Research on the promotion of enterprise leadership in the Internet Era

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Abstract: The development of society promotes the continuous improvement of the level of science and technology. The application of advanced science and technology has played a good role in all walks of life, which also creates good conditions for the arrival of the Internet era. In such an environment, the enterprise's decision-making is more refined and the value of employees is maximized, which puts forward higher requirements for the professional ability of leaders, establishes Internet thinking and creates a good working environment for employees. Leadership thinking in the Internet era has gradually expanded its influence from an ideological trend circulating in the Internet industry to a bottom-up consensus, which will be fully reflected in all fields of China's economic and social reform. Improving the ability of leaders in enterprises has gradually become the necessity of the times.For modern enterprises, enterprise leadership is a key factor in the Internet era. Only by constantly improving enterprise leadership can enterprises glow with new vitality in the new era. This paper analyzes the current situation of enterprise leadership under the Internet, and discusses the promotion strategies of enterprise leadership in the era of big data. I hope it can better promote the leadership of enterprises in the era of big data and help promote the development of enterprises.

Keywords: Internet age; Enterprise leadership

1. Introduction

Enterprise leadership is the core of enterprise development [1]. With the rapid development of China's science and technology, today's society has entered a new era of Internet information. Internet technology is widely used in all walks of life and brings great convenience to the development of all industries. The leadership of an enterprise is also related to the work efficiency of the whole enterprise [2]. For enterprises, the existence of leadership is the core of enterprise development, and it is also an inexhaustible motive force to guide enterprises to develop towards correct and firm goals [3]. In the process of development, every enterprise should first make specific development plans and formulate corresponding development plans to implement the plans. It is necessary to reform the internal management methods of enterprises and scientifically use new technologies in combination with the actual situation [4].

In recent years, the great changes of the Internet to modern social life are obvious to all. However, when considering the role of the Internet in this era, the public often lacks in-depth understanding and effective thinking tools [5]. Today, with the rapid development of science and technology, information big data and the Internet, it seems that we cannot live, study and work without the shadow of the Internet [6]. When we are bathed in the sunshine of the Internet every day, we are in the era of information socialization of information interaction, technology joint development, knowledge sharing, theory co creation and achievement sharing, Internet thinking is not only enlightening and changing China's manufacturing and commerce, but also catalyzing and changing people's social production and life style. Internet thinking has become a bottom-up consensus in the Internet era [7]. Therefore, business leaders should turn the Internet thinking trend into an important driving source to promote leadership. The purpose of building digital leadership in the Internet age is to encourage every employee to use the thinking mode of the Internet to stimulate the possibility of enterprises in multiple dimensions [8]. Leaders should quickly understand the ever-changing big data environment, conceive the future of enterprise digitalization, cultivate innovation ability by using the method of design thinking, and realize the strategic goal of the enterprise.

2. Reasons for the lack of enterprise leadership in the Internet Era

2.1. Unreasonable enterprise organization and management methods

In the current Internet era, on the one hand, some enterprise leaders can't use new big data technology to solve and analyze certain things when organizing, managing and planning them. The related concepts and systems such as digital management, paperless office and intelligent decision-making advocated in the Internet era have not been paid attention by leaders. New things and tools are relatively excluded, and new methods will be directly ignored in the face of problems, which will lead to a lot of organizational information and production data in the development process of enterprises that are difficult to be fully grasped by other personnel, and to a certain extent, the leaders of enterprises have affected the ability of production management and staff management of enterprises [9]. Many enterprise managers pay too much attention to operating profit in the process of development. They did not pay attention to the strengthening of internal management level, and even had the idea of "making quick money", and did not pay too much attention to the introduction of information technology. In the context of the Internet era, leaders should make use of big data analysis tools to realize the accurate connection of decision-making needs. At the same time, they should also give full play to the real-time data tracking of big data technology on the Internet to accurately predict and control the risks of decision-making. They should also use all data tools to track and evaluate the implementation process of decision-making. The way of avoiding and bypassing the emerging new affairs, new tools and new methods leads to more organizational information, production data and management trends of the enterprise can not be fully mastered, which reduces the leadership ability of enterprise leaders to production and management, enterprises and employees. The leaders of enterprises failed to grasp the production data, market sales data, market demand changes and other information in a timely and comprehensive manner, resulting in problems such as time lag, slow decision-making, poor management and so on.

2.2. Employee incentive mechanism is backward

The incentive mechanism of enterprises for employees also plays an important role in the development of enterprises, because in addition to certain enterprise leaders, enterprises need to have a team with super working ability. Employees are not only an important part of the enterprise, but also the main factor determining the long-term development of the enterprise. The prevalence of big data technology in the Internet era will make the leadership management more efficient. If leaders don't pay attention to the actual needs of employees and blindly set incentives and incentives, then the role of such incentives can only be superficial. Employees do not pay much attention to the essence of incentive, and can not produce an important incentive effect [10]. Employee incentive mechanism can't show concern for individual employees' needs. Enterprises have different requirements for different means, contents and links in the incentive mechanism. Resource allocation and interest incentive: Followers, as social people, have their spiritual pursuit as well as their material pursuit and interest appeal. Leaders should be good at promoting followers to work according to organizational expectations through resource allocation on the premise of actively acquiring resources needed for organizational development. Business leaders should be good at building business organizations and gaining recognition from other members, so as to continuously condense the strength of the team and strengthen the thoughts of employees, so that employees can devote themselves to their work with full passion and be willing to pay more energy for their work. Usually, the rewards of enterprises to employees are mostly embodied in the material, without paying attention to the individual needs of employees. Enterprises pay more attention to the completion of employees' tasks and lack emotional care.

3. Measures to improve enterprise leadership in the Internet Era

3.1. Actively introduce information technology

If enterprises want to not be eliminated by the times, they must constantly improve their internal management methods in combination with new technologies in order to enhance their leadership. Give full play to the prediction and dynamic tracking functions of big data technology, give full play to the thinking support, technical support and tool support provided by big data for leaders' decision-making, and realize the accuracy of decision-making and real-time correction of decision-making, so as to

improve the level and quality of leaders. With the help of Internet technology, enterprises should carry out data analysis from the aspects of enterprise operation and management, and determine the best operation and management scheme according to the analysis of Internet big data, so as to improve the leadership and economic benefits of enterprises. In the Internet age, business leaders have to face huge mixed information flow, so the first factor to improve leadership is that leaders should abandon intuition and experience, break the boundaries of thinking, clearly realize the power of cross-border integration and restructuring in the era of big data, and integrate the interconnected thinking of big data into decision-making ideas. All dimensions of job satisfaction can significantly negatively affect emotional exhaustion, dehumanization and workplace fatigue from three sources, and significantly positively affect job burnout. When leaders show less sincere leadership, the positive relationship between values and turnover intention will be strengthened. This regulation mainly focuses on the dimension of ability and growth. Enterprise managers need to understand the external and internal factors that affect enterprise financial risks and the importance of these factors. After controlling activities to assess financial risks, the management should first adopt a plan to deal with risks. The information and communication information used to control enterprise financial risks include not only financial information, but also non-financial information.

3.2. Attach importance to the construction of enterprise rules and regulations system

For enterprises, it is necessary to constantly improve relevant rules and regulations to ensure the smooth implementation of all work, and the work efficiency can also be effectively improved by improving rules and regulations. In the Internet age, enterprise leaders can effectively improve their leadership ability and management ability only by improving their informatization and digitalization level. In the process of business management, big data can be used to supervise the management process and implementation results, so as to make scientific evaluation. Through the deep mining of big data, we can not only realize the quantitative analysis and comparison of data, but also supervise and analyze the process of decision-making implementation, collect and evaluate relevant demands, so as to realize the common improvement of enterprise management level and enterprise leadership. According to the current development situation, business leaders can find the deficiencies of enterprise rules and regulations. If they do not comply with the regulations, the development of enterprises will be deleted, and then formulate the development of enterprises in line with the regulations. With the help of the Internet developed big data era, enterprises develop new ideas to help them better manage their enterprises. The following figure shows the enterprise leadership model in the Internet era.
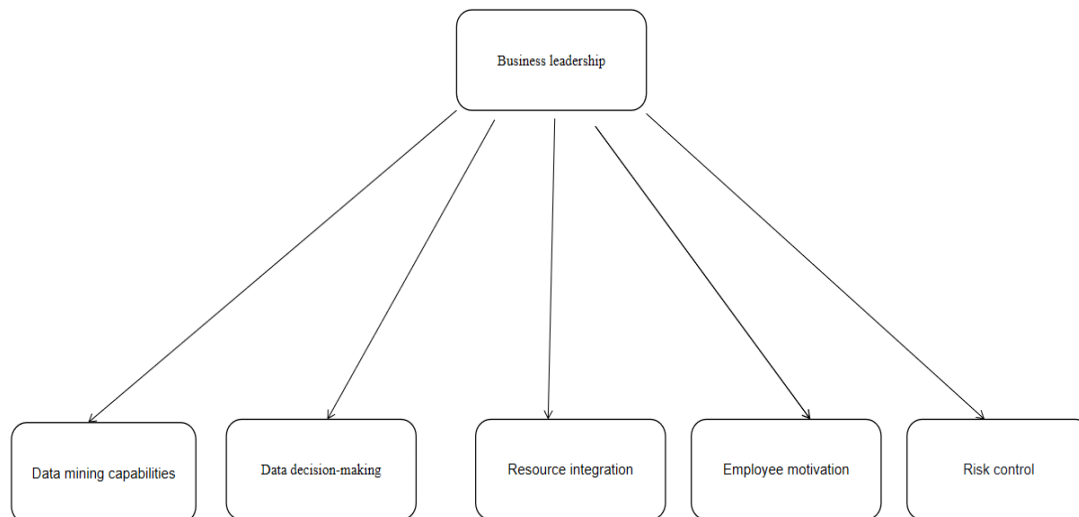

Figure 1: Enterprise leadership model in the Internet age

4. Conclusions

In a word, the operation and management of enterprises must be based on the basic technical and social background of the Internet age, grasp the basic core of the Internet age and grasp the challenges brought by the Internet age. Enterprises should recognize the opportunities brought by the Internet and seize this opportunity. With the help of Internet technology, enterprises should carry out data analysis

from the aspects of enterprise operation and management, and determine the best operation and management scheme according to the analysis of Internet big data, so as to improve the leadership and economic benefits of enterprises. Enterprises should seize the opportunity of the Internet era, conform to the trend of the times and market demand, and apply big data and emerging technologies to improve their competitiveness. In the process of enterprise development, the important value of leadership must not be ignored.

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