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Problems and Development Trends of Enterprise Informationization Management

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Abstract: With the rapid development of information technology, enterprise information management has become an important tool to enhance the competitiveness of enterprises. Informatization management can not only improve the efficiency of work within the enterprise, but also enhance the scientific and accurate decision-making. However, in the implementation process, enterprises face many problems, such as information islands, uneven resource allocation, data security risks. These problems not only affect the process of enterprise informationization construction, but also may restrict the overall development of the enterprise. Therefore, it is of great practical significance and theoretical value to deeply explore the problems in enterprise informatization management and its development countermeasures. This paper will analyze the main problems of current enterprise informatization management and put forward corresponding development countermeasures, with a view to providing guidance for the informatization process of enterprises.

Keywords: Enterprise; informationization management; development trend

1. Introduction

In the context of globalization and the rapid development of the digital economy, the importance of enterprise information management has become more and more prominent. Informatization is not only a tool for enterprises to improve work efficiency, but also an indispensable part of their strategic development. With the continuous progress of information technology, including big data, cloud computing, Internet of Things, etc., enterprise informatization has become a key factor in enhancing competitiveness and achieving sustainable development. Effective informatization management not only optimizes internal resource allocation and enhances the scientific nature of decision-making, but also improves customer service and promotes corporate innovation. However, despite the many opportunities brought by informatization, enterprises face a variety of challenges in the actual implementation process. The problems encountered by many enterprises in information management, such as the phenomenon of information silos, uneven allocation of resources, data security risks, and insufficient quality of personnel, have seriously affected the effectiveness of informationization construction. The phenomenon of information silo makes it impossible to share information between different departments, resulting in duplication and waste of data, which reduces the overall work efficiency. At the same time, the imbalance of resource allocation makes some departments not get enough support in informatization construction, which restricts their development. In addition, the problem of data security is becoming more and more serious. While pursuing informatization, enterprises must face risks such as network attacks and data leakage, and it has become imperative to protect the security of sensitive

information. In order to cope with these challenges, enterprises must take effective countermeasures to promote information sharing, rationally allocate resources, strengthen data security management, and enhance the professional quality of employees. Only in this way can the value of informatization be truly realized and the long-term development of the enterprise be promoted. Therefore, an in-depth discussion of the problems existing in enterprise informatization management and its coping strategies is of great practical significance for enhancing the management level and competitiveness of enterprises.

2. Problems of enterprise information management

2.1. Information silo phenomenon

At present, the main problem facing enterprise information management lies in the absence and imperfection of the information management system. The imperfection of the system triggers a series of chain reactions, the first manifestation of which is the inability to effectively supervise, guide and coordinate various departments, resulting in poor information exchange between departments and impediments to resource sharing, which in turn leads to inefficiency and uneven work quality. In addition, the imperfection of the management system also leads to non-uniformity of materials, prices and other standards, chaotic management, the lack of uniform workflow specifications, resulting in practitioners using a variety of methods in the actual work of the enterprise information management and the individual's way of working varies greatly. This situation undoubtedly hinders the improvement of enterprise information management level, causes waste of resources, impedes the reasonable sharing of information, and ultimately affects the management level of the industry as a whole and information management, thus adversely affecting the rapid development of enterprises[1].

2.2. Uneven allocation of resources

In the process of informatization in enterprises, there is often an uneven allocation of resources. Many enterprises concentrate their investment in informatization on certain key departments, such as the IT department or the R&D department, while other departments lack the necessary resources to support them. This uneven resource allocation may lead to a high level of informatization in certain departments while other departments remain at a low level, which in turn affects the overall operational efficiency of the enterprise (Li & Zhou, 2019)[2]. Although the R&D department has advanced technological equipment and information systems, the production department is still using traditional management methods, which leads to a lag in the transmission and feedback of information. This situation not only affects production efficiency, but may also lead to a decline in product quality.

2.3. Data security risks

With the wide application of information technology, the data security problem of enterprises is becoming more and more prominent. Enterprises in the process of informatization face security threats from various aspects such as network attacks and data leakage. Many enterprises fail to establish a perfect data security management system in the process of rapid advancement of informatization, resulting in serious information security risks (Xu & Sun, 2022)[3]. Cyber-attacks occur frequently, and once an enterprise's data is hacked or leaked, it will cause great losses to the enterprise's reputation and economy. Especially for enterprises involving sensitive information, data security management is particularly important.

2.4. Insufficient personnel quality

In the process of information technology management, the lack of professional information technology management personnel within the enterprise is a common problem. Although the application of information technology brings convenience to enterprises, the lack of corresponding professionals for management and maintenance often leads to the failure of information systems to give full play to their functions (Liu & Wang, 2020)[4]. Many enterprises lack sufficient training and support when introducing new technologies, which prevents employees from mastering the relevant skills. When an organization introduces a new ERP system, without adequate training, employees may not be able to use the system effectively, thus affecting the efficiency of daily business processing. This not only results in a waste of time and resources, but may also cause the enterprise to go astray in the informationization process.

3. Countermeasures for the development of enterprise information management

3.1. Promoting information sharing

In order to solve the phenomenon of information silo, enterprises should actively establish a cross-departmental information sharing platform to promote the circulation and sharing of information. By building a unified information management system, different departments can access and share data in real time, reducing the duplication of information entry (Chen & Guo, 2021)[5]. Enterprises can establish a centralized data management platform to centralize the data of sales, finance, production and other departments to ensure real-time updating and sharing of information. This approach not only improves the efficiency of interdepartmental collaboration, but also provides more accurate and comprehensive data support for enterprise decision-making.

3.2. Reasonable allocation of resources

In the process of informatization construction, enterprises should rationally allocate resources according to the overall strategy to ensure that each department can benefit in a balanced way. The management should fully recognize the strategic importance of informatization and formulate a reasonable resource allocation plan to ensure that each department can obtain the necessary support for informatization (Li & Zhou, 2019). Enterprises can reasonably allocate the informatization budget and human resources according to the actual needs of each department. For departments with a low level of informatization, more investment should be made to improve their informatization management capabilities in order to achieve the synergistic development of informatization across the company.

3.3. Strengthen data security management

In order to cope with data security risks, enterprises must formulate a comprehensive data security strategy and enhance the security protection capability of information systems. Enterprises should conduct regular security assessments to identify and repair security vulnerabilities in the system in a timely manner. In addition, enterprises should establish a comprehensive security management system and conduct security awareness training for employees to ensure the effectiveness of data security management (Xu & Sun, 2022)[6]. Enterprises can adopt multi-level security measures, such as data encryption, access control, and regular backup, to reduce the risk of data leakage. At the same time, an emergency response mechanism should be established to enable rapid measures to be taken to deal with security incidents once they occur.

3.4. Enhance the quality of personnel

Enterprises should pay attention to the training and development of employees, and improve their information management ability through systematic training. Introducing professionals is an important way to improve the level of information technology management, while enterprises should internally encourage employees to continuously learn new technologies and knowledge to adapt to the needs of information technology development (Liu & Wang, 2020). Enterprises can regularly organize information technology training courses to enhance employees' ability to use information systems. In addition, enterprises should also establish a good incentive mechanism to encourage employees to actively participate in the construction of information technology and form a good information technology management culture.

4. Conclusion

Enterprise informatization management is an important means of enhancing the competitiveness of enterprises, but there are a variety of problems in the implementation process. Through effective countermeasures, such as promoting information sharing, rational allocation of resources, strengthening data security management and upgrading personnel quality, enterprises can overcome these challenges and achieve sustainable development of informationization. This not only helps to improve the operational efficiency of enterprises, but also lays a solid foundation for their long-term development.

In conclusion, enterprise information management is a complex and systematic project that requires comprehensive thinking and in-depth analysis. In the future, with the continuous development of technology, enterprise information management will usher in new opportunities and challenges. Enterprises should keep pace with the times, flexibly respond to changes, and strengthen the strategic planning of informationization management in order to better adapt to the changes in the market environment and the diversification of customer needs. Informatization is not only a tool for internal management, but also a core component of enterprise strategy development to promote enterprises to be invincible in the fierce market competition.

In this era of rapid change, the success or failure of informationization management will directly affect the survival and

development of enterprises. Therefore, enterprises must continue to explore and innovate on the road of informatization to ensure their long-term sustainable development. By strengthening informatization management, enterprises can better grasp market opportunities and enhance their overall competitiveness, thus achieving greater success in future development.

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