

Research on the Application of Computer Technology in Enterprise Economic Management

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Abstract: In the current era of big data, enterprise management is facing both opportunities and challenges. How to effectively utilize computer technology to analyze business information, handle production and business problems has become an urgent problem that enterprise management departments need to solve. Therefore, a method based on computer technology applied to enterprise economic management has been proposed. This article analyzes the current application of enterprise economic management and combines the advantages of computer technology to propose countermeasures for solving enterprise economic management problems. The aim is to improve the quality and efficiency of economic management and further promote the widespread application of computer technology in enterprise economic management.

Keywords: computer technology; Enterprise economic management; application

1 Introduction

In today's society, the rapid development of information technology and computer technology has become an indispensable part of enterprise economic management. Modern enterprises are facing many challenges, such as fierce competition, diversified market demand and high management cost. Computer technology plays an important role in helping enterprises solve these problems. In enterprise economic management, staff need to integrate computer technology with enterprise economic management to improve work efficiency and quality^[1]. For example, computer technology can help enterprises realize automatic management, automatically process all kinds of business data and documents, reduce enterprise management costs and improve management efficiency. In addition, computer technology can also help enterprises to analyze data, provide accurate and reliable data support, and provide a basis for business decisions. In modern economic management, computer technology has become an important tool for enterprise management. It can improve production efficiency and management level, optimize resource allocation and operational decision-making, and reduce costs and risks. With the continuous updating and iteration of information technology and the continuous expansion of application fields, the application of computer technology in enterprise economic management is becoming increasingly widespread, and has become one of the important factors for enterprises to maintain a leading position in market competition. Therefore, enterprises need to continuously improve their employees' computer technology level, continuously introduce new technologies and tools to adapt to market changes and development trends, and achieve the goals of sustainable development and long-term competitiveness^[2].

2 Analysis of the application value and advantages of computer technology in enterprise economic management

With the arrival of the information age, the development of enterprises needs to rely on the power of computer technology. The application of computer technology in enterprise economic management is an inevitable trend, which can help enterprises achieve rapid transmission and efficient processing of information, thereby improving management efficiency and competitiveness. Enterprises require efficient utilization of computer technologies such as big data analysis, cloud computing, and artificial intelligence to address the growing complexities in their management needs. By leveraging these technologies, enterprises can improve their operational efficiency, reduce costs, enhance service quality, and achieve sustainable growth. Hence, enhancing the capacity of enterprises to utilize computer technology is critical for their success. Table 1 illustrates some commonly used computer technologies and their applications in economic management within enterprises. In summary, incorporating computer technologies in enterprise management is essential for companies to thrive in today's competitive business landscape:

Table 1 Common application of computer technology in enterprise economic management

Application	Description
Enterprise resource planning (ERP) system	Unified management of various departments and business processes of the enterprise, including procurement, sales, finance, human resources, etc., to achieve data sharing and integrated management.
Customer relationship management (CRM) system	It is used to manage the interaction and information between customers and enterprises, including customer data, sales opportunities, marketing activities, customer service, etc., to help enterprises improve customer satisfaction and loyalty.
Supply chain management (SCM) system	Manage the cooperation and coordination between enterprises, suppliers and distributors, including logistics, warehousing, order management, etc., to realize the visualization and optimization of supply chain.
Data analysis and decision support system	Based on data mining, statistics, artificial intelligence and other technologies, it helps enterprises to make data analysis and decision-making, including market analysis, risk assessment and financial analysis.
e-commerce platform	Provide online shopping, online payment, online customer service and other services to help enterprises expand sales channels and enhance customer experience.
Human resource management (HRM) system	Manage the human resources information of enterprises, including recruitment, training, performance management, salary management, etc., and realize the standardization and information management of human resources.
Artificial Intelligence and Machine Learning	Based on data analysis and model training, intelligent decision-making, automatic process, predictive analysis and so on can be realized, and the efficiency and competitiveness of enterprises can be improved.

2.1 Contribute to the integration of enterprise management and modern science and technology

Internet technology is one of the most important technological advancements since the enterprise revolution. Its popularization has brought about significant changes in people's lives, work, and learning. Especially in terms of information dissemination, it breaks the limitations of time and space, allowing information resources to be more widely shared. This is also an important advantage brought by the era of big data. In a company, different departments have different tasks and responsibilities. If there is a deviation or error in the data of one department, it may have a negative impact on the operational efficiency and quality of the entire enterprise. Therefore, ensuring the accuracy and completeness of data in all aspects of the enterprise is very important[3]. The emergence of big data and its information technology has significantly improved the efficiency of enterprise management, and at the same time, it is more accurate for data docking. With the deepening of the current economic reform, more emphasis is placed on the refinement of each management process. Computer technology has been successfully applied in enterprise management and has achieved significant results, promoting the rapid development of enterprises. With the continuous development of the information industry, the management methods and models of enterprises have undergone tremendous changes. As a leading force in the digital age, information technology plays a critical role in addressing various challenges encountered by enterprises in their management processes. The application of information technology in enterprise economic management can significantly enhance the efficiency and quality of management practices. By utilizing technology, enterprises can efficiently handle data and streamline processes, resulting in better decision-making and improved performance. In essence, the application of information technology is a powerful tool for enterprises to optimize their management practices, overcome challenges, and achieve sustainable growth^[4].

2.2 Contribute to the construction of management system

With the current economic and social progress, enterprises are under greater work pressure and need to face more and more work content, so they have higher requirements for the work efficiency of enterprises. Traditional enterprise management adopts manual method, which has obvious disadvantages in recording, sorting and data accounting, and can not meet the current demand of enterprise management services. The emergence of big data and related information technology has changed the traditional management mode, which can not only make use of computers to organize data every day, but also store all data in the cloud, which is of great value to the information integration and data retrieval of enterprises and greatly improves the management efficiency of enterprises^[5].

The application of computer technology in enterprise management is an efficient management tool. By applying computer technology, enterprises can standardize their management processes, achieve scientific management, improve market competitiveness, and ensure stable development of the enterprise. Therefore, for enterprise economic management, it is very important to strengthen the application of computer technology and transform it into an effective management tool. However, at present, the computer technology application ability of enterprises is relatively low, and the application scope is also relatively narrow, especially for enterprises in remote areas, their computer technology ability and level are relatively low, and even management personnel lack computer technology knowledge. In addition, for

enterprises currently applying computer technology, many of them only use computer technology for simple data entry, storage, and other work, and their data development and analysis capabilities have not yet been effectively developed and utilized. The rapid evolution of information technology highlights the significance of utilizing computer technology in enterprise economic management. This trend is set to continue and will play a crucial role in shaping the future of enterprise development. As such, it is essential for enterprises to prioritize the application of computer technology and take proactive measures to enhance technical capacity building. By doing so, enterprises can leverage these technologies to improve their business operations and accelerate their growth trajectory. This requires a concerted effort to promote and apply computer technology, which can result in improved management practices, increased productivity, and better decision-making. Therefore, enterprises should recognize the importance of computer technology and embrace its potential to drive their success.

2.3 Achieve information sharing and integration

In the economic management of enterprises, there are usually a lot of information and data to be shared and exchanged between various departments, which may include procurement, sales, production, finance, human resources and other aspects. If there are isolated islands and lagging information in enterprises, it will lead to repeated collection, processing and analysis of information, wasting time and labor costs, and may also lead to inaccurate or lagging decision-making. Through computer technology, enterprises can establish information sharing and integration platforms, such as enterprise resource planning (ERP) system, customer relationship management (CRM) system, supply chain management (SCM) system, etc. These systems can integrate the data of various departments and business processes, realize data sharing and unified management, and thus eliminate information islands and information lag. Through these systems, employees of different departments can view and operate the corresponding business data on the same platform, thus avoiding the problem of repeated collection and processing of information and improving work efficiency and decision-making efficiency. For example, the sales department can view the customer's order information and history through the CRM system, so as to better understand the customer's needs and behaviors; The financial department can check the data of purchasing and sales through ERP system, and make financial analysis and decision-making. In short, the establishment of information sharing and integration platform through computer technology can effectively reduce information islands and information lag, improve decision-making efficiency and work efficiency, and bring greater convenience and advantages to enterprise economic management [6-7].

3 Application analysis of computer technology in enterprise economic management

Enterprises are facing significant challenges in the rapidly developing economic environment, and only by improving their management level and capabilities can they effectively respond to these challenges. The application of computer technology in enterprise management can help enterprises improve the scientific level of management, enhance their innovation ability and competitiveness, and ultimately achieve sustainable development. For example, the

application of Excel technology in enterprise financial management can enable financial personnel to process data and produce reports more efficiently, thereby providing more accurate and timely decision support for enterprise financial management. This technology application method can enable decision-makers in enterprises to better understand their financial and operational conditions, and make more scientific business decisions. Meanwhile, through the application of this technology, enterprises can better manage risks, avoid potential financial risks, and enhance their economic benefits and social image^[8].

First, the establishment of financial statement model. Before establishing a model, we need to understand the problems that need to be solved in establishing a model, and make clear the effect achieved after the model solves the problems. Next, analyze the influencing factors in the process of model design, find out the main influencing factors, and then make assumptions about related factors, so as to determine the form of financial model; On this basis, the data model and data area are established, the data formula is analyzed and then the data is analyzed. Finally, the model constraints are analyzed, and then the model is analyzed and evaluated. Second, data source analysis. Pour the data source into the established model, and the model should also have the function of importing external data. Specific data import processes and methods. Third, the design of analysis model. After establishing the model, managers of enterprises need to analyze data and produce financial statements through the model, and at the same time, they can make timely statistics and analysis of financial information of enterprises according to the models of comprehensive analysis, trend analysis and DuPont analysis, thus providing help for enterprise management. The interface design of financial analysis model is shown in Figure 1. Fourth, the design of sub-analysis model. After the model is designed, according to different design models, it is necessary to improve and design its subsystems, and then in each subsystem, the module structure is designed and the data is prepared according to the function of the subsystem. At the same time, it is necessary to compile relevant calculation methods and realize the application of various calculation methods and formulas^[9-10].

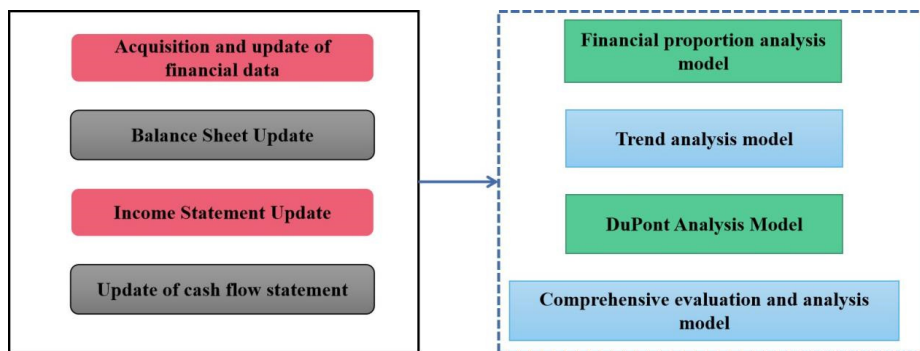


Fig. 1 Interface diagram of financial analysis model

Fifth, financial analysis. Take the above model as an example, such as rating the total sales of enterprises, rating the sales amount of enterprises ≥ 2 million yuan as grade A, rating the sales amount of enterprises ≤ 1 million yuan as grade C, rating the sales amount of enterprises ≤ 1 million yuan as grade B, and rating them according to the sales situation of enterprises, so as to know the financial status of enterprises in time.

4 Conclusion

Computer technology can effectively improve the quality and level of economic management in enterprises, enabling them to more efficiently complete data processing, analysis, and sharing, thereby achieving the improvement of professionalism, objectivity, authenticity, and accuracy. At the same time, the application of computer technology can also promote the improvement of enterprise economic management systems and systems, achieve automation, standardization, and monitoring, to ensure the standardization and effectiveness of management systems. In addition, the application of computer technology can also improve the market competitiveness of enterprises and provide stronger impetus for their development.

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