

The Research on Enterprise Management Innovation

LIU Fengxian^{[a],*}

^[a] Beihang University, Beijing, China.
*Corresponding author.

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Abstract

Under the background of the competition and upgrading between enterprises; management of enterprises has been the focus of competition. Whether the enterprise could update its management has been a key factor for the enterprise's success during the competition; which requires the manager of the enterprise paying high attention to the management as well as enhancing the core competitiveness by management innovation. This paper has emphasized briefly the importance of the enterprise's management innovation to enterprise's development; and analyzed the basic principles for the enterprise's management innovation. Based on the current obstacles existed in enterprise's management innovation, this paper discussed the basic strategies for enterprise's management innovation, which expected to offer some effective ways for the management innovation work's carrying out.

As an important component factor of enterprise's core competitiveness improvement, management innovation has played a more and more important role in that field. Currently, our countries' enterprise management innovation still developed in a low level; and there are large gaps between enterprise's management innovation and enterprise's development. Faced with the drags to enterprise's competitiveness caused by backward enterprise's management innovation, the enterprises need to have a more objective and general view towards management innovation; envisage the deficiency in the management innovation and take effective measures to update so that the enterprise could improve its management skills and lead up more energy for enterprises' healthy development.

Key words: Enterprise management; Innovation; Principles; Strategies

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INTRODUCTION: THE SIGNIFICANCES OF THE MANAGEMENT INNOVATION FOR ENTERPRISES

Management innovation has a great significance for enterprises; under the new economic background, the significances of the enterprise management innovation are taking in the following aspects:

(1) Improving Enterprises' Competitiveness

Management level is an important part of enterprise core competitiveness; while the management innovation is an important way to promote the enterprise's management level; so in the background of changing market competition environment currently, enterprises must keep management innovation constantly, according to the needs of enterprises' development. The enterprise should completely abandon the backward management concept, and management system, so that it could realize enterprise management innovation to advance with the times, and then improve the enterprise's core competitiveness.

(2) Improving Enterprises' Economic Benefits

It is one of the direct targets of the enterprise management innovation for enterprises to achieve more economic benefits. For enterprises, poor management could keep enterprises' cost in a high level in a long term, while management cost has been the rigidity expenditure for many enterprises. The improvement of enterprise

management could greatly reduce cost, which also could jump out of the vicious circles of high management cost. In the meantime, it could also create more revenues because of the large improvement of enterprises' operation efficiency contributed to management innovation.

(3) Improving Employees' Satisfaction

In the background of knowledge economy era, employees have been the most important fortune instead of the capital of the enterprises. For enterprises, employees' working initiative and satisfaction towards enterprises have decided enterprises' management efficiency directly. The backward management concept, and dull management methods of many enterprises have led to management level involved in a low circle, which directly lagged employees' satisfaction, and affected their working enthusiasm. So enterprises need to meet employees' needs and improve their satisfaction by management innovation.

1. THE BASIC PRINCIPLES OF ENTERPRISES MANAGEMENT INNOVATION SHOULD BE FOLLOWED

The management innovation does not have a fixed method or mode for enterprises; while in general, enterprises should obey the following principles: risk controlling, people oriented, and overall coordination etc. the specific analysis is as below:

1.1 The Principle of Controllable Risk

For enterprises, whatever kind of innovation has risks inevitably and whichever kind of innovation has to pay the cost, so management innovation is not an exception. The purpose for management innovation is to improve enterprises' competitiveness, economic benefits etc. the management innovation is not recommendable for enterprises if it has too many risks or costs which exceed enterprises' bearing capacity. From this aspect, enterprise management innovation has to insist on the principle of the risk controlling, estimating the risk for management innovation. Enterprises should make a general and objective evaluation for obstruction that the management innovation would face with, or the cost and benefits that the management innovation could produce; then according to the evaluation, enterprises eventually determine whether they should carry out management innovation.

1.2 Principle for People Orientation

Enterprise management innovation must adhere to the people-oriented principle, management innovation need to respect employees, care about employees, and listen to the opinion of the staff to innovation. The staff is not only a passive recipients but also should be active participants of management innovation, during the management innovation process, enterprises should fully respect

the staff's appeals and get employees involved into the management innovation, managers and employees should together discuss the management innovation problems, consulting about employees' basic opinions for management innovation, accepting employees' correct suggestions towards management innovation, so that it could ensure that the employees to be able to approve and support the management innovation, reduce the resistance of the management innovation, and achieve the management innovation moving on smoothly.

1.3 The Principle of Planning and Coordination

Enterprise management innovation involves many aspects, which not only includes the change of management concept, but also the change of management method as well as the change of management evaluation; therefore, management innovation need insist on the principle of planning and coordination; only in that way, enterprises could promote the management innovation to work more smoothly and continually. Overall planning and coordination means enterprise management innovation should consider the adjustments of the concept, methods and evaluation; lack of whichever aspect of the above would have a serious impact on the effectiveness of the management innovation. For example, if the management method renews, while the management evaluation's adjustment lags behind, it will lead to the distortion of evaluation results, and then further affect the next work of the management innovation.

2. THE MAIN OBSTACLES THAT ENTERPRISE MANAGEMENT INNOVATION FACED WITH

Enterprise management innovation could be considered as an overturn for current management concept and management mode etc. so it definitely would be faced with amount of obstacles. Knowing these obstacles could clarify the better development direction of management innovation.

2.1 Obstacle of Cognition

Obstacle of cognition could be one of the largest obstacles that enterprise management innovation faced with. Rigid mind may become the stumbling blocks for many enterprises' management innovation. Many enterprises' managers who do not have a full and comprehensive understanding towards the significance and necessity of management innovation think the management innovation should be inferior to technology innovation; yet in fact, technology innovation should be based on management innovation; if management innovation develops in a good condition, it will promote the development of technology innovation. It would certainly hamper the management innovation's development when managers who don't pay enough attention to the cognition updating and keep a rigid mind are unwilling to carry out management innovation.

2.2 Obstacle of Capacity

Enterprise management innovation capability directly determines the effect of management innovation, at present many enterprises are lack of management innovation ability which hinders management innovation's carrying out. The shortage of enterprise management innovation ability are mainly reflected in lacking management innovation talented people, the existing management personnel do not or few have enough competence to take over management innovation; in addition, many enterprises do not have enough experiences for management innovation; therefore, they stayed in the low level for management innovation. All in all, it is difficult for enterprises to reach the ideal condition of enterprise management innovation development although many enterprises have carried out management innovation when faced with the lack of capacity.

2.3 Obstacle of Culture

Good innovative culture would be a very good impetus for enterprise management innovation development, on the contrary if lack of cultural atmosphere, it would severely hamper the management innovation of the enterprise. Currently, one important element for hindering the development of enterprise management innovation is lacking a good cultural atmosphere, it would drag down the enterprise management innovation's carrying out if enterprises lack good innovative culture, for example, when it comes to the details of enterprise culture, few enterprises have a updated management innovation culture and little enterprise culture encourages innovation, permits failure or allows traditional, conservative, backward corporate culture's existence which has been the main obstacles of the management innovation.

2.4 Organizational Obstacle

another major obstacle of enterprise management innovation of enterprise organization is not has many characteristics, such as open, flat, no boundary, not to build a learning organization, it is also a major obstacle for enterprise management innovation, the carrier should be said that the organizational structure is the enterprise management innovation, organizational structure is appropriate will directly affect the effect of management innovation. Many enterprise levels: organizational level, lack of elasticity, the face of the changing external environment, the enterprise will not be able to get all kinds of information in a timely manner, between various departments also can't do quick response, thus affected the management innovation actively.

3. SPECIFIC STRATEGIES FOR ENTERPRISE MANAGEMENT INNOVATION

The obstacles that the management innovation have faced with need enterprises take an active measure to break out;

and the following work should be promoted based on the basic principles of enterprise management innovation.

3.1 Build a Continuing Innovation Concept

Enterprises need to develop a proper cognition towards the importance of management innovation and have to realize the benefits that innovation brings to the enterprise; furthermore, enterprises should emancipate thinking, break the cliché and pay a high attention to enterprise management innovation's carrying out. In the meantime, enterprises need set up the innovative concept, as well as break the existing management mode bravely and further rethink, hesitate or break the existing experiences and achievements that have accumulated before. Only building up this concept, the enterprises could reach better achievements in enterprise management innovation. Besides, enterprises should care about the propaganda and inculcation of management innovation concept so that they could win the employees' more supports and reduce employees' stress in the management innovation.

3.2 Create a Good Innovative Culture

Enterprise management innovation needs to build a good innovative culture and form a good culture atmosphere, so as to promote the enterprise management innovation to carry out better. The function of management innovation enterprise culture is mainly manifested in stimulating, standardizing for management innovation. According to management innovation's development, enterprises should pay attention to the construction of innovative and cooperative culture; moreover, they should take efforts to develop systemic and behavioral culture so as to build a culture atmosphere that benefit for enterprise management innovation, encourage employees to innovate and expand the culture actively which promotes the management innovation being an interior actions for employees. To conclude, as for management innovation, enterprises and employees would actively participate in instead of resisting to joining in so that enterprises realize the management innovation.

3.3 Improving Enterprises' Innovative Capacity

Enterprises need to reinforce the cultivation and improvement of management innovation ability. There are two important aspects that need care about when referring to the improvement of the management innovation capacity; on the one hand, to attract management innovation intelligent people for enterprises, they need to strengthen the cultivation of the management innovation talented people and emphasis on bringing in some intelligent people whose knowledge background and proper experiences meet the requirements for management innovation by offering attractive salaries and enough development space. On the other hand, enterprises should focus on the capacities' cultivation of their management staff by employee training to make the employees, especially the management employees master more knowledge and capacities to

improve management innovation abilities and ensure the work a better development.

3.4 Improving the Structures of the Enterprise Management

Enterprises need to build up the structure of learning organization as the basic goal, by which enterprises promote the management innovation's development. The characteristics of the learning organizational framework: Flatness, no-boundary and flexibility are significant for management innovation, especially for the organization to study, which make the organizational staff build up the team-learning cognition. By constant study the enterprises could improve the management innovation capacity of the enterprises' managers and offer more motivation for management innovative work's carrying out. Therefore, enterprise management innovation needs to pay a great attention to build up the learning organization and improve the organizational structure according to the basic characteristics of the organization so that it could provide supports for the management innovation.

CONCLUSION

Management innovation is a must for the company to do its work better, the enterprise managers must pay high attention to the management innovation's carrying out

since it is a great and indispensable work for enterprises. Enterprises need to realize management innovation itself a continuing job; only when they rethink about the current management constantly, they could take an active measure to move innovation forward. Furthermore, during the management innovation, enterprises should learn and take in any innovative thinking and experience beneficial for management innovation. In accordance with their situation, enterprises could carry out the management innovation step by step under their risk-bearing capacity to realize the improvement of their management so that build a strong foundation for enterprises' healthy development.

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