



Innovative Ideas of Traditional Business Management under the Influence of Internet Thinking

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Abstract: Enterprises have their own business model since the birth of the day, small street hotels, big banks, have their own business models, most of the traditional business models are spontaneous, traditional, and did not carry out conscious design and innovation, lack of competition and growth of sustainability, which is the reason why most private enterprises are difficult. Traditional business model has its distinctive characteristics, he is mainly centered on the seller market, with the inevitable two major costs, including labor costs and rent costs, traditional enterprise sales channels have limitations, its data driving force is low. New business models have emerged in the Internet era, such as the application of the C2B model of e-commerce, which can maximize profits for both consumers and enterprises. In the process of the change of information technology, the carrier of traditional business carrying information has changed, the form has changed the content, and a new consumption field has been created. Therefore, the bosses who do traditional business models must not resist, must accept and learn, and give new life to the enterprise.

Keywords: traditional business management, Internet thinking, e-commerce, management innovation

1. Internet thinking has become the most fundamental business thinking

In the Internet+ era, with the advancement of production technology and the popularization of the Internet, especially the mobile Internet, the production mode and business model of enterprises have undergone great changes, the organizational structure of enterprises has been further flattened, and the level of employees has also undergone great changes. These changes have prompted the human resource management mode of enterprises to change accordingly. These human resource management thoughts that adapt to the characteristics of the new era are called the Internet thinking of human resource management. Internet thinking has penetrated into various chains of enterprise operation, such as email distribution, wechat notification, Baidu information search, online collaborative office, online sales, online customer service, etc. We should use Internet thinking to optimize the operation and management of the entire enterprise, and run Internet thinking through various basic applications and business applications. Hu said: "In the era of the Internet, the biggest challenge faced by traditional enterprises is the disruptive challenge based on the Internet. In order to meet this challenge, the traditional enterprises must first do is to change the mindset and business philosophy[1]. Dare to see the present in the future with the end in mind, and see more opportunities, rather than imagining the future with today's thinking and only seeing threats". The Internet is becoming one of the true infrastructures of modern society, just like electricity and roads. The Internet is not just a tool that can be used to improve efficiency, it is the infrastructure to build the future mode of production and lifestyle, and more importantly, Internet thinking should become the starting point for all our business thinking[2].

As an important branch of the e-commerce industry, wechat business needs to achieve gradual normalization and branding. If enterprises want to become bigger and stronger in this industry and keep up with the development of The Times, they must set up a strong and systematic team, and use wechat business operation as a good helper to assist traditional enterprises. Should start from the pain points of the enterprise, focus on the realization of brand building, team building, investment system building, operation system building four levels of service, in order to achieve stable sales, establish enough team to maintain its healthy operation. Wechat business should use a variety of social marketing methods, seize the consumer psychology, and promote the commercialization, branding, socialization, differentiation, and sustainability of products.

2. Innovative ideas of traditional business management under the influence of Internet thinking

In the era of Internet, traditional business models are indeed facing great challenges. However, this does not mean that traditional businesses cannot adapt to the new environment. E-commerce is just the expansion of channels, not a new

business model, in theory, e-commerce and night market stalls are of the same nature. E-commerce brings more opportunities than challenges to traditional business, one of the challenges, such as information management, strictly according to the process of production and storage process, coupled with ERP management, continuous improvement of product quality and packaging, more stringent cost control. Here are some innovative ideas for traditional business management:

2.1 User-centered

Internet thinking emphasizes user experience and believes that the value of products and services lies in meeting user needs. Therefore, traditional business management needs to start from user needs, pay attention to user pain points, and provide personalized and differentiated products and services[3].

2.2 Data-driven

Traditional businesses need to be digitally transformed. This means moving traditional business processes, marketing strategies and customer relationship management to online platforms. For example, products can be sold by setting up their own websites or using e-commerce platforms; Marketing through social media; Using big data technology to analyze customer needs and behaviors. Internet thinking emphasizes the importance of data and considers data to be the core asset of an enterprise. Traditional business management needs to use big data technology to collect, analyze and mine user data to provide a basis for enterprise decision-making.

2.3 Platform operation

Internet thinking advocates the concept of openness, sharing and collaboration, and believes that enterprises should build platforms and integrate various resources to achieve win-win results. Traditional business management needs to break the original organizational structure, establish a platform-based operation model, and realize resource sharing and value co-creation. Traditional business needs to strengthen brand building. This includes improving brand awareness, shaping brand image, and enhancing brand loyalty. This can be done through advertising campaigns, sponsored events, social media marketing, etc.

2.4 Rapid iteration

Internet thinking emphasizes rapid trial and error, rapid iteration, and believes that enterprises should constantly optimize products and services to meet market changes. Traditional business management needs to change the original product development process to achieve rapid iteration and improve the competitiveness of enterprises.

2.5 Innovative business models

Internet thinking encourages innovation and believes that enterprises should constantly try new business models to adapt to market changes. Traditional business management needs to jump out of the original business model framework and seek new business model innovation. Constantly innovate products and services, which includes developing new product lines, improving the quality and performance of existing products, and providing better after-sales service. At the same time, you can also consider cooperating with other enterprises to jointly develop new products and services. Internet thinking emphasizes cross-border integration and believes that enterprises should break industry boundaries and achieve cross-border cooperation. Traditional business management needs to expand the business field, achieve cross-border integration, and improve the competitiveness of enterprises.

2.6 Social marketing

Internet thinking advocates social marketing and believes that enterprises should use social media and other channels to establish interactive relationships with users. Traditional business management needs to change the original marketing methods, realize social marketing, and improve brand influence.

2.7 Intelligent operation

Internet thinking emphasizes intelligent operation, and believes that enterprises should use artificial intelligence, Internet of things and other technologies to improve operational efficiency. Traditional business management needs to introduce intelligent technology to achieve intelligent operation and reduce costs. Traditional businesses need to optimize supply chain management. This includes improving procurement efficiency, reducing costs, and shortening delivery times. This can be achieved through the introduction of advanced logistics technology and equipment, and the establishment of close cooperation with suppliers.

3. Conclusion

Business thinking in the Internet age is a kind of democratic thinking. Consumers have become producers and disseminators of media information and content at the same time, and the mode of inducing consumer behavior through one-way broadcasting and manufacturing popular commodities by buying media is no longer valid. The power of producers and consumers has changed, and the era of consumer sovereignty has truly arrived. We have to realize that the Internet is not competing with the traditional rice bowl, traditional business itself has its own limitations, e-commerce just opened up a new market channel, in other words to the traditional increase in shipping channels. The two business models of traditional commerce and the Internet complement each other, and e-commerce is just the online version of traditional commerce. It gives the traditional business a broader opportunity to show themselves and delivery channels, the nature of its business is unchanged. The development of e-commerce in recent years, relying on big data, can actually be seen as an update iteration of some of the original methods, such as the use of big data, to achieve better control of the supply chain, to achieve sales on behalf of production, but you said that traditional business in the past, also did similar work[4].

In short, Internet thinking has brought innovative ideas to traditional business management, and enterprises need to continue to learn and learn from Internet thinking to achieve transformation and upgrading in order to cope with the increasingly fierce market competition.

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