

Research on the Impact of Big Data on Enterprise Business Model Innovation from the Perspective of Managers

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Abstract. The traditional business model of enterprises has been difficult to meet their development needs, and accelerating the innovation of business model has become the choice of more and more enterprises. In the era of big data, the innovation of enterprise management mode has a great impact on business development. The application of big data technology can not only accelerate the production efficiency and management efficiency of enterprises, but also make it difficult for traditional management mode to adapt to the new social environment and meet the needs of enterprises. In this regard, this paper attempts to study the impact of big data on enterprise business model innovation from the perspective of managers, and use data to carry out innovative management, improve the management model of enterprises and realize more scientific management. The concentration of a large number of data makes all kinds of commercial activities more accurate and targeted in the process of development, which effectively enhances the value of commercial activities. And enhance the actual benefits of enterprises in development, so in the process of business model development, the application of big data has also attracted widespread attention.

Keywords: Controller, Big data, Enterprise, Business model innovation.

1. Introduction

The deep integration of information technology such as big data with traditional industrial fields has promoted economic and social transformation, and also affected the survival and development environment of enterprises. The traditional business model of enterprises has been difficult to meet their development needs, and accelerating the promotion of business model innovation has become a choice for more and more enterprises. "Business model" is the basic logic or framework for an enterprise to achieve value discovery, value creation, and value acquisition for customers, the enterprise itself, and stakeholders by designing corresponding operational activity systems [1]. Business model innovation is a double-edged sword, which promotes the success of enterprises, but also brings many hidden dangers and even crises. Business models are not simply replicated between enterprises, but require innovation based on changes in the internal and external environment of the enterprise to ensure its scientific nature. Big data can not only help enterprises get more efficient work efficiency, but also promote the development of enterprises, achieve scientific and efficient development goals for enterprises and serve as the best reference for enterprises to make decisions. Enterprises and suppliers can share data, so that they can better plan inventory, grasp the market direction, adopt accurate sales plans, and reduce a lot of unnecessary expenses [2-3]. With the rapid development of science and technology, the enormous value contained therein has attracted great attention from all walks of life. How to utilize and master big data more reasonably is a must for enterprises to consider and study in order to create better benefits.

In the era of big data, users and stakeholders have become the main sources of data creation, while enterprises have become "consumers" of data value. The trend of value co creation among enterprises, users and stakeholders is increasingly prominent. Therefore, in the context of the development of "Internet Plus" innovation driven and intelligent manufacturing transformation, it is of important theoretical and practical significance to study the "big data" based business model innovation of manufacturing enterprises and its mechanism of action [4]. In the era of big data, the Internet has brought great convenience to people. To keep up with the pace of the Internet era, we must use the advantages of this era, utilize data for innovative management, improve enterprise management

models, and achieve more scientific management [5]. The concentration of a large amount of data makes various business activities more accurate and targeted in the process of carrying out, effectively enhancing the value of business activities. And it enhances the actual benefits of enterprise development. Therefore, in the process of business model development, the application of big data has also attracted widespread attention.

2. Characteristics of Big Data in Commercial Applications

2.1 Data complexity

The complexity of data has a great impact on the application of enterprises. One of the main reasons is that a large number of screening and risk control operations are needed in data application to ensure the rationality of its application data and ensure the actual effect of enterprises applying big data. The overall solution to meet the needs of customers through the optimal implementation form and enable enterprises to achieve the goal of sustainable profit. As a new strategic resource of enterprises, big data is valuable, irreplaceable and scarce [6]. Enterprises should also strengthen the connection with the network platform, create their own mobile phone software or rely on some tripartite platforms to promote their own enterprises and sell their own products, so as to make their own enterprises develop better. Through the analysis of the business model changes of enterprises under the background of big data, they can be described from three aspects, as shown in Figure 1 for details.

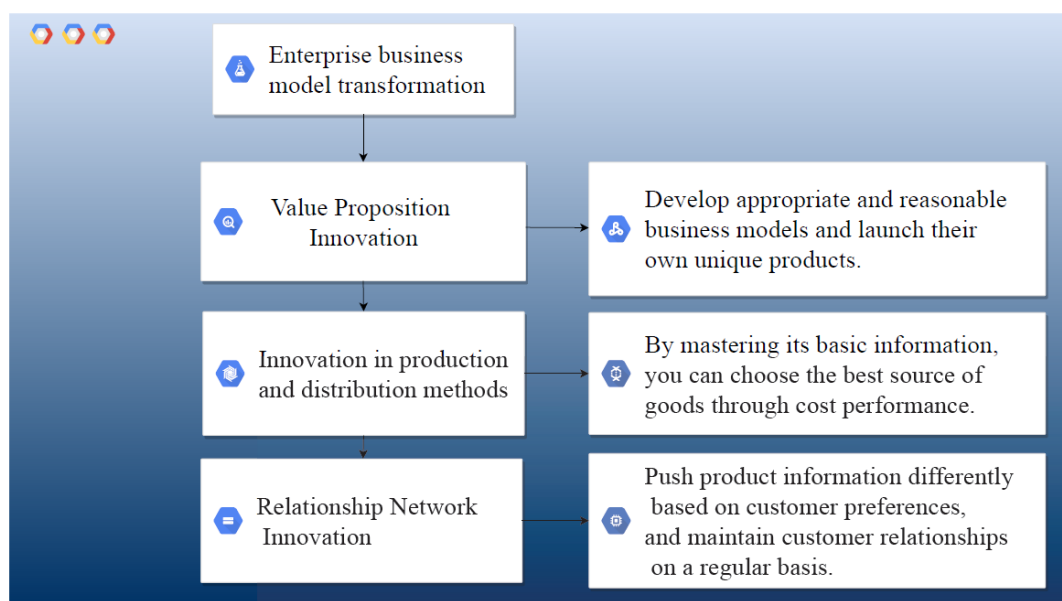


Figure 1. Enterprise business model change

For enterprise business model innovation, big data is not the fundamental driving force behind enterprise business model innovation. Big data can only drive enterprise business model innovation if it rises to the level of capability. In practical development, the complexity of data is often one of the main problems in enterprise applications [7]. The complexity of data makes it more difficult for enterprises to screen and control data, and affects subsequent business model formulation and development effects.

2.2 Extensiveness of data

When purchasing a product, people pay attention to some basic and evaluation information of the product mentioned, and also pay attention to the time, delivery time, or the convenience of purchasing the product. However, resources are the foundation of an enterprise's capabilities, but they cannot

independently develop into enterprise capabilities [8]. The universality of data is another characteristic of big data. Currently, in the application of commercial institutions, the universality of data has greatly promoted and influenced the development of enterprises. Therefore, many enterprises and consumers naturally learn about products through the Internet, software, and other means.

An enterprise must carry out effective resource integration to form its core competence. The impact phenomenon is that the data is too extensive, which has had a certain impact on the formulation of strategic objectives of the enterprise. For example, the extensive demand under extensive data has not been subject to long-term research, that is, market expansion ultimately caused certain economic losses to the enterprise.

3. The Strategy of Big Data Innovating Modern Enterprise Management Mode Based on Managers' Perspective

3.1 Pay more attention to big data.

By means of big data, we can get more effective information, improve the utilization of information and create more benefits for the development of enterprises. In addition, we need to be good at using data to carry out comprehensive management of personnel, which will not only enhance managers' innovative consciousness, but also enable managers to integrate information in the management process. Nowadays, most people in society can satisfy their basic life and pursue product innovation and personalization, and the business model of enterprises is also affected, which requires its uniqueness [9]. Based on big data, enterprises can analyze how to provide better services or how to improve products, as well as how to place products. In this way, customers can be better satisfied and enterprises can earn more profits. Therefore, in the process of subsequent development, commercial institutions should ensure the effectiveness of their own business model innovation and ensure the final innovation effect. Strengthening data screening and risk control is one of the effective measures. By screening the data suitable for our own business model and products, we can innovate the business model to ensure the final application effect.

3.2 Strengthen the overall situation of enterprise management

The ultimate purpose of enterprise operation is revenue, and the application of big data in commercial institutions is also revenue, while the medium for generating revenue is services or products. Looking at these data and resources from the perspective of enterprise managers, in economic development, information can serve the purpose of helping enterprises develop. When conducting internal cost control management and human resource management, enterprises need to optimize their own products through the characteristics of big data in order to apply big data and bring its practical value into play during development. Enterprises can learn about other enterprises' commodity information and market conditions through the Internet. More importantly, they can make their products and services known to other enterprises, demonstrate their core competitiveness and market competitiveness, and improve their products based on market reactions. In this information age, data is necessary for both development and market expansion. Enterprises need to combine the characteristics of the era and use big data to arrange relevant strategies. They can combine big data for management and conduct business through a combination of technological innovation and independent innovation.

3.3 The management system and talent strategy of enterprises are innovated.

In the development, commercial organizations can apply big data by establishing a business feedback system based on big data. Through experimental services, trial products, not for sale and other forms, a certain range of experimental research is carried out and a feedback system is formed. Understanding how the same industry or different industries are managed and learning from the perspective of reference can not only change the traditional enterprise management system, but also

combine the characteristics of the era of big data to carry out better enterprise management. Enterprises can rely on some platforms or social networks to provide customers with commodity information, and customers can quickly understand this information. The application of big data has two sides, and a good application of big data provides a great impetus for the development of enterprises. On the contrary, the application of bad big data has also caused great troubles and economic losses for enterprises. Therefore, based on big data, some innovative suggestions are put forward for the business model. See Figure 2 for details.

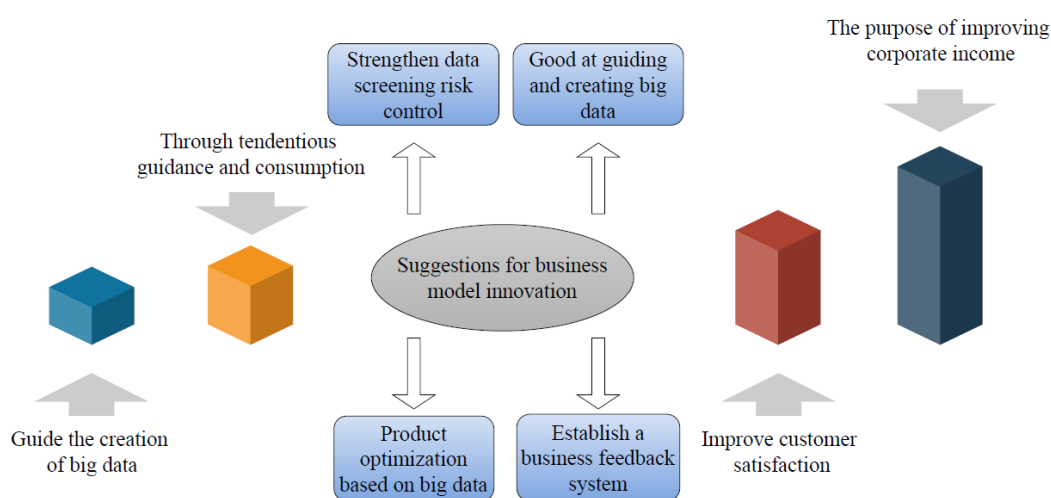


Figure 2. Suggestions for Business Model Innovation Based on Big Data

The current situation of big data is data clustering, which has a significant impact on business competition and innovation of business models. Based on big data, the business model can be mainly divided into four aspects:

① Strengthen data screening risk control

Strengthening data screening and risk control is one of the effective measures to ensure the ultimate application effect by screening data suitable for one's own business model and production products, and conducting business model innovation.

② Product optimization based on big data

Achieve the matching of product and data characteristics, achieve the matching of products and users, and ultimately achieve the goal of improving customer satisfaction and improving enterprise revenue. And by doing so, we can innovate and optimize our own business model to achieve innovative development of the enterprise.

③ Good at guiding and creating big data

During the process of big data application, commercial institutions should be good at guiding the creation of big data, and guide and consume it through a tendency. Generate a large database that conforms to its own business model, and ultimately conduct personalized application development based on the data to achieve the goal of promoting enterprise development.

④ Establish a business feedback system based on big data

There are some false data in the collection and application of big data, and there are also many undesirable phenomena arising from the application based on it. Therefore, in order to better apply the advantages of big data and avoid the adverse impact of big data applications.

In terms of talent, it is necessary to introduce talents, attach importance to talent cultivation, and enable each employee entering the enterprise to create greater value. The concentration of a large amount of data makes various business activities more accurate and targeted in the process of carrying out, effectively enhancing the value of business activities. And it enhances the actual benefits of enterprise development. When selecting management personnel, it is necessary to understand the situation of various departments of the enterprise. In this way, enterprises can be more closely

connected with customers. At the same time, enterprises can easily obtain customers' purchase and basic data and achieve accurate positioning by cooperating with some social media or companies that master data. Understand what kind of employees each department lacks, and motivate employees by improving the overall management efficiency of the enterprise.

4. Conclusions

The application of big data in business is a common application phenomenon in various commercial organizations. Big data has a certain two-way function in the application process, with the advantages of enhancing corporate income, enhancing corporate visibility and expanding corporate market share. Under the background of this era, the more people get information, the more clearly they have a grasp of the development direction of the market. Through big data, not only can market research be effectively realized, but also the effectiveness and accuracy of the data can be brought into play. Finally, enterprises should conduct big data analysis and scientific decision-making on customer relationships. Big data can not only help enterprises get more efficient work efficiency, but also promote the development of enterprises, achieve scientific and efficient development goals for enterprises and serve as the best reference for enterprises to make decisions. Enterprises and suppliers can share data, so that they can better plan inventory, grasp the market direction, adopt accurate sales plans, and reduce a lot of unnecessary expenses. By using big data flexibly, we can help enterprises to develop more efficiently and let employees play their own value.

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