



REVIEW

A New Mode of Enterprise Management -Value Enterprise Management

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ABSTRACT

In the development of modern enterprises, the management mode is the main factor that determines the height of its development, so it is highly valued. The traditional management mode has many disadvantages, which can not comply with the development trend of the current market economy, which leads to the slow improvement of enterprise management level, which is not conducive to the operation and development of enterprises. The proposal of the concept of value-oriented enterprise management has become a new mode of enterprise management, which is helpful to speed up the reform process of enterprises and enhance their development vitality. Therefore, we should clarify the key points of the construction of the model and gradually improve the level of management. This paper analyzes the concept of value enterprise management, puts forward the application status and classification of value enterprise management model, and explores the construction strategy of value enterprise management model.

1. Introduction

The maximization of enterprise value has always been the goal of enterprise production and management. The value-based enterprise management model was put forward after 1990, which has been widely recognized by people and has become a common means in the current enterprise management. At the same time, the concept of enterprise value also belongs to the category of modern financial management, which is the key to enhance the development potential of enterprises. At present, with the rapid development of China's economy, the number and scale of enterprises are also expanding, which makes the industry competition intensify. Only by optimizing and reforming the management mode, can we gain a firm foothold in the market and enhance their core competitiveness. In addition to pursuing the maximization

of interests, we should also pay attention to the shaping of the core values of enterprises to meet the needs of future development. However, many enterprises can not completely get rid of the limitations of the traditional management model, resulting in the lack of standardization of their operation. For this reason, we should start with the basic characteristics of value-oriented enterprise management and the current situation of enterprise development, formulate a targeted management model construction plan, and achieve scientific guidance for daily work.

2. The Concept of Value Enterprise Management

The ability of the enterprise to create cash flow in the future is the enterprise value, and the value enterprise management is the management way to maximize the enter-

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prise value, which includes not only the output of services and products, but also the output of values and ideas. All kinds of income claimants work together to form an enterprise, so the risks faced in obtaining cash flow will be different due to differences in shares. The enterprise value is proportional to the cash flow of the enterprise, at the same time, the enterprise value will also be affected by the discount rate, which also determines the ability to bear the risk. Under the concept of value-oriented enterprise management, the economic benefit of the enterprise can be significantly improved, and it is conducive to the innovation of values, enhance the development vitality of the enterprise, and promote the promotion of internal cohesion^[1]. Especially in the post distribution, it can take the personal value of employees as the basis, ensure the optimal selection of talents, and realize the coordination and unity of the overall value of the enterprise, brand characteristics and management mode.

3. The Present Situation of the Application of the Management Model of Value-oriented Enterprises

Value-based enterprise management model is widely used in western developed countries, but its application in modern enterprise management in China is still in its infancy. The traditional management model is still common in small and medium-sized enterprises, but there are few applications of value-based enterprise management model, which mainly focuses on product cost and value creation, and fails to set effective management objectives. As a result, it is difficult to implement the system. In addition to being related to the development of an enterprise, the value enterprise management model also has an important impact on the social and economic development, especially under the trend of globalization, only by speeding up the construction of the value enterprise management model. In order to enhance the international competitiveness of Chinese enterprises^[2]. Therefore, we should proceed from the present situation of the market development of our country, realize the effective integration with the traditional management mode, establish the scientific value idea, and lay the guarantee for the enterprise to enhance the economic benefit.

4. The Classification of the Management Mode of Value-oriented Enterprises

In the rapid development of enterprises, we should not only pay attention to financial indicators, but also pay attention to non-financial indicators, which is the key to the construction of value-based enterprise management

model, but also can speed up the construction and improvement of the evaluation system. It can improve the communication between enterprise managers and employees, and pave the way for the optimization of enterprise management mode. Secondly, the management model with profit as the core also needs to speed up the process of enterprise development planning on the basis of value creation. Under this management mode, the effective integration of staff input cost, capital cost and other elements can be realized, and the humanization of enterprise management can be improved^[3]. Compared with the traditional management model, it can enhance employees' sense of trust and cultural identity, and fully stimulate the potential of employees. Cash flow is a key element in value evaluation, which can obtain the development potential of the enterprise and promote the level of internal management.

5. The Construction Strategy of the New Management Model of Value-oriented Enterprises

5.1 Clear Value Objectives

Value creation is the fundamental path for enterprise survival, so we should take a clear value goal as a guide, give full play to the advantages of value-based enterprise management, and enhance the standardization and systematicness of management work. Under the clear value target system, it can stimulate employees' enthusiasm and initiative, and have more pertinence in planning the future development direction of the enterprise, fully tap the development potential of the enterprise, and deal with the current market competition. The establishment of value goals is also the basis and premise for the implementation of fine management, to achieve the optimal integration and allocation of all kinds of resources to meet the needs of healthy and stable development of enterprises^[4]. Only under the guidance of all employees under the guidance of the common value goal, can we form a strong and reasonable, maintain the consistency of the forward direction, and make the enterprise enter the stage of healthy development. At the same time, the value objectives should be refined according to the business nature and management needs, and the management workflow should be optimized in the combination of long-term goals and short-term goals. This helps employees to do a good job in the arrangement and handling of their jobs, and prevent the lack of motivation caused by unclear work objectives. Therefore, the enterprise development model should be innovated continuously on the basis of value goal and value orientation.

5.2 Analysis of Driving Factors

The summary and analysis of enterprise value driving elements is the key to speed up enterprise value creation, so managers should attach great importance to it. Especially in the fierce market competition, only by doing a good job in the integrated analysis of driving factors can we enhance the development vitality of enterprises and promote the efficiency of production and operation. The production efficiency of an enterprise will be directly affected by the driving factors of product sales, so it should be fully controlled in the management to make the production structure more reasonable, and at the same time avoid the risks in production and enhance the anti-risk ability of enterprises. The value drive has the characteristics of richness and diversification, and the driving factors are also different in different departments. The problem of any link will have an impact on the overall management of the enterprise and damage the value creation^[5]. Especially since entering the new period, the reform process of the enterprise has been gradually accelerated, and great changes have taken place in the internal structure and product sales, so the dynamic characteristics should be maintained when analyzing the driving factors. It really reflects the value-based enterprise management to keep pace with the times. At the same time, it is also necessary to obtain changes in the external environment, including policies, markets and industry competitors, in order to make targeted changes. Strengthen the analysis of the changing law of value-driven factors, so that it can be truly transformed into the driving force for the development of enterprises.

5.3 Set Up the Core Idea

The construction of value management organization system is an important link in the implementation of value-oriented enterprise management. We should clarify the practical significance of value creation in the core concept and lay a foundation for the implementation of daily management. Strengthen the communication, unity and cooperation among all departments of the enterprise, clarify the division of labor and responsibilities of the departments, and enhance the participation of all employees in the construction of the organizational system. Managers should pay more attention to the management of value-oriented enterprises, create a good working atmosphere, and implement the concept and basic requirements of value-based enterprise management. Build a perfect information exchange platform to achieve seamless convergence of various departments, promote production efficiency, and prevent the emergence of poor communication. In particular, modern enterprises pay more attention to the construc-

tion of corporate culture, and they should also establish the core concept of value creation in this process, and give positive guidance to employees in the process of imperceptible. Implement their own job requirements under the unified coordination and overall planning of the organizational system^[6]. To achieve the division of management responsibilities, the effectiveness of value-based enterprise management into the assessment system, to enhance the enthusiasm of work.

5.4 Enhance Brand Awareness

In the long-term development of enterprises, we should also enhance their own brand awareness, which is conducive to the implementation of the management objectives of value-oriented enterprises, and can enhance their own influence by creating a good brand image. As an intangible asset of an enterprise, it can create good economic benefits for the enterprise. Starting from its own business characteristics and development status, formulate targeted strategic planning to promote the promotion of brand efficiency and the formation of word-of-mouth, so that the competitiveness of enterprises has been continuously enhanced, to achieve overall control of the enterprise. Continuously improve the quality of products and services of enterprises, adjust and optimize according to the actual needs of current users. Through brand operation, promote the expansion of market share and enhance the legal awareness of enterprises^[7].

5.5 Improve the Literacy of Personnel

The improvement of the professional ability and literacy of managers can also speed up the construction of a new model of value-oriented enterprise management and realize the optimal allocation of enterprise resources. At present, many managers are lack of professionalism and have a low degree of awareness of value enterprise management, so they should make targeted training plans according to the characteristics of their posts to improve their knowledge literacy and skill operation. It can meet the requirements of enterprise management in the new period and create great value for enterprises on the basis of value enterprise management model. In the training work, we should adhere to the principle of combining theory with practice, train high-level comprehensive talents, and build a working team with excellent professional quality. Attach importance to the selection of managers, formulate a sound talent selection system, enhance the healthy competition within the enterprise, so that managers can establish a sense of crisis, develop the concept of lifelong learning, and implement the standard requirements of value-based enterprise^[8].manage-

ment in the course of continuous progress. Strengthen the effective assessment of the training work to prevent formalized problems in this process. Through special training, special lectures and other forms to create a good working atmosphere and speed up the promotion of advanced ideas of value-oriented enterprise management. At the same time, it is necessary to improve the current talent recruitment mechanism, evaluate and inspect the comprehensive management ability of talents, so as to ensure that they have advanced management concepts and are competent for the management of enterprises^[9].

5.6 Adhere to People-oriented

People-oriented is a common concept in modern enterprise management, which can also speed up the construction of value-oriented enterprise management model and reflect the role of human resources in value creation. The competition between enterprises is more the competition of talents. Only by ensuring the rich reserves of human resources can we be in an invincible position in the competition and create economic benefits for enterprises in the realization of personal value of talents. Therefore, the current salary and welfare system should be improved to make it more able to mobilize the enthusiasm and initiative of employees, and enhance talents' sense of identity and trust to enterprises by strengthening labor security. Establish a fair and transparent assessment system, so that the personal value of outstanding employees can be reflected. Through the construction of incentive and restraint mechanism, we can lay the foundation for attracting and retaining talents, and meet the requirements of human resource management at the same time^[10].

6. Summary

The construction of a new management model of value-oriented enterprises is not only the inevitable trend of the development of modern enterprises, but also an important way to improve the overall management level of enterprises. Financial and non-financial indicators, with profit as the core and cash flow as the core, are the basic classification of the current management model of value-oriented enterprises, and their roles will be different in different types of enterprises. In the practical work, it is necessary to make clear the value goal, analyze the driving factors, establish the core idea, enhance the brand

awareness, improve the personnel literacy and adhere to the people-oriented and other ways, through the value-oriented enterprise management work to create huge economic value and benefits for the enterprise.

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