



# Risk Control and Countermeasures Analysis of Enterprise Economic Management

Zhentao Qi

New Era University College, Institute of International Education, 43000, Kajang, Selangor, Malaysia  
DOI: 10.32629/memf.v5i4.2592

**Abstract:** In order to better cope with the fierce market competition, enterprises need to increase investment in economic management, develop a scientific management system, and strengthen the training of management personnel to ensure the smooth progress of economic management. However, many enterprises have deficiencies in economic management, insufficient knowledge of risk prevention and control, and lack of effective coping strategies for internal and external risks of all kinds. Subject to the constraints of the traditional economic management mode, some enterprises have not established a set of scientific and complete risk control programme, and lack of in-depth research on various risky factors for the long-term and sound development of enterprises. Based on this, the article analyses the risks in enterprise economic management and puts forward corresponding risk prevention countermeasures, with a view to achieving high efficiency and high yield.

**Keywords:** enterprise economic management; risk control; countermeasures

## 1. Introduction

High-quality development of enterprises is the key to promoting social and economic development, and a smooth and orderly social and economic environment provides a favourable external environment for the operation and development of enterprises and brings new development opportunities. In such a context, enterprises should formulate countermeasures to cope with economic management risks in accordance with their own business development and environmental conditions, and carry out all-round management of various hidden dangers in economic management to reduce the risks of economic management of enterprises, enhance the economic management capability of enterprises, and promote the healthy and sustainable development of enterprises.

## 2. Main causes of risks to the economic management of enterprises

### 2.1 market volatility and increased competition

In the process of economic management, market instability and increased competition lead to increased risk. Uncertainty in the market economy refers to the fact that many factors such as market demand, price and supply work together in the market, causing frequent market fluctuations. However, at the same time, enterprises that adopt various strategies and methods in order to capture market share and gain benefits tend to incur greater risks when confronted with those uncertainties. Such market turmoil as well as intense competition can have unfavourable consequences for businesses such as reduced sales and market share. Enterprises may face stagnant sales of goods and a decline in orders, affecting their profits and operations. At the same time, due to increased competition in the market, companies need to strengthen marketing, reduce product margins, accelerate product upgrades, increase business risks and understand uncertainties.

### 2.2 Financial mismanagement and capital chain problems

An enterprise, if it fails to plan and control its financial activities well, may have financial risks such as difficulty in capital turnover and broken capital chain. However, if an enterprise expands too fast, invests too much, or over-indebtedness, it will increase the financial pressure on the enterprise and increase the debt risk, thus making the enterprise face greater financial difficulties. Such imperfect financial management and problems in the capital chain will bring about many other problems, for example, poor liquidity and failure to make payments on schedule, which will have some impact on the credibility of the enterprise, its reputation, its access to financing and its credit rating; if the capital chain is broken, the enterprise's production operations will come to a standstill and it will not be able to make deliveries on schedule, which will in turn affect the trust of the customers, and then affect the enterprise's position in the market.

### **2.3 Insufficient technological innovation and information asymmetry**

In today's rapid development of science and technology, the failure to keep up with technological innovation may result in the backwardness of products and technology, which in turn affects the competitiveness of enterprises. In addition, information asymmetry will also bring uncertainty to the enterprise's investment decision, thus increasing the enterprises' risk. If technological innovation is insufficient, the product can not meet the needs of the market, thus technology can not be improved and upgraded, it will finally affect the competition and profit of the enterprise; Information asymmetry will cause enterprises to be unable to obtain accurate information in decision-making, thus affecting the accuracy and efficiency of decision-making, and increasing the risk of enterprise economic management.

## **3. Risk control measures in enterprise economic management**

### **3.1 Establish a perfect risk management system**

The establishment of an effective risk management system helps enterprises to identify, assess and deal with all kinds of risks and reduce the impact of risks on enterprises. To establish a good risk control system, first of all, the organisational structure and division of responsibilities of the enterprise should be determined. Enterprises should set up a professional risk management organisation, which is responsible for formulating risk management policies and procedures and monitoring their implementation. Secondly, it should establish a risk prevention and control mechanism with clear hierarchy and responsibilities. Enterprises can make a comprehensive assessment of possible internal and external risks by making a risk management manual and conducting risk assessments and drills. Finally, a systematic risk assessment system should be set up to monitor the development trend of risks and to prevent and control them effectively.

### **3.2 Strengthen internal control and risk prevention**

Internal control is a management system for enterprises to plan, organise and control their financial, operational and managerial actions. Firstly, by strengthening internal control, enterprises can enhance the transparency and accuracy of work processes, standardise staff behaviour, reduce errors and omissions, and reduce risks. Second, establish a sound internal control system and audit system. Enterprises should take into account their own operating characteristics and risks and establish their own internal control systems and procedures to make their operations and management standard at all stages. Establish an internal audit system of each business process to conduct regular audits, so that problems can be detected and dealt with in a timely manner. Third, strengthen personnel training and internal communication. Enterprises should strengthen the training of employees to enhance their awareness of risk and internal control, ready to deal with all kinds of risks. Finally, in order to strengthen the internal control of enterprises and improve the risk management level of enterprises, the use of information technology, enterprises can use information systems and software tools to collect, analyse and monitor data, in order to reduce human error and the occurrence of danger.

### **3.3 Establish awareness risking education and training mechanism**

Risk awareness is the internal personnel's awareness and understanding of potential risks in the enterprise and their ability to take active preventive and control measures. On this basis, the enterprise puts forward a new risk management concept, that is, through the construction of risk awareness and training system to enhance the enterprise's risk prevention awareness and resilience, so as to improve the overall risk management level and efficiency of the enterprise. Enterprises should establish appropriate risk awareness training programmes according to their risk characteristics, industry characteristics and personnel needs. Employees are made aware of risk prevention by training, internal communication and risk drills, so that they can actively engage in risk management. In addition, risk case studies and communication should be strengthened. Enterprises can collect and organise risk cases and use examples to illustrate the causes, effects and prevention of risks. At the same time, it will also organise the exchange of various risks and countermeasures faced by employees in their work, enhance mutual learning among employees, and improve the overall risk control ability of enterprise economic management.

## **4. Conclusion**

To sum up, if enterprises want to gain a foothold in this fierce market, they need to seize the moment, strengthen their operation and enhance their economic management to prevent risks. At the same time, enterprises should also build risk management structure and system according to their own characteristics and the risk characteristics of the industry, and continuously optimise the risk control system, so that they can continuously improve their risk management ability, so as to make them adapt to the rapidly changing market environment and achieve sustainable development of the enterprise.

## References

---

- [1] Liang Jing. Research on risk control countermeasures of enterprise economic management under the new situation[J]. Industry and Technology Forum,2024,23(05):231-234.
- [2] Wen Yaqi. Research on Risk Control Countermeasures of Enterprise Economic Management[J]. Modern Business Research,2023,(05):149-151.
- [3] Zhang Jian. Risk Control Countermeasures of Enterprise Economic Management[J]. Management Culture,2022,(17):62-63.
- [4] Ma Wenting. Research on risk control countermeasures of enterprise economic management[J]. Modernisation of Shopping Malls,2022,(06):61-63.
- [5] Yu Yuhua. Risk control countermeasures of enterprise economic management[J]. Business News, 2021,(32):125-127.