International Journal of Science and Research (IJSR)
ISSN: 2319-7064
Impact Factor (2018): 7.426

Improvement of Corporate Strategic Management Ability under Big Data Conditions

Wenting Hu

Xidian University, School of Economics and Management, XiFeng Road, Xinglong Section 266, China

Abstract: ***With the development of big data and cloud computing technology, it provides a transformative approach to data collection, processing, analysis, and summary. This data scheme similar to the atomic bomb explosion has raised new issues for the development of enterprises. This paper focuses on the concept and principle of big data, expounds the impact of big data on the strategic management capabilities of Chinese enterprises and puts forward the strategies that enterprises should have under the conditions of big data and the strategies to improve their strategic management capabilities.***

Keywords: Big Data; Strategic Management; Strategic Management Capabilities

1. Introduction

With the rise of the digital age, data has had a huge impact on business models. The world has been overwhelmed by data and is good at using numbers to make companies grow faster. With the development of big data and cloud computing technology, it provides a transformative approach to data collection, processing, analysis, and summary. This kind of atomic bombing-like data scheme has raised new issues for the development of enterprises. How to use big data and cloud computing technology to develop their own strategic management capabilities becomes the key to winning in the fierce market competition.

2. Related Concepts

2.1 Big Data

Big data is the product of the Internet. It is another subversive technological change in theinformation industry after cloud computing and the Internet of Things. From small enterprise management to national governance, big data plays an important role. Premier Li Keqiang's inspection of the Big Data Application Center in Guizhou stated that the law enforcement power is locked into the "data cage", so that the behavior of the untrustworthy market is nowhere to be seen, and the power operation is everywhere, providing a first-hand scientific basis for government decision-making and realizing "people". In the dry, the cloud is counting." Big 4V features: Volume, Ve-locity, Variety, Value.

The strategic significance of big data technology is not to master huge data information, but to professionalize these meaningful data. Therefore, the value that big data brings to people is that big data as an asset, people need to make good use of this asset, need to improve the "processing ability" of the data, and realize the "value added" of the data through "processing".

2.2 Corporate Strategic Management

Strategic management refers to the development goals or policies made by enterprises or organizations that have long-term benefits for a certain period of time, and the correct allocation according to enterprise resources. Enterprise strategic management mainly includes the response of enterprises to various uncertain factors they face in the process of completing their own business objectives, and formulates development strategies based on in-depth analysis of internal and external environments. The essence of enterprise strategic management is implemented around the three aspects of "positioning, development, and action". Enterprise positioning defines the location of the company and helps it choose the market and target customer base that suits itself. Development means the future direction of the company. Actions indicate how companies use their methods to beat their competitors.

Strategic management refers to the development of its management strategy based on the internal and external environment of the enterprise, so as to ensure the smooth implementation of its business objectives, and to implement the company's progress plan according to internal resources, so that the enterprise can establish a dynamic management process.

2.3 Corporate Strategic Management Capability

The most important thing in strategic management is to enhance the company's own strategic management capabilities. Strategic management capabilities are the key to determining whether a company's strategic management can be implemented smoothly. Strategic management capabilities are not only the foundation of technological innovation, but also the key to maintaining the competitiveness of enterprises. The enterprise strategic management ability can determine the market competitive advantage of the enterprise in order to enhance the product innovation capability of the enterprise.

3. The impact of big data on Corporate Strategic Management

3.1 Analyze the strategic environment of the enterprise

The traditional analysis of the strategic environment can only be a rough examination of the external competitive environment of the enterprise through the analysis of simple financial data provided by the finance department and the disclosure of financial statements and statements of listed companies in the same and similar industries. For non-financial indicators, collection can be done through television, radio, newspapers, magazines and the Internet. After applying big data and cloud computing technologies, financial data can expand the collection of financial data through big data service organizations, and apply the retrieval and collection function to target large amounts of data.

For the collection of non-financial data, you can rely on big data. And cloud computing technology, especially for social and cultural factors, can not achieve accurate data collection using traditional collection methods. Traditional statistical data is more derived from internal statistical data held by national statistical departments and enterprises, big data and cloud computing technology. Breaking through the single restriction of the original statistical data source, multi-angle, deep-level data fully reflects the current social environment and changing trends of enterprise survival. Provide more accurate and complete data for the company to develop strategic planning.

3.2 Impact on corporate financial management

With the development of big data technology, financial intelligence software can be used to capture the financial information of enterprises in a timely manner. In the era of big data, enterprises quickly obtain internal and external financial management information through information technology and software technology, and enterprise financial management information is rapidly generated, thus forming a rapid information generation and processing system to maximize support for enterprise management and decision-making. Moreover, enterprises can obtain multi-dimensional massive data information in the context of big data era, and can combine financial information and other information to form a large data system for quickly supporting enterprise management and decision-making. For example, Internet companies can use the customer big data analysis system to analyze the geographical distribution, age structure, and consumption habits of click and purchase customers, so as to judge the preferences of target customers, thereby developing products for different consumer groups and increasing sales of enterprise products. , thereby increasing the company's main business income.

Finally, in the era of big data, through the big data platform, information users can get the financial information they want to know in a timely and comprehensive manner, thus improving the dataization and transparency of financial information, which is conducive to timely decision-making and improvement of information users. Corporate governance structure.

3.3Impact on human resource management

(a）Data mining in the big data situation is widely used in the recruitment of enterprises. Through data mining, the information of the media can be aggregated, and the talents suitable for the needs of the company can be found according to the needs of different positions. More importantly, data mining under the support of big data can even compare and analyze data for different applicants. For qualified candidates, they can analyze the status of their previous work through the data collected before the interview, such as serving each The time of work, performance status, etc.

(b) Under the big data situation, data mining is effectively applied to many aspects such as employee performance appraisal and personnel allocation in human resource management. Big data can help the HR department better analyze the best staffing of each position and avoid wasting human resources. Data mining can also be a good data comparison between employees, and can even analyze the data of employees in different periods to find the optimal solution that meets the needs of human resources management.

(c) Data mining in the context of big data is often used for personnel turnover control. Human resources are the most valuable asset of an enterprise, and enterprises often invest huge expenses in personnel training. The loss of personnel is a huge loss for the enterprise. Therefore, enterprises can analyze the reasons for employee turnover through big data and classify the research to find the root cause of their departure to prevent more brain drain.

3.4 Impact on corporate marketing

Big data helps companies improve their business marketing strategies by improving the precise analysis of customer needs. For example, by analyzing the user's social media activities, the company can recommend products or services that consumers are interested in; by publicizing social data, the company can conduct targeted online and offline product recommendation activities; At the same time, the relevant product inventory can be increased in the corresponding regions; through the monitoring of social media, products that can be prepared for the user's needs can be stocked in advance.

4. Countermeasures for enterprises to improve their strategic management ability under big data

4.1 The ability of enterprises under big data conditions

a) Data management capability.After obtaining sufficient and appropriate information, enterprises should have the ability to integrate data, that is, organically integrate

scattered and fragmented data through classification and reorganization to form a relatively independent system, thereby improving information Effectiveness.

b) Data prediction ability.Take the manufacturing industry as an example. Whether it is the formulation of production plans, the procurement of raw materials, the increase of equipment, and the expansion of operators, it is necessary to predict in advance so that the production activities can be carried out smoothly. This is inseparable from all aspects. The data is reflected. For example, fluctuations in raw material prices, changes in labor costs, etc., companies should scientifically use past and current data to reasonably predict the cost changes and activities needs of the next stage of enterprise management.

c) Data application capability. On the one hand, companies should learn how to use information to improve the scientific and effective management decisions. On the other hand, companies should know how to use information to respond to market challenges in a timely manner and adjust internal arrangements at any time to improve the adaptability and sustainability of business survival. In general, enterprises should improve the scientific and deep humanity of data applications, and learn from this and the other, the data utilization ability.

4.2 Countermeasures for enterprises to improve their strategic management ability under the condition of big data

(a) Improve data identification capabilities to improve the scientific nature of development strategies.

First, companies should identify the effectiveness of the data. Since the data is updated quickly and the cycle is short, this invisibly shortens the effectiveness of the individual data. The data presented at different stages are different, and companies should choose to receive data that is closest to the actual market conditions. For example, when an enterprise develops a medium-term development plan, the closer the data is to the time period, the higher the weight should be. The farther the data is, the lower the weight should be.

Second, the authenticity of the data should be identified. With the increasing degree of network development, the sources of information sources increase, and inevitably there will be false information that interferes with market development or even undermines market order. Therefore, enterprises should judge the authenticity of data before collecting information. Avoid being misled by false and false information.

(b) Improve data forecasting capabilities to improve the rationality of program organization.

When an enterprise is coordinating the organization's plans and resources, it generally needs to be carried out in advance. For example, if a company decides to add a new project in the second half of the year, it must do a good job of recruiting personnel, purchasing resources, and allocating funds before the project is officially launched. Such arrangements are usually inseparable from the advance forecast of project demand. Therefore, companies need to improve the predictability of the organization by improving the predictive power of the data.

Specifically, first of all, the ability to predict risks should be improved. In particular, when a company starts a new project, the company needs to predict as much as possible the risks that may be caused by the lack of resources, the risks that may be caused by external competition, and the risks that may result from the updating of national policies and regulations. Wait. At the same time, companies should also set a minimum defensive bottom line and stop loss coefficient in advance to avoid excessive impact on the entire enterprise due to project failure.

Second, the ability to predict profitability should be improved. Because the operating process of the company is fluid and changing, especially the flow of funds is more flexible. Companies predicting in advance the possible profitability of their operations will help increase the effectiveness of capital flows.

(c) Improve data integration capabilities to improve the accuracy of innovation reforms.

When an enterprise decides to apply limited resources to innovation in a certain field, it must reasonably conduct a comprehensive comparison evaluation of the existing business operation process, and find out the part that is most needed to be improved or most worth trying to innovate. To achieve this, companies can achieve this by improving the ability to integrate data. Specifically, first of all, the ability to integrate data should be improved, data from all dimensions should be managed in a unified manner, and data with commonality and complementarity should be blended together. Especially in the era of big data, most of the data is scattered and scattered. Therefore, enterprises need to glue them together to present complete data information.

Second, the ability to apply data should be improved. That is, based on the fusion of data, further deep understanding and use of the information presented by the data. For example, the data reflected by the employees of the company is less efficient, the project review cycle is longer, and the subsequent follow-up maintenance is insufficient. The substantive problem may be that the design of the enterprise process is not reasonable enough. Therefore, enterprises should improve their ability to integrate data before innovation reforms in order to optimize and improve them.

5. Conclusion

Based on the background of the big data era, if enterprises want to improve their management capabilities, they should face up to the impact of massive data and complex data on enterprise management, fully exploit the hidden value behind the data and maximize the development and utilization. Improve the scientific nature of development strategies by enhancing data identification capabilities, enhance the rationality of program organization by

enhancing data forecasting capabilities, and improve the accuracy of innovation reforms by enhancing data integration capabilities. As long as enterprises can use forward-looking management wisdom to analyze the opportunities and resources of the era of big data, they can reasonably plan to organize business operations, coordinate and control enterprise resources, thereby maximizing the efficiency and quality of enterprise management, and ultimately achieving The expansion of the market, the establishment of the brand, the value-added of products, the spread of reputation, the growth of strength and other series of enterprise development pursuits and goals.

References

[1] Zhang Jinlei.Analysis on the Application of Big Data Technology in Enterprise Strategic Management.Computer Knowledge and Technolog,(20),pp.17-20,2016.
[2] Liang Jianzhuang. Evaluation and Innovation Analysis of Enterprise Strategic Management Capability Based on Analytic Hierarchy. China Business,(1),pp.115-117,2014.
[3] Wang Changxin.The Impact of Data Mining on Enterprise Management under the Situation of Big Data.Modern Business,(28),pp.69-70,2015
[4] Xie Yujiang,Li Bin.Analysis of the Impact of Big Data on Corporate Financial Management and Countermeasures.Shopping Modernization, (04),pp.222-223,2016
[5] Cao Liang. Research on the Improvement of Enterprise Management Capability in the Age of Big Data. (23),pp.84,2015.