

# Research on the Optimization Path of Enterprise Management in the Perspective of Economic Structure Transformation

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**Abstract:** In the context of the new era, China's economy has gradually changed from high-speed development to medium-high speed development, and the development goal has begun to change to sustainable development. In this context, the business development mode of enterprises has undergone greater changes, the economic structure of various fields began to actively carry out transformation and upgrading, and the combination of industrial technology has been reasonably adjusted. At the same time as the transformation of the economic structure, the management objectives and management content of enterprises have also undergone certain changes. In order to better solve the problems and deficiencies in the business process, enterprises need to optimize the existing management model, innovate management ideas, innovative management tools, so as to meet the requirements of the economic structural transformation and ensure the stable development of enterprises.

**Keywords:** economic structure transformation, enterprise management, optimization path

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## Introduction

Economic structure influences a country's economic development mode, and is closely related to the country's industrial development process and economic system. Under the background of economic structure transformation, the traditional enterprise management mode can no longer meet the requirements of normal development of enterprises. This requires enterprises to deeply analyse the connotation and characteristics of economic structural transformation, take into account a series of factors such as the current national consumption structure, resource structure, international environment, etc., to build a new management mode and improve management effectiveness.

### 1. Connotation of structural transformation of the economy

The structural transformation of the economy encompasses a wide range of factors, including structural change, the optimal transformation and upgrading of the industrial structure, structural distribution, the labour force and the consumption structure, to name but a few. It can be said that economic structure is the key to connecting all fields and sectors of society, and is an important framework for the stable development of a country's economy. With the rapid development of China's social economy, the transformation of the economic structure has accelerated greatly, and the original direction of economic development and the economic foundation have changed dramatically. The transformation of the economic structure can achieve the integration of national consumption, labour, science and technology and other factors of production, and help to promote the sustainable development of the economy, so as to

comprehensively improve China's comprehensive socio-economic development level<sup>[1]</sup>.

## **2. Characteristics of the structural transformation of the economy**

The transformation of China's economic structure is characterized by a number of aspects, one of which is the comprehensive implementation of supply-side reform. Supply-side reform is the focus of China's economic restructuring and upgrading, in strict accordance with the relevant principles and requirements for the design of the market economy and the structure of the building, through the improvement of resource allocation, improve the efficiency of resource supply. On the other hand, it is the formulation of modern economic development goals, in the process of economic structural transformation, the government needs to take into account the current situation of local economic development and future trends, and constantly strengthen the real economy, scientific and technological development, and the promotion of modern finance and so on. In this process, in strict accordance with the requirements of the supply-side reform, to achieve the macro-control of the market economy, and to promote the enterprise to achieve the re-construction of the system<sup>[2]</sup>. Finally, the economy has changed from high-speed to high-quality development characteristics, in the context of the new era, China's social and economic development has gradually changed from the previous high-speed development to high-quality development. In response to the changes in modern people's consumption needs, each enterprise began to increase research efforts to provide consumers with targeted quality high-end products, management mode is also more personalized, humane, rather than the previous one-size-fits-all model.

## **3. Optimization path of enterprise management in the perspective of economic structural transformation**

### **3.1 Building a grid-based management model**

Before the transformation of economic structure, most of the enterprises in China adopt the rough management mode, which is difficult to promote the high-quality development of enterprises. Moreover, many enterprise leaders do not realize the arrival of the wave of economic structural transformation, and their management concepts are backward. Enterprises need to study in depth the transformation of the relationship between different groups in the new era, to build a grid management model, so that the enterprise internal formation of network organizational structure system<sup>[3]</sup>.

Enterprises in the context of economic structural transformation, the need to coordinate the relationship between economic benefits and social benefits as the main task, so as to be able to build a modern, grid-based enterprise management model to lay a solid foundation. Enterprises need to combine the requirements of economic structural transformation, actively use modern management concepts and management techniques, build a diversified management system, and improve the accuracy of the management system. In terms of management objectives, enterprises should highlight the differentiated features of their products according to the current consumption characteristics of people and meet their diverse consumption needs.

In the construction of the grid management mode, enterprises are required to reasonably use information technology means to expand the enterprise management mode and create an emerging network management mode. Enterprises can use information technology to achieve online control and scientific testing of enterprises, and through information technology to allow consumers to participate in the management of enterprises and product value creation, to meet the diversified needs of the market.

### **3.2 Creating a value chain management mechanism**

In the process of enterprise operation and development, the value chain is an important factor that

affects the competitiveness of enterprises as well as economic efficiency. The transformation of the economic structure has a certain impact on the value chain of enterprises, and if enterprises ignore the construction of the value chain management mechanism, it will hinder the benign development of enterprises<sup>[4]</sup>.

Enterprises need to combine the requirements and characteristics of economic transformation, based on the actual situation of their own development, as well as the characteristics and needs of development, in-depth improvement and innovation of the value chain management system, to create a scientific and reasonable value chain management mechanism.

On the one hand, enterprises need to make full use of the management platform to develop a series of characteristic supplier cluster system, innovate the construction of very low development, and formulate a management strategy that meets the future development trend of enterprises. Enterprises in the value chain management process needs to be fully integrated with the market economy development needs, to meet the diversified and personalized consumption needs of consumers.

On the other hand, the modern innovation reform of enterprises needs to be linked with the rapid development of the market economy, based on the value chain management mechanism built on the characteristics of the modern industrial chain, to give play to its stable and coordinated function, and to realize effective communication and exchanges between enterprises and various suppliers.

### **3.3 Cultivating management talent for a new era**

In the context of economic structural transformation, in addition to adjusting the management system, enterprises also need to further strengthen the construction of the talent team, to achieve the transformation and upgrading of management personnel.

Talent is the main executor of enterprise management work, in the context of economic structure transformation, enterprises need more high-quality talents. Today's management personnel in addition to having a keen insight into the changes in the market economy, but also need to have a good spirit of innovation and organizational and coordination skills. Through the construction of high-precision management team, can make the optimization of enterprise management work twice as fast, and quickly adapt to the needs of economic structure transformation<sup>[5]</sup>.

Enterprises need to further optimize the talent recruitment mechanism, improve recruitment requirements and talent treatment, optimize the management team from the source. At the same time, enterprises need to train the existing management personnel team, guide them to independently learn advanced management concepts, understand the impact of economic structural transformation on the enterprise, innovate their management methods, and improve the team's overall management capabilities. In addition, enterprises need to combine the requirements of economic structural transformation, refine the assessment indicators. In addition to past management performance, it is also necessary to assess their innovation ability, adaptability, etc., to achieve the construction of high-precision management team.

### **3.4 Strengthening information technology infrastructure**

Enterprises need to strengthen the construction of information technology, advanced information technology, cloud computing technology, big data technology, etc. as a means to build a scientific and perfect information management system, to promote the successful completion of management objectives.

Enterprises need to strengthen the information management system as a whole, adjust the cost investment method, increase capital investment, and provide sufficient funds to support the procurement of information technology equipment hardware and software. Enterprises can create a special fund management work group to strictly manage the funds for information technology infrastructure and

improve the efficiency of the use of funds<sup>[6]</sup>.

Enterprises need to increase the strength of information technology construction, through the use of information technology will be the original chain management mode and line management mode into a network information technology management mode. This is able to achieve online efficient management in the physical distribution and material management process, improve enterprise management efficiency, and promote the requirements of management quality. In addition, the information technology infrastructure can also provide a basic guarantee for the future transformation and upgrading of enterprises, and provide the necessary equipment and technology basis for the intelligent management of enterprises.

#### **4. Conclusion**

To sum up, people's consumption concepts have changed dramatically in the new era, and the social and economic structure has also undergone a major change. The transformation of the economic structure for China's rapid economic development into high-quality development provides a strong impetus, but also for the benign development of the market economy and the scientific management of enterprises to provide opportunities. In the face of the new requirements of the transformation of economic structure, enterprises need to be based on their own actual development and product characteristics, change the old management concepts, continuous innovation and reform of the management system, enrich the management tools, and strengthen the use of information technology and other advanced technical means. This can provide a good management environment for the sustainable development of enterprises, and lay a solid management foundation for the high-quality development of enterprises.

#### **Conflicts of interest**

The author declares no conflicts of interest regarding the publication of this paper.

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