The Method is Relatively Old

At present, managers in most enterprises have realized that economic management importance of work, and began to actively integrate computer technology to ensure economic management management can achieve better results. In actual work, the economics of some enterprises The shortcomings of management methods gradually became apparent. Specifically, it can be reflected in the following Aspects: (1) Although enterprises actively introduce computers in actual economic management, technology, purchase various advanced equipment, and implement informatization construction in practice, but It still uses traditional management methods to carry out economic management work. in this case As a result, computer technology cannot truly play its due role and has not played an important role in assisting economic development. the effect of economic management, and at the same time, to a certain extent, it also causes the enterprise's economic benefits to be insufficient. The continuous decline has affected the ability of enterprises to effectively enhance their competitiveness. (2) Although some companies realize the need to innovate management methods, under the influence of various factors Under such circumstances, such as the economic strength and resource situation of the enterprise, it is impossible to truly realize the perfection of management work. Innovation and development have resulted in the inability of computer technology to be effectively applied in corporate economic management. Reasonable.

3. THE APPLICATION OF COMPUTER TECHNOLOGY IN ENTERPRISE ECONOMIC MANAGEMENT

3.1 Identify Risks

In the process of enterprise development, the rational application of computer technology can well solve the content that the enterprise cannot clarify, and provide reference for the development of enterprise projects through identification and

differentiation. In the actual development process of enterprises, relevant departments hope to effectively control uncertain factors to reduce risk problems. First, it is necessary to be able to actively conduct economic management risk assessment and strengthen internal economic control through this method. In the information age, it is necessary to analyze risks more comprehensively, so management departments can effectively analyze risks through the application of computer technology, and use this as a basis to formulate specific solutions to reduce the occurrence of risks. Secondly, computers can also be used to predict risks to simulate and reduce risk problems. In terms of business operations and management, computer technology can help understand various model simulation situations, so that after effective analysis, the company's risk problems can be found in a timely manner and proactively take corresponding countermeasures to better improve the company's management system. Therefore, enterprises need to pay attention to computer technology and be able to effectively apply it in specific management.

3.2 Data Processing

Computer technology can provide services for the development of enterprises, allowing enterprise staff to research and analyze various types of data from different perspectives. First, accuracy. In enterprise economic management, the application of computer technology can ensure the accuracy of data, ensure the accuracy of recorded data, and thus ensure the rationality of data processing. The decision-making of an enterprise directly affects the economic benefits of the enterprise. The relevant departments use procedures to effectively record the data, so that the accuracy of the data can be well ensured. Second, reliability. Through the application of computer technology, enterprises can ensure that the recorded data is reliable, and can also effectively improve the timeliness of data processing and avoid affecting the processing effect due to work errors. Process various types of information through computer software, it can reduce the occurrence of problems and effectively improve the reliability of the enterprise. Third, convenience. The working method of processing data is relatively simple, so this can effectively improve work efficiency and complete the work better through the use of software.

3.3 Accurate Information

In business management, if work cannot develop stably, it will affect the company's later operating results. Therefore, through the application of computer technology, we can well analyze the development of the enterprise and make reasonable adjustments according to the actual situation. For example, when processing documents, staff can use electronic technology to strengthen corporate communication and better search and organize internal corporate documents. With the help of computer technology, traditional enterprise economic management will be seriously affected. Relevant departments need to be able to actively improve and rationally analyze various problems through computer technology processing. In the process of continuous social and economic development, business operations will involve a lot of information. Traditional recording methods cannot well meet current actual work needs, but the application of computer technology can effectively improve management efficiency and help obtain more information. In addition, it can also ensure the integrity and authenticity of data when obtaining information, so that data information can be better utilized in subsequent work, improve the value of data information, and help enterprises carry out economic management work in an orderly manner.

4. COUNTERMEASURES FOR USING COMPUTER TECHNOLOGY IN ENTERPRISE ECONOMIC MANAGEMENT

4.1 Establish Correct Concepts and Rationally Apply Technology

In actual economic management, rational selection and application of computer technology is the basis to ensure that it can achieve better results in economic management activities, and it is also the basis for an important guarantee for truly playing the role of computer technology. This requires companies to establish a correct concept and ensure that the real selection and construction are consistent with the actual situation of the enterprise. Appropriate computer technology and implement reasonable information construction so that it can better play its role. It should provide some support. The economic management work carried out in enterprises is a very important task in the operation process. Managers in the enterprise need to pay attention to this task. Pay full attention to the work, actively carry out information construction work, and guide the enterprise to fully establish a correct understanding of the importance of computer technology applications, and then contribute to planning. Computer technology can be better applied in economic management to provide certain support. As in enterprise management, the management can establish and improve financial management in the enterprise through reasonable planning system, and introduce computer software that adapts to the actual situation of the enterprise to provide technical support for more efficient operation of financial work.

4.2 Standardize Different Businesses and Establish and Improve Processes

In the process of actual economic management activities of an enterprise, it is necessary to focus on standardizing the existing economic business processes with the assistance of computer technology. A complete economic activity process has been established within the industry. This ensures that the computer Technology enables effective management of various data on corporate economic activities, promoting corporate economic Management activities can be carried out more efficiently. This requires enterprises to update and improve The existing economic management methods are based on the purpose of building and improving information economic management processes. Standardize the different partners, materials, etc. involved in the management process, and use the information system to Systematically realize standardized management. This will not only ensure that relevant personnel of the enterprise can have a clearer understanding of clearly and intuitively understand the actual situation of various data information, and can also use standardized processing to The operating process realizes the standardized processing of different businesses, ensures the effectiveness and standardization of economic management, and effectively avoids the occurrence of various risk issues. At the same time, enterprises also need to pay attention to Verify the authenticity of data in economic activities to ensure that all data can be consistent with the authenticity Real economic activities and content in information systems should be consistent to ensure accurate standardized operations. In order to ensure the economic activity planning, procurement, inventory in the enterprise and other aspects of economic management work can be effectively connected together to continuously improve the enterprise The quality and efficiency of industrial economic management work.

4.3 Improve Personnel Quality, Guaranteed Application Effect

The main body of economic management activities carried out in an enterprise is its employees, regardless of whether the enterprise Decision makers, management and employees in the enterprise are all important players in the entire economic management work. important parts of. Therefore, in order to ensure that computer technology can be used more effectively It is applied in actual economic management and plays its due role, which needs to be paid attention to. Continuously improve the computer technology level and technical application capabilities of relevant personnel. only this Only in this way can we truly provide support for better application of computer technology in economic management. hold. This requires decision-makers in enterprises to establish correct computer technology application concepts. While thinking, we also focus on improving the technical application level of all employees so that they can possess Good computer technology application capabilities, and then apply computer technology more efficiently commence to work. For example, enterprises can guide them through pre-job training, further study, etc. Employees in the enterprise independently improve the level of computer technology application so that they can skillfully Operate various computer systems to facilitate more efficient economic activities in the enterprise. Provide support to ensure that corporate economic management work can be carried out more effectively.

4.4 Optimize Job Positions

Modern enterprises need to actively innovate in the development process, so enterprise leaders need to be able to pay attention to the innovation of economic management models, and then transform from the traditional form to the modern form. With the help of computer technology, the economic management of enterprises can transform from previous fund management to comprehensive supervision and management, thereby ensuring that all economic management businesses can be carried out in an orderly manner. In economic management, staff only need to apply computer systems to incorporate various types of information into the information system. This can effectively improve the effect of information sorting and management, and understand the development of enterprises scientifically and rationally. According to the development situation of enterprise economic management, we can actively take correct countermeasures to better improve the level of economic management of enterprises, thereby ensuring that enterprises can obtain more economic benefits at the lowest cost. In addition, in order to reduce the problem of discrepancies in financial accounts, companies can also supervise through computer technology, which can ensure scientific financial management and reduce manual errors. In the daily management process, managers have to bear greater pressure and face a greater workload every day. Therefore, the application of computer technology can effectively reduce staff stress and workload. The application of computer technology can also allow enterprises to effectively adjust and optimize internal employees, thereby maximizing the role of human resources and ensuring that all work can be carried out smoothly, realizing effective adjustment of human resources, saving money, and at the same time Promote enterprises to develop better.

5. CONCLUSION

The effective application of computer technology in enterprise economic management can ensure that economic achieve better results in economic management work and promote the quality and efficiency of corporate economic management can achieve effective improvement and obtain more real, objective and accurate economic activities for enterprises. Provide support for dynamic information. Therefore, it is necessary to accurately recognize the shortcomings in economic management On the basis of establishing correct management concepts, establishing and

improving business processes, and improving people Apply computer technology more efficiently in economic management through methods such as improving the application level of employees Active. This can promote the continuous improvement of working concepts and methods of enterprise economic management. Doing good can also enhance the comprehensive strength of the enterprise to a certain extent and promote the enterprise to achieve better Good development.

COMPETING INTERESTS

The authors have no relevant financial or non-financial interests to disclose.

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