

Research on the Effect of Digital Construction on Enterprise Development in the New Era

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Abstract: With the development and progress of the era, digital construction has become an important topic for enterprise development in the new era. Practice has shown that by actively carrying out corresponding digital construction work, enterprises can more comprehensively and systematically analyze the industry development and market prospects, which helps to promote the reasonable adjustment of internal and external management work modes and the improvement of management efficiency, and has a positive guiding role for the healthy development cycle of enterprises. In this article, the author combines a large amount of research cases to conduct research on the effect of digital construction on enterprise development in the new era and proposes corresponding optimization measures, hoping to further promote the full play of information technology value, in order to safeguard the development of enterprises.

Keywords: Digital Construction; Enterprise Development; Main Effects; Optimization Measures

Introduction

From the perspective of development, for enterprises, good management and guidance can ensure their invincibility in industry competition. Based on this, with the continuous progress of the era, enterprise managers have analyzed and explored how to formulate enterprise development strategy. During this period, a large number of research findings have show that in a new historical period, actively carrying out digital construction work can provide more information and references to the enterprise, which helps to guide managers to combine the actual situation of industry development, to fully control and formulate the business strategy of the company. It has a positive effect on the development cycle of enterprise.

1. The Effect of Digital Construction on Enterprise Development in the New Era

1.1 Facilitating the Networked Transformation of Enterprise Management Models

During the development of the enterprise, actively promoting digital construction

is conducive to achieving scientific adjustment and transformation of the enterprise management model. During this period, by combining information technology to build corresponding network management platforms, enterprises can achieve reasonable management of business operations, which helps to improve the comprehensive efficiency of enterprise management work and is very helpful for the networked transformation of management models[1]. At the same time, the use of the network platform, for reasonable attention and adequate coordination of work situation between the enterprises of various departments, can conduct synergistic interaction between the different departmental functional sectors, which is helpful for the continuous optimization of the business management mode. In addition, the relevant platform can also conduct more systematic control of the employee's attendances situation, thereby increasing enterprise employees work enthusiasm and awareness.

1.2 Responding to the Basic Requirements for Enterprise Development in the New Era

In the new era, digital construction is a focus issue for every enterprise should pay attention to. By actively promoting relevant work, managers can respond to the trend of the times and fully analyze and explore the development methods of the enterprise. This can enable enterprises to timely combine relevant technologies to understand the actual situation within the industry during their development period and reasonably realize the system analysis of competitors' situations. By doing the above work well, enterprises can effectively achieve continuous advancement of management work model, which can make the enterprise in the process of development better realize for the control and construction of various business processes and systems, and is very helpful for the optimizing and expanding the development levels of enterprises.

1.3 Enhancing the Risk Prediction and Response Capabilities of Enterprises

Practice has shown that by utilizing technologies such as big data and cloud computing for analysis, enterprises can better identify and correct potential risk factors during operation, and formulate corresponding measures, which is an important driving value for the continuous optimization of enterprise development models[2]. From the perspective of enterprise security, the promotion of related work can strengthen the enterprise's risk prevention and control capabilities, which helps to ensure that the enterprises are flexible to respond to the many problems that exist during the development period, and is very helpful for the good cycle of enterprise. On the other hand, the implementation of this work can also enable enterprises to fully analyze and timely identify specific problems, which can make enterprise management and operation more effective.

2. Measures to Optimize the Digital Construction Level of Enterprises in the New Era

2.1 Transforming Enterprise Business Philosophy and Realizing the Value of

Digital Construction

In order to ensure the continuous optimization of the level of enterprise digital construction, enterprise managers should first change their business concepts, thereby correctly recognizing the importance of digital construction for the enterprise. Only in this way, can they try to pay attention to the digital construction from the bottom of their hearts, thus ensuring the reasonable promotion of digital construction work within the enterprise[3]. For example, during the implementation of enterprise management work, managers should actively engage in the learning of advanced enterprise management concepts and experiences, so as to effectively recognize the significance of digitization construction for enterprise operations and development. Through the implementation of relevant work, managers can actively advocate for implementing the digitization of construction within enterprises, effectively encourage the relevant staff to explore the digital content and effectively establish corresponding management platforms, which is also helpful for the continuous optimization and improvement of enterprise digital work.

2.2 Increasing Talent Recruitment Efforts and Promoting the Cultivation of Digital Talents

The digital construction work has high requirements for the professional literacy of relevant workers. In order to meet this need, enterprises should increase the recruitment of digital talents in their daily work, and actively encourage practitioners in relevant positions to fully learn information technology, in order to effectively promote the cultivation of digital talents. Practice has shown that the reasonable promotion of relevant work can create a high-quality digital talent team for enterprises, thereby actively combining the actual demands of information technology and enterprise development to continuously promote digital construction work. For example, in the daily work of enterprises, managers should pay more attention to the recruitment and cultivation of high-quality talents, and improve the salary and treatment level of relevant talents according to their own circumstances, in order to effectively enhance the competitiveness of enterprises in the talent competition. By effectively recruiting high-quality talents, it can further ensure that relevant talents play an exemplary role in the development process of enterprises, effectively promote the introduction and penetration of new technologies in enterprise management work, which has good auxiliary value for the continuous optimization of technology

management models. At the same time, the implementation of the above work can further provide assistance for the construction of a high-quality talent team, which is a good help for improving the digital level of enterprises.

2.3 Building a Good Network Platform and Leveraging the Application Value of Information Technology

During the implementation of enterprise digital construction work, enterprise managers should actively make a reasonable injection of the relevant funds, and effectively encourage staff to build network platforms adequately, in order to achieve the reasonable utilization of information technology application value[4]. In the process of carrying out specific work, the establishment of the corresponding network platform can make the enterprise internal management work more simple and efficient reducing a large number of tedious approval processes, helping to ensure the reasonable achievement of paperless office goals, which is very helpful for improving the efficiency of enterprise work. For example, during the development period of the enterprise, in order to further achieve the formulation of market strategy, the enterprise should actively carry out the construction of network platforms, thus effectively combining big data technology to conduct research and statistics on market development. Based on this, relevant personnel can further develop business plans and forecast potential business management risks. thus they can effectively formulate corresponding management strategies, which has a good role to promote the good development of the enterprise.

2.4 Implementing Digital Supervision and Dynamically Improving Construction Methods

From the perspective of global concepts, actively carrying out internal supervision in the process of digital construction can help relevant staff systematically analyze the methods and focus of digital construction work, thereby effectively promoting the optimization and continuous improvement of digital construction work model. Practice has shown that the comprehensive implementation of relevant work can further help Enterprises to identify and scientifically respond to some shortcomings and problems in digital construction work, providing more possibilities for the development of enterprises. For example, in the process of carrying out enterprise digital construction work, by building a supervisory team, the enterprise can timely identify and correct the shortcomings that exist during the implementation of digital work. It is conducive to achieving reasonable adjustments to the enterprise's business plan and has a good promoting effect on the smooth progress of daily business work.

Conclusion

In general, in the process of enterprise development, the construction of enterprise in the new era can enable enterprises to fully adjust their management work models and have a more systematic understanding of the market and industry development status in a new historical period. Based on this, enterprises can reasonably analyze and actively respond to specific problems, which has good auxiliary significance for the virtuous cycle of enterprises. It is believed that with the continuous exploration and active efforts of enterprise managers and relevant staff, in the new historical period, the development of Chinese enterprises will definitely reach a higher level.

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