

Countermeasures To Strengthen Enterprise Business Management Training In The Internet Age

Xuemei Guan

Kunming Vocational and Technical College of Industry, Kunming, Yunnan, 650302, China

gxm496129@126.com

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Abstract: The Internet is a new economic form, giving full play to its role of optimization and integration in the allocation of production factors. This article aims to study the optimization countermeasures for enterprise business management training in the Internet era. This article analyzes in detail the current problems of related companies in business management training, as well as effective countermeasures and suggestions to improve the effectiveness of related training management. This article completes the research on the Internet training model through questionnaire surveys and interview survey methods. The experimental results of this paper show that, after proposing measures to strengthen the training of business management of enterprises, the training efficiency of enterprise employees has increased by 15%, and the overall competitiveness of enterprises has increased by 12%.

1. Introduction

1.1 Background and Significance

With the rapid development of the Internet, the use of computers is no longer the patent of some professionals. People in all walks of life can freely carry out various complex operations on computers without professional training [1]. In order to create greater economic and social benefits and be more conducive to participating in international competition [2], more and more enterprises and corporate schools urgently need to introduce modern management methods, and the large-capacity operation of computers and accurate calculations, Make it one of the indispensable means of enterprise management [3], but with the continuous deepening of computer applications, users' demand for software is also increasing, and more and more users want to have special software suitable for their needs to meet their own needs Special requirements [4].

1.2 Related Work

Lazzarini studied the way companies build profitable operations while addressing pressing social and environmental issues. He also briefly discussed alternative methods of assessing impact, and then proposed novel research approaches to inform the debate on how to measure impact and how impact measurement practices can help organizations integrate social and economic goals. However, to measure the actual impact needs to solve the causal relationship, he did not give a detailed explanation on the issues of comparability and cost [5].

1.3 Main Content

This article mainly proposes solutions for the various functions to be realized, mainly to solve the shortcomings of the information exchange mechanism in the enterprise training mode [6], designed a collaborative platform suitable for training, to ensure the smooth implementation of the first phase of the platform project [7], Improve the efficiency of enterprise training work [8]. It also proposes an optimization strategy for the "Internet" training model, first of all elaborating the basic principles of the optimization strategy [9], and then from strengthening individual needs analysis, enriching training implementation forms, improving training evaluation and assessment, increasing training incentives and consolidating training mechanism guarantee measures Five aspects proposed

optimization measures, and finally optimized the theoretical framework of the model [10].

2. Internet Enterprise Business Management Training Methods

2.1 Internet Knowledge

"Internet" refers to relying on Internet information technology and Internet platforms to achieve the integration of the Internet and all areas of society, in order to promote technological progress, optimize production factors, restructure economic models and other ways to innovate and optimize the new form of social and economic development.

2.1 Enterprise Business Management Training Knowledge

Corporate business management training is a planned and organized knowledge transfer, information transfer, skill development and management disciplinary behavioral activities, which is generally manifested as the company's development of various types of knowledge, skills and emotional attitudes for employees based on development needs.

3.3 Internet Training Knowledge

Internet training is generally a trainer or training institution usually uses multimedia communication network to implement teaching, which is a kind of application

The remote training mode of Internet technology is a new learning method spawned by the development of information technology.

3. Enterprise Business Management Training Experiment

In order to more clearly and objectively analyze the problems existing in the training and management of enterprise employees, this experiment took employees of company A as the experimental object, and conducted different sampling interviews according to the type of employee positions of the company. The interviewers were designed for 200 people. Face to face

'S conversation is more intuitive to understand the interviewee's psychology and behavior. The interview takes two forms, one is a group interview in the form of a small symposium, and the other is a one-to-one question and answer method. In both forms, there are recorders who make interview records and organize them into written materials. The interview is a semi-structured interview. First of all, make preparations and have the correct preliminaries for the content of the interview; then the author will conceive the framework in advance and list the outline of the problem, whether it is the way of asking questions, the choice of words, or the scope of the question. The habit and knowledge level suitable for the interviewee; be patient, careful and insightful during the interview, adjust flexibly according to the interviewee's ideas and interview process, and ask questions appropriately, but the overall idea of the question mainly includes the following items: how Choose training content, evaluation of current training management, whether training is helpful to individuals and enterprises, etc.

4. Analysis of Business Management Training for Internet Companies

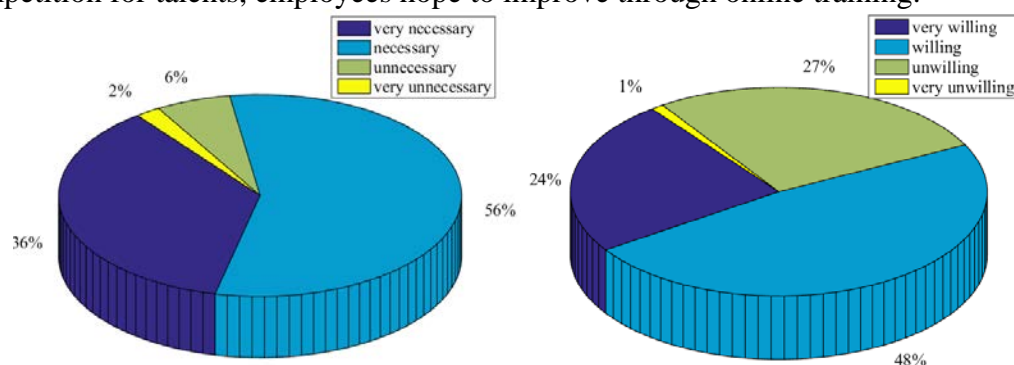
4.1 Internet Training Analysis

According to the collected statistical data, data processing software is used for analysis and processing, and based on employees' knowledge and willingness to internet training, relevant conclusions are drawn and data charts are made, as shown in Table 1:

Table 1. Knowledge And Willingness For Internet Training

Awareness	very necessary	necessary	unnecessary	very unnecessary
proportion	36.17	56.38	5.15	2.3
Willingness	very willing	willing	unwilling	very unwilling
proportion	24.15	47.55	27.26	1.04

In order to be more intuitive and convenient to view the data results, the table is converted into a graphical form, as shown in Figure 1. From the perspective of employees' awareness of "Internet+" training, 36.17% and 56.38% of those who think it is very necessary and necessary must account for 5.16.1% and 2.30% of those who think it is not necessary or very necessary. In general, most employees of high-tech enterprises believe that "Internet +" training is necessary. The author believes that this is related to the promotion of the development of high-tech enterprises and the cultivation of scientific and technological talents in Hangzhou, as well as the employees' own development needs. On the one hand, companies look forward to the stay and development of high-tech talents; on the other hand, in order to avoid being eliminated and replaced in the fierce competition for talents, employees hope to improve through online training.

**Figure 1.** Enterprise employees' awareness and willingness to train on the Internet

From the perspective of employees' willingness to participate in Internet training, very willing people accounted for 24.15%, relatively willing people accounted for 47.55%, uncertain people accounted for 27.26%, unwilling and very unwilling people accounted for 1.04%, and overall, willing people most.

Among the factors influencing employees' enthusiasm for Internet training, the first three from high to low are: the contradiction between online learning and work before training (40.24%), the lack of incentives (23.86%), and the monotonous online training form (21.90%), while After training, the contradiction between online learning and work (38.41%), insufficient incentives (21.59%), and monotonous online training (18.36%). In addition, the content and form of the courseware and the elimination of online learning difficulties have also become the reasons that affect the enthusiasm of employees to participate in online training, as shown in Figure 2.

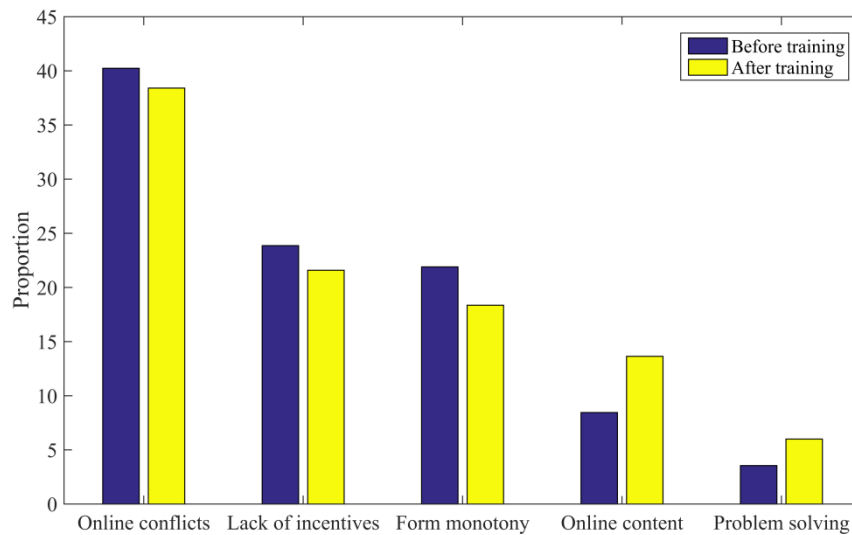


Figure 2. The Impact Of Employee Motivation Before And After Internet Training

According to the interviews, the current high-tech enterprises generally pay attention to employee training, support employees' "Internet +" learning, and allow employees to conduct online learning during working hours, but employees still believe that there is a contradiction between online learning and work. The reason is mainly due to the limited working hours at work. It is difficult to complete the "Internet+" learning in time to complete the work tasks. Correspondingly, the lack of incentives is another reason why online learning does not work well. Employees choose between completing work and completing learning. When the incentives are not enough to exceed the benefits of completing the work, they usually choose the former. Employee believes that the monotonous training format mainly refers to video learning and document learning, and there is a relatively lack of discussion and experiential learning. Poorly targeted online courses mean that when companies do demand analysis, they pay more attention to the needs of companies and positions, and less attention to employees' "Internet +" training needs. The problem feedback processing is not timely when the employees encounter ununderstood content during the "Internet+" learning process, the channels that can be solved online or face-to-face are not smooth or slow, which is related to the service and progress of the manager related.

4.2 Analysis of Enterprise Business Management Training

Through the analysis of the data, it can be concluded that the industrial and commercial technicians are generally satisfied with the company's existing training management. The interviewed employees have a strong willingness to learn, indicating that the training arranged by the company can indeed learn. However, some interviewees said that the training methods are too traditional, and the knowledge learned is difficult to be transformed into the actual work. Moreover, some training contents are too basic and simple, and they are all the knowledge that I have learned at the university and graduate level, and the repeated content is easy to appear boring. 50% of the interviewed employees mentioned the contradiction between the complexity of technical positions and the simplification of training content, and the high-level training indicators arranged by the enterprise are few. Some active employees do not have the opportunity to be exposed to new processes. Will produce resistance to general training. Due to personality and professional reasons, some employees interviewed said that they were not good at dealing with members outside the team and were not very good at communicating with the outside when problems occurred. And the company's old employees account for a large proportion, they have some solidified ideas, are reluctant to accept new ideas, and are not easy to communicate. In addition, some technicians said that too much training takes up rest time. Since the technicians have been working hard during the day, and often need to work overtime to do experiments or process data, too much training will take up the rest time and will lead to personal mental fatigue and affect work efficiency. And motivation.

Company A's current overall idea for front-line employee training is "Human Resources

Department planning, production department guidance, and training specialist implementation." All the front-line employees of the company A interviewed said that they had a better understanding of the company's organizational structure, operating rules and regulations, welfare system and other basic skills required for the new employee training. By participating in the new employee training, everyone was familiar with their own Working environment, know and understand work partners, and also master the necessary job knowledge and skills. However, there are many trainings for front-line employees, most of which are trainings to cope with corporate training tasks, that is, trainings for training. Employees are tired of this kind of "scramble" repeated training. Company A adopts the "teacher with apprenticeship" mentor system for the training of front-line employees. This method helps employees quickly integrate into the work environment and can eliminate the loneliness of new employees just entering the company. However, the level of mentors is uneven, and there is no clear mentor allocation and guidance rules, as well as evaluation and incentive mechanisms. Some mentors are patient and responsible, while others are less willing to teach disciples carefully. The professional level of the tutor is also different. The tutor only guides the new employees based on their own experience and understanding of the position, which can easily lead to a great difference in the knowledge and skills acquired by the new employees in the same position. Another 70% of the employees surveyed said that classroom training lacked practice and interaction between teachers and students, and that employees did not have a process of memorizing and consolidating the learned knowledge, and did not promptly solve difficult-to-understand problems.

Conclusions

In this paper, through the combination of theory, field research and case studies, the Internet enterprise business management training model is studied, the Hangzhou high-tech enterprise "Internet" training is investigated, and the Hangzhou high-tech enterprise "Internet" is deeply understood. The training model analyzes the advantages and existing problems in the current model, and analyzes the cause of the problem in detail, in order to propose suggestions to improve the training model for business management of Internet enterprises. However, business management training for Internet companies is still a new attempt. In addition to the defects that the new training model itself may hide in the Internet era, there are still some problems that need to be further improved in the future.

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