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PROBLEMS AND COUNTERMEASURES OF ENTERPRISE MANAGEMENT INNOVATION

ПРОБЛЕМИ ТА ЗАХОДИ ПРОТИДІЇ В ІННОВАЦІЙНОМУ УПРАВЛІННІ ПІДПРИЄМСТВОМ

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Under the current trend of economic globalization, the development opportunities and challenges of modern enterprises coexist. Innovation is an inexhaustible driving force for the development of enterprises. Traditional enterprise management methods can no longer meet the current actual development needs. If an enterprise wants to achieve better and faster development, it must invest more time and financial resources in the management innovation of the enterprise. The related concepts of modern enterprise management have gradually penetrated into the development of enterprises, which have provided core guidance for the development of enterprise management innovation and, to a certain extent, promoted enterprises to strengthen their own management innovation. According to the characteristics of the current market economy, enterprises should innovate their management methods and formulate perfect management plans to improve the efficiency and quality of enterprise management. Developing enterprise management innovation is a better choice to improve the comprehensive competitiveness of enterprises. Many enterprises have made active thinking and attempts on how to carry out management innovation, but in fact many enterprises may not fully understand the true meaning of enterprise management innovation and do not know how to correctly carry out enterprise management innovation. Through the analysis of enterprise management, we can find that there are many factors that restrict the innovation of enterprise management, and there are also many problems that need to be solved in the current enterprise management. The unresolved problems also make the innovation of enterprise management increasingly difficult. This paper will study the problems existing in the enterprise management innovation, and put forward reasonable suggestions on how to better carry out the enterprise management innovation from the aspects of the concept, methods and talents of the management innovation, and explore the innovative ways of the enterprise management, so as to point out the development direction and path for the enterprise.

Keywords: development, modern enterprises, management innovation, concept, methods.

При сучасній тенденції економічної глобалізації співіснують можливості розвитку та виклики для сучасних підприємств. Інновації є невичерпною рушійною силою розвитку будь-якого підприємства. Традиційні методи управління підприємством вже не можуть задовольнити поточні актуальні потреби розвитку. Якщо підприємство хоче досягти кращого і швидшого рівня розвитку, воно повинно вкладати більше часу і фінансових ресурсів в інноваційне управління. Пов'язані з цим концепції сучасного управління підприємством поступово проникли в розвиток підприємств, забезпечили основні орієнтири для розвитку інноваційного управління підприємством і, певною мірою, сприяли посиленню підприємницького потенціалу з управління інноваціями. Відповідно до особливостей концепції сучасного управління підприємством необхідно впроваджувати інновації в свої методи управління і формулювати досконалі плани для підвищення ефек-

тивності та якості управління підприємством. Розвиток інноваційного управління підприємством є кращим способом для підвищення комплексної конкурентоспроможності підприємства. Багато підприємств можуть не до кінця розуміти справжній сенс в управлінні інноваціями і не знати, як правильно здійснювати управління інноваційною діяльністю підприємства. Завдяки аналізу управління можна виявити безліч факторів, що обмежують інноваційність управління підприємством, а також існує безліч проблем, які необхідно вирішити в поточному управлінні підприємством. Невирішені проблеми ускладнюють процес управління інноваціями підприємства. У статті будуть вивчені проблеми, що існують в управлінні інноваціями підприємства, і висунуті обґрунтовані пропозиції щодо того, як краще здійснювати управління інноваціями підприємства з аспектів концепції, методів і талантів управління інноваціями, а також досліджені інноваційні шляхи управління підприємством, для покращення розвитку інноваційної діяльності підприємства.

Ключові слова: розвиток, сучасне підприємство, управління інноваціями, концепція, методи.

Formulation of the problem in general.

Management is a routine activity throughout the survival and development of enterprises, and active enterprise management is a necessary condition for enterprises to maintain their vitality. At present, there are many specific problems in enterprise management in China, especially in small and medium-sized enterprises. Under the obvious influence of family management, it is extremely difficult to innovate management and improve management ability. Although many enterprises pay more attention to management innovation, it is also necessary to explore the general strategy of enterprise management innovation when their management does not know how to carry out specific management innovation.

Analysis of recent research and publications. At present, there is no unified definition of management innovation in academic and business circles. The research on enterprise management innovation in China is more originated from Austrian economist Joseph Schumpeter's explanation of "innovation", and it is generally believed that enterprise innovation should at least include management innovation and technological innovation. The two innovations cooperate with each other and jointly drive enterprises forward.

The field of management includes various studies of enterprises management innovation was carried out by Chinese scholars: Xu Shuying, Chen Mingzhe, Peng Weigang, Zeng Shiqiang, Shi Ziyi, Bai Chongxian, Chen Rongqiu, Wu Shinong, Zhao Shuming, Zhou Sanduo.

Unresolved parts of the common problem.

Enterprise management is a relatively abstract concept. Although most enterprises regard enterprise management as an important link, in fact, many enterprises may not fully understand the true meaning of enterprise management and do not know how to correctly carry out enterprise management.

The purpose of the article. Analyze the restricting factors of enterprise management

innovation, find out their own management problems in time, and take reasonable measures to solve the problems. To achieve the goal of enterprise management innovation, so as to promote the sustainable development of enterprises, improve the economic benefits and market competitiveness.

Presenting main material. Enterprise management can be simply understood as a dynamic process of allocating various resources and solving various problems in an enterprise, and enterprise management innovation is an inevitable requirement for the continuous development of enterprise management. Enterprise management innovation usually includes the innovation of management concept and management form, and the innovation of management concept is also the premise and foundation of management form innovation. For enterprises, management innovation is not only an inevitable requirement for the comprehensive development of enterprises, but also an objective requirement for the continuous improvement of enterprise management efficiency. In the sense of management innovation, with the improvement of enterprise management innovation, many specific management problems can be better solved, and the efficiency and quality of enterprise comprehensive management can be improved simultaneously. With the improvement of the internal management of enterprises, the comprehensive competitiveness of enterprises can be improved accordingly.

Restrictive factors of contemporary enterprise management innovation.

1. Lagging management concept. Contemporary enterprise management innovation is being influenced by outdated management concepts, and it is difficult for enterprises to succeed in their management innovation attempts because of the outdated management concepts. Management concept is usually the "collection" of management awareness and management preference of enterprise management. Under

the influence of concept awareness, the development of management activities will be affected accordingly. In many small and medium-sized enterprises, family management is extremely strong, which also makes its management concept obviously contrary to the scientific enterprise management theory. Under the influence of outdated management concepts, it is difficult for enterprises to determine the specific enterprise management innovation system, and the corresponding enterprise management innovation measures cannot appear. Once the outdated concept of enterprise management cannot be adjusted and changed in time, the environment of enterprise internal management innovation will gradually deteriorate, let alone enterprise management innovation.

2. Backward management methods. The management methods chosen and applied by enterprises will have a direct impact on the management situation of enterprises. At present, many enterprises have outdated management methods, which is also one of the restrictive factors of enterprise management innovation. Most enterprises are highly dependent on "human resources" in all kinds of management work. Under the influence of backward and single management methods, the actual management efficiency and quality of enterprises are constantly decreasing, and the long-term existence of a series of management methods in the comprehensive management system of enterprises also leads to the inability of enterprises to make corresponding management innovation attempts. The most important embodiment of enterprise innovation is the innovation of management methods. When single and backward management methods occupy a large proportion in the comprehensive management system of enterprises, the difficulty of enterprise management innovation will gradually increase, and the difficulty of some enterprise management innovations is also directly related to the existence of many backward management methods.

3. Weak management innovation support. Enterprise management innovation is by no means a simple adjustment of management methods. In large-scale or low-efficiency enterprises, management innovation involves more work, and the achievement of management innovation goals needs more support. At present, the management innovation of many enterprises lacks financial support and internal support, which also restricts the overall process

of enterprise management innovation to some extent. Some enterprise leaders themselves lack the planning of management innovation, and all kinds of measures to improve the degree of management innovation can not get financial support or internal support, which leads to the failure of management innovation. More seriously, many enterprises do not realize the necessity of supporting the expansion of management innovation, which also makes it difficult to carry out related activities of management innovation in corresponding enterprises.

4. Management innovation talent shortage. Enterprise management innovation is highly dependent on professionals, but many enterprises lack sufficient management innovation professionals. Although enterprise management and enterprise management innovation are closely related, the requirements for talents in enterprise management innovation are different from those in enterprise management, and the existing management talents in many enterprises can not provide guidance and help for the management innovation activities. In the case of shortage of management innovation talents in enterprises, enterprise management innovation usually faces the embarrassing situation that "a clever woman can't cook without rice". Under the shortage of management innovation talents, many specific enterprise management innovation activities can't be carried out smoothly, and the efficiency of enterprise management innovation can't be significantly improved. Many enterprises will naturally lose their enthusiasm for trying management innovation, which will easily lead to the failure of enterprise management innovation, and then affect the overall process of enterprise management innovation.

Suggestions on management innovation in enterprises.

1. Change the concept of enterprise management. In order to better carry out management innovation, enterprises must first change their management concepts, and make specific enterprise management innovation attempts under the condition of updating their management concepts in time. Specifically, the enterprise management needs to have a better grasp of the enterprise management situation in view of the industry environment and market environment in which the enterprise is located. Under the better establishment of the enterprise's own management innovation degree and direction, the corresponding management innovation system and goal are formulated. After the management innovation

system is well established and fully implemented in the enterprise, the management at all levels of the enterprise can form a better understanding of management innovation matters. After making the basic management innovation goal, the direction of enterprise management innovation can be made clear. By analyzing the achievement of management innovation goal, enterprises can more clearly understand the shortcomings in management innovation, so as to make more targeted management innovation attempts. More importantly, the internal environment of enterprise management innovation can be continuously optimized under the obvious change of management concept of enterprise leadership and the gradual influence of innovative management concept.

2. Improve the informationalization level of enterprise management methods. Enterprise management methods have obvious influence on the development of enterprise management activities, and enterprises need to adjust their management methods to better carry out management innovation. In the information age, e-commerce office technology is very mature, and many excellent enterprises are also keen to rely on e-commerce office software and information technology for specific enterprise management. General enterprises must pay attention to the innovation of management methods in enterprise management innovation, and integrate the innovation of enterprise management methods with the innovation of enterprise management concepts. For example, in performance appraisal management, enterprises can introduce and apply ERP management system, and in financial management, enterprises can use all kinds of information management software and sort out and analyze all kinds of financial management data under the influence of big data. This practice can not only improve the innovation degree of enterprise management, but also reduce the use and consumption of enterprise management resources while improving the efficiency of enterprise management.

3. Expand enterprises' support for management innovation. Enterprise management innovation often involves multiple levels of enterprise management, and the development of corresponding management innovation activities also needs the full support of enterprises. To better carry out enterprise management innovation, it is necessary to expand the support of enterprises for management innovation activities, and provide help for the development of enterprise management innovation-related

activities under the all-round support of enterprise management innovation activities. It is suggested that the core management of the enterprise should coordinate the relationship between various functional departments and management departments to ensure that the corresponding management innovation measures can be carried out smoothly. Especially in the implementation of some management innovation measures that will touch "vested interests", it is particularly important to coordinate the relationship between various departments within the enterprise. In addition, enterprise management innovation is bound to be related to the performance of the duties of ordinary employees in the enterprise. When enterprises carry out management innovation, they can collect some management innovation opinions from grassroots employees, so that the development of management innovation activities can be supported from top to bottom in the enterprise.

4. Cultivate and introduce professional management innovation talents. Under the far-reaching influence of talent strategy, enterprise management innovation needs the help of professional talents, and it is also a good choice to cultivate and introduce professional management innovation talents to assist enterprise management innovation. It is suggested that enterprises should cultivate management innovation talents according to their actual needs of management innovation. When the demand for management innovation talents is urgent, enterprises can consider introducing professional management innovation talents from the talent market. After the enterprise has created a professional management innovation talent team, it should make full use of the strength of the management innovation talent team to solve the corresponding management innovation problems one by one. Enterprises with management innovation needs can also consider setting up a special enterprise management innovation team to focus on various types of management innovation work by transferring professional management innovation talents to form a professional innovation management team. The comprehensiveness of enterprise management innovation can also be well guaranteed when the enterprise management innovation can be handled by a special person.

Conclusions. To sum up, enterprise management innovation should not only be paid due attention by enterprise managers, but also be carried out and implemented in a series of

enterprise management innovation activities and management measures. The actual situation of management innovation in different enterprises is obviously different, and the basic principle of proceeding from reality is also needed to carry out management innovation. It is worth noting that the goal of enterprise management innovation

cannot be achieved quickly in a short time, and it is relatively difficult for enterprises with low management level to innovate in management. In view of this, enterprise management innovation needs to become a normal work, and pay attention to the creation of a good environment for enterprise management innovation.

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