

# The Standardized Construction Path of Enterprise Economic Management Model in the Era of Digital Economy

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**Abstract:** In the era of digital economy, the standardized construction of enterprise economic management mode has become an important issue. In this regard, we learn from the current management theory and digital practice, and study the standardized construction path of enterprise economic management model. First of all, through grasping and deeply understanding the characteristics of digital economy, the close relationship between enterprise economic management mode and digital application is emphasized. Then, the importance of standardized digital economic management mode is expounded from two angles of enterprise internal management and external environment, and the related standards and operation modes are formulated. Finally, combined with empirical research, we put forward a path to standardize the economic management model, which emphasizes the balance between innovation and standardization, data application and protection. Our research results show that the standardized enterprise economic management model is of great significance to ensure the stable operation of enterprises, enhance their competitiveness and adapt to the new requirements of digital economy development.

**Keywords:** digital economy; Enterprise economic management mode; standardized construction; empirical research; competitiveness.

## Introduction

With the continuous development of science and technology and the new generation of information technology in the world, the advancement of the digital economy era has had a great impact on the global economic and social development. This fully demonstrates the important influence of the digital economy in the development of the times. In many development fields, the standardized construction of enterprise economic management mode has become the focus of attention. As the micro-subject of economy and society, the transformation, upgrading and innovation of enterprise's economic management mode will have a positive impact on the development of productivity of the whole society. In the era of digital economy, the management mode of enterprises also needs to keep pace with the times, and standardized, scientific and intelligent economic management mode came into being. According

to the unique nature, internal management and external environment of the enterprise, it is an important strategy for the enterprise to formulate a set of standardized economic management mode that adapts to the development of the times and meets the needs of the enterprise. The main purpose of this paper is to study and explore a way to adapt to the standardization of enterprise economic management model in the digital economy era.

## 1 A Digital Economy Era of Enterprise Economic Management Model Exploration

### 1.1 The Relationship between the Characteristics of Digital Economy And Enterprise Management

Digital economy refers to the economic form of production, circulation and consumption based on digital technology <sup>[1]</sup>. Digital economy has the following characteristics: high efficiency, intelligence, innovation and openness. These characteristics have had an important impact on the economic management mode of

enterprises.

The efficiency of digital economy requires enterprises to pay more attention to efficiency improvement in production and operation. For example, through the application of digital technology, enterprises can realize the automation and intelligence of production process, thus improving production efficiency.

The intelligence of digital economy requires enterprise management mode to pay more attention to data analysis and scientific decision-making. By collecting and analyzing big data, enterprises can deeply understand market demand and consumer behavior, so as to optimize product design and marketing strategy.

The innovation of digital economy requires enterprise management mode to pay more attention to innovation and change. The rapid development of digital technology has brought new business models and market opportunities. Enterprises need to integrate innovation into business management and constantly promote enterprise development.

The openness of digital economy requires enterprise management mode to pay more attention to open cooperation and sharing resources. The development of digital technology promotes closer cooperation among enterprises, and enterprises need to cooperate through sharing platforms, open innovation and other ways to achieve resource sharing and mutual benefit.

## **1.2 Digital Economy Brought about by the Change of Enterprise Economic Management Model**

The rapid development of digital economy has had a profound impact on the traditional enterprise economic management model. The application of digital technology makes the enterprise management mode change from traditional centralized and vertical management to network and platform management. Enterprises can realize the integration and digital operation of supply chain through the Internet platform, and improve the efficiency of resource allocation.

The development of digital economy promotes the

transformation of enterprise management mode from traditional empiricism to data-driven. Through the application of big data analysis and artificial intelligence technology, enterprises can more accurately predict market demand, optimize production processes, improve decision-making effects and make management more scientific<sup>[2]</sup>.

The promotion of digital economy makes the enterprise management mode change from the traditional single competition strategy to the diversified competition strategy. The development of digital technology provides enterprises with more market opportunities and innovative channels. Enterprises can meet the needs of different consumer groups and improve their market competitiveness through diversified products and services.

## **1.3 Challenges and Opportunities of Enterprise Economic Management Model under the Background of Digital Economy**

Under the background of digital economy, enterprise economic management mode is facing some challenges and opportunities. The rapid development of digital technology makes the enterprise management mode need to be constantly innovated and updated. Enterprises need to grasp the latest development trend of digital technology in time and apply it to enterprise management to cope with the pressure of market competition.

The development of digital economy provides more market opportunities for enterprises. Through the operation of the digital economy platform, enterprises can contact the market and consumers more widely, realize the global sales of products and the global promotion of brands, thus expanding market share and enhancing brand value<sup>[3]</sup>.

The management mode under the background of digital economy is also facing the challenge of data privacy and security. Enterprises need to strengthen data protection and risk management to ensure the security and privacy of user data, so as to build consumer trust and brand reliability.

The era of digital economy has put forward new

requirements and challenges to the economic management mode of enterprises. Enterprises need to pay attention to the relationship between the characteristics of digital economy and enterprise management, realize the changes brought by digital economy, and actively explore standardized digital economy management mode to meet the development needs of the digital economy era.

## **2 The Importance of Standardized Construction of Digital Economic Management Model**

With the advent of the digital economy era, the enterprise economic management mode is also facing great changes and challenges. In this context, the standardized digital economic management model has become particularly important. This chapter will discuss the importance of standardized digital economic management mode from three aspects: internal management, external environment, standards and operation mode.

From the perspective of enterprise internal management, the standardized digital economic management model can provide a set of clear guiding principles and behavioral norms, so that enterprises can operate more efficiently in the face of complex and changeable digital economic environment. Through standardized management mode, enterprises can establish a scientific and reasonable organizational structure, clarify the responsibilities and authority of each department, and enhance the efficiency of internal coordination and communication. Standardized digital management mode can provide scientific decision-making basis for enterprises, provide accurate prediction and evaluation through data analysis and model operation, and help enterprises make more informed decisions.

From the perspective of external environment, the standardized digital economic management model can enable enterprises to better cope with the challenges from market competition, policies and regulations. The competition in the digital economy era is fierce, and the market requires enterprises not only to have high-quality

products and services, but also to respond to customers' needs in time and flexibly adjust their strategies. The standardized digital economic management model can help enterprises to establish a sound marketing system, strengthen interaction and communication with customers, and improve market responsiveness and flexibility. Standardized digital management mode can also help enterprises to operate in compliance, do a good job in risk prevention and control, comply with regulatory requirements, and reduce the legal risks that enterprises may face in economic activities.

Standards, norms and operation modes related to the standardization of digital management mode also play a key role. Formulating unified standards and norms can help enterprises realize the consistency and interoperability of digital operation and reduce repetitive work and waste of resources. Standardized operation mode can improve work efficiency and quality, reduce management costs and enhance the competitiveness of enterprises. With the support of digital technology, enterprises can realize information sharing and process automation, and improve the scientificity and accuracy of decision-making.

The standardized digital economic management mode is of great significance in the digital economy era. It can not only enhance the internal management efficiency of enterprises, improve the scientificity and accuracy of decision-making, but also help enterprises adapt to market competition and policy changes, reduce legal risks and improve their competitiveness and sustainable development ability. In the era of digital economy, enterprises should pay attention to the standardized digital economic management mode in order to meet challenges, seize opportunities and achieve success.

## **3 An Empirical Study on the Path of Standardized Construction of Economic Management Model**

### 3.1 Economic Management Model of Standardized Construction Path of Innovation and Normative Balance

Under the background of digital economy era, the standardized construction path of enterprise economic management mode presents the dual requirements of innovation and standardization. This is mainly reflected in various fields of enterprise economic management, including enterprise organizational structure, business processes, information systems and so on.

Innovation is the decisive factor in the reform of enterprise economic management mode in the digital economy era<sup>[4]</sup>. Innovation is embodied in management ideas, management techniques, management systems and other aspects, which is an inevitable choice for enterprises to adapt to the digital economy era. Innovative enterprise management mode can help enterprises to realize the transformation from extensive to refined and intelligent with the support of advanced technologies such as big data, cloud computing and Internet of Things. Innovation can bring the flexibility of enterprise's economic management mode and make it have the ability to quickly adapt to changes in external environment. Innovation can stimulate the internal motivation of enterprises, give birth to entrepreneurial spirit and innovative culture, and thus promote the continuous improvement and optimization of enterprise economic management model.

Norm is the basis of innovation and its objective requirement. Norms are mainly embodied in the target setting, strategy formulation, system construction, resource allocation and operation implementation of enterprise economic management, which ensures the stability and predictability of enterprise economic management model<sup>[5]</sup>. A normative enterprise management model needs clear objectives, clear organizational structure, clear division of tasks and responsibilities, clear decision-making procedures and supervision mechanisms. Standardization can help enterprises to define the scope and boundary of management, avoid risks, guarantee profits and maintain

the long-term and stable development of enterprises.

In actual economic management activities, innovation and standardization are not contradictory binary opposites, but complementary organic unity. Norms provide the basis and guarantee for innovation activities, and innovation may break outdated norms and promote the continuous improvement of norms. In fact, real innovation often comes from a deep understanding and clever use of existing norms.

To sum up, it is a challenging task to innovate and standardize the construction path of enterprise economic management model, which requires enterprises to explore with innovative spirit and methods and grasp with standardized attitude and principles. Through the combination of innovation and standardization, it can promote the continuous improvement of enterprise economic management mode, promote enterprises to adapt to the challenges of digital economy era stably and effectively, and thus enhance the competitiveness and development vitality of enterprises.

### 3.2 The Position of Data Application and Protection in the Path of Standardized Construction Of Economic Management Model

In the era of digital economy, information is the vitality of enterprises, and the position of data in the standardized construction path of enterprise economic management mode is particularly important. Driven by data, enterprises can better determine their own operations and strategic decisions, so as to improve efficiency, optimize management, and then enhance the competitiveness of enterprises. The application of data in management decision-making is an important measure for enterprises to adapt to digital development.

The protection of this data is also related to the survival and development of enterprises. The leakage of data and information will lead to the loss of enterprise assets, affect the company's reputation and customer trust, and even threaten the safe and stable operation of enterprises. Data protection has become an important part of the standardized construction of enterprise economic

management mode in the digital economy environment. From this point of view, data application and protection is an important link in the standardized construction path of enterprise economic management model.

Standardization construction needs to attach importance to the application and protection of data and combine them to ensure the compliance and applicability of data. To optimize the data application ability, it is necessary not only to improve the technical means of data collection, analysis and management, but also to build a comprehensive data use strategy and process, and make decisions based on data-driven. Data protection in standardization construction mainly includes data confidentiality, integrity and availability. Enterprises should establish a data security system, stipulate technical measures such as data authority management, backup and recovery, and data encryption to ensure data protection.

In the process of standardization construction of enterprise economic management mode, data application and protection are facing many challenges. For example, data quality and security issues, data privacy and ethics issues, data ownership and utilization rights, etc. all require enterprises to pay attention to laws, regulations, ethics and social and cultural factors in the standardization construction, and gradually improve and optimize them in combination with the actual situation of enterprises, so that data can play a greater role in the standardization construction and be effectively protected.

On the one hand, enterprises should improve the ability of data processing, analysis and application, strengthen the execution of data-driven decision-making, and combine data with strategic objectives; On the other hand, we should pay attention to data security protection, follow relevant laws and regulations, and strengthen data protection and risk prevention and control. By carrying out regular data security inspection and data quality audit, the security and effectiveness of data in the process of standardization construction of enterprise economic management model are ensured.

Generally speaking, the digital scene has brought changes and challenges to the economic management of

enterprises, and the application and protection of data is the key. Enterprises should face up to this link, use the power of data to promote the development of enterprise's economic management model in the direction of standardization, and achieve the goal of improving efficiency and optimizing management. We must also unswervingly protect the security of data, regard data as an important asset of enterprises and realize its maximum value.

### **3.3 The Influence of Standardized Economic Management Model on the Stable Operation and Competitiveness of Enterprises**

Standardized economic management model plays an important role in promoting the stable operation and competitiveness of enterprises. Through standardized economic management mode, we can meet the needs of enterprise development and innovation, ensure the stability of enterprise operation, improve operating efficiency, ensure the promotion of enterprise core competitiveness, and bring better business operation results and competitive position for enterprises. In the digital environment, establishing and following a standardized economic management system will enable enterprises to maintain stability in the wave of change and improve their adaptability and competitiveness.

In order to realize the standardized economic management mode in the digital environment, it is necessary to establish the corresponding data collection and analysis system, clarify the application of data in economic management, and ensure the safety and compliance of data. Standardized economic management mode is also beneficial to the stable operation and competitiveness of enterprises. Enterprises should also adhere to formal and standard economic management while rationally treating and accepting the changes brought about by digitalization, so as to promote the benign and orderly development of enterprises.

## **4 Conclusion**

Through in-depth research and empirical analysis, this paper analyzes the standardized construction path of

enterprise economic management mode in the digital economy era, expounds the importance of standardized digital economic management mode from both theoretical and practical perspectives for the first time, and formulates relevant standards and operation modes. Our research results emphasize the close relationship between enterprise economic management mode and digital application. At the same time, we also put forward a standardized construction path of economic management mode that balances innovation and standardization, data application and protection. However, although our research has achieved some results, under the new situation of digital economy development, there are still

many challenges in the standardized construction of enterprise economic management model, such as the rapid technological update and the lag of laws and regulations in practical application, which need us to pay more attention in future research. Finally, on the basis of our research, we expect more scholars and enterprises to discuss and practice the standardized construction of enterprise economic management mode in the digital economy era, and jointly promote the stable development of China's digital economy and the long-term competitiveness of enterprises.

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