MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE

SUMY NATIONAL AGRARIAN UNIVERSITY

ECONOMICS AND MANAGEMENT FACULTY

Accounting and Taxation Department

QUALIFICATION WORK

education degree - Master

on: **Introduction of modern management technologies at the enterprise**

Completed: student of
073 «Management» (EP «Administrative Management»)

Yu Hang

Superviser ***Oleksandr Nazarenko***
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Reviewer ***Igor Prikhodko***
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Sumy – 2025

SUMY NATIONAL AGRARIAN UNIVERSITY

Faculty Economics and Management
Department Accounting and Taxation

Education degree *«Master»*
Speciality *073 Management EP «Administrative management»*

Approved:
Head of Department _____ Dr.Sc., Professor Inna NAZARENKO
«_____» _____ 2024

TASK

on thesis for student

Yu Hang

1. Theme of Thesis: *Introduction of modern management technologies at the enterprise*

Superviser *Oleksandr Nazarenko, Doctor of Economics, Professor*

approved by the university from *18.11.24 № 3816/oc*

2. Deadline for student completed project (work) *March, 10 2025*

3. Background to the project (work):

The research is aimed at identifying and implementing methods for improving the theoretical and methodological aspects of modern management technologies at the enterprise. The effectiveness of the results of the research conducted in the master's thesis is to apply the acquired managerial knowledge in practice. To implement the technical and economic recommendations outlined in this master's thesis at the enterprise and to investigate whether the system of modern management technologies at the enterprise has been optimized and improved after the implementation of these recommendations. The research period was 2021-2023.

4. Contents of settlement and explanatory notes (the list of issues to develop):

This study focuses on the key issue of the introduction of modern management technology by enterprises, deeply analyzes its connotation, characteristics and important role, and systematically discusses the introduction strategy and path in combination with typical cases such as Henan Xiangyuan New Energy Co., LTD., Haier Group and Haidilao Catering Co., LTD.

Future research can focus on the application of new technology in enterprise management, the applicability of modern management technology in different industries and cross-cultural management, etc., so as to provide more forward-looking and targeted theoretical and practical guidance for enterprise development.

5. Date of assignment: **December, 20 2023**

CALENDAR PLAN

	Name of the diploma project's stages	Dates of project stages performance	Note
1	Definition and approval of the thesis, preparation of the plan - schedule of work	*December, 2023*	done
2	Selection and analysis of literary sources, the preparation of the first theoretical chapter	*December, 2023*	done
3	Preparation and presentation of draft of the first chapter of the thesis	*February 2024*	done
4	Collection and processing of factual material, synthesis analysis of application issues in the enterprise	*March 2024*	done
5	Making the theoretical part of the thesis, summarizing the analytical part	*April 2024*	done
6	Design options improve the research problem	*May 2024*	done
7	Completion of the project part of the thesis, design chapters	*May 2024*	done
8	Previous work and its defense review	*December, 01-02 2024*	done
9	Checking the authenticity of the thesis	*February, 20-28 2025*	done
10	Deadline for student completed the thesis	*March, 01 2025*	done
11	Defense of the thesis	*March, 09 2025*	done
12	Definition and approval of the thesis, preparation of the plan - schedule of work	*March, 25 2025*	done

Student _____ (signature) ***Yu Hang***

Superviser of science work _____ (signature) ***Oleksandr NAZARENKO***

Authentication performed _____ (signature) ***Nadiia BARANIK***

Checking the authenticity conducted.
Thesis allowed to defense _____ (signature) ***Svitlana LUKASH***

ABSTRACTS

Yu Hang Introduction of modern management technologies at the enterprise – manuscript.

Qualification work on specialty 073 «Management» EP «Administrative management» Sumy National Agrarian University, Sumy, 2025.

This study focuses on the key issue of the introduction of modern management technology by enterprises, deeply analyzes its connotation, characteristics and important role, and systematically discusses the introduction strategy and path in combination with typical cases such as Henan Xiangyuan New Energy Co., LTD., Haier Group and Haidilao Catering Co., LTD.

Modern management technology is based on system theory, information theory and cybernetics, integrates the results of multiple disciplines, has the characteristics of systematicness, innovation, scientificity and informatization, and can effectively improve the management efficiency, innovation ability and competitiveness of enterprises. In the current complex and changing market environment, the limitations of traditional management mode are prominent, and the introduction of modern management technology has become an inevitable choice for enterprises to break through the development dilemma and achieve sustainable development. Enterprises in different industries should formulate personalized introduction strategies according to their own characteristics, such as new energy enterprises focus on technological innovation management and talent training, household appliance manufacturers focus on product innovation and supply chain management, and catering service enterprises focus on service quality management and personnel management.

The value of this study is that the successful introduction of modern management technology requires scientific planning, clear objectives, in-depth analysis of the internal and external environment, formulation and implementation of detailed programs, strengthening talent development and training, optimizing the internal environment, and strengthening the construction of corporate culture. Future research can focus on the application of new technology in enterprise management, the applicability of modern management technology in different industries and cross-

cultural management, etc., so as to provide more forward-looking and targeted theoretical and practical guidance for enterprise development.

Keywords: modern management technology; enterprise development; implementation strategy, high-tech enterprise.

АНОТАЦІЯ

Ю Хань Впровадження сучасних технологій управління на підприємстві – Рукопис.

Кваліфікаційна робота за спеціальністю 073 «Менеджмент» ОП «Адміністративний менеджмент», СНАУ, Суми-2025 - Рукопис.

Це дослідження зосереджується на ключовому питанні впровадження сучасних технологій управління підприємствами, глибоко аналізує його значення, характеристики та важливу роль, а також систематично обговорює стратегію та шлях впровадження у поєднанні з типовими кейсами, такими як Henan Xiangyuan New Energy Co, LTD, Haier Group та Haidilao Catering Co, LTD.

Сучасна технологія управління базується на теорії систем, теорії інформації та кібернетики, інтегрує результати багатьох дисциплін, має характеристики системності, інноваційності, науковості та інформатизації, і може ефективно підвищити ефективність управління, інноваційну здатність та конкурентоспроможність підприємств. У нинішньому складному та мінливому ринковому середовищі обмеження традиційного режиму управління є помітними, і впровадження сучасних технологій управління стало неминучим вибором для підприємств, щоб подолати наявні перепони та досягти сталого розвитку. Підприємства різних галузей повинні формулювати персоналізовані стратегії впровадження відповідно до своїх особливостей, наприклад, підприємства нової енергетики зосереджуються на управлінні технологічними інноваціями та навчанні співробітників, виробники побутової техніки зосереджуються на інноваціях продуктів та управлінні ланцюгами поставок, а підприємства громадського харчування зосереджуються на управлінні якістю послуг та управлінні персоналом.

Цінність цього дослідження полягає в тому, що успішне впровадження сучасних управлінських технологій вимагає наукового планування, чітких цілей, глибокого аналізу внутрішнього та зовнішнього середовища, формулювання та реалізації детальних програм, посилення розвитку та навчання співробітників, оптимізації внутрішнього середовища та посилення побудови корпоративної культури. Майбутні дослідження можуть бути зосереджені на застосуванні нових технологій в управлінні підприємством, застосуванні сучасних управлінських технологій у різних галузях, крос-культурному менеджменті тощо, щоб забезпечити більш перспективні та цілеспрямовані теоретичні та практичні рекомендації для розвитку підприємств.

Ключові слова: сучасна технологія управління; розвиток підприємства; стратегія реалізації, високотехнологічне підприємство.

CONTENT

INTRODUCTION

Relevance of research on this topic. With the rapid development of the global economy and the continuous progress of science and technology, enterprises are faced with increasingly fierce market competition and complex and changeable external environment. In order to maintain an edge in the competition and achieve sustainable development, enterprises must constantly optimize their management models and operational processes. The introduction of modern management techniques has provided companies with new tools and methods to deal with these challenges. Through data analysis, market forecasting, process automation and other means, companies are able to manage resources more efficiently, reduce costs, improve production efficiency, and respond quickly to market changes.

However, many enterprises still have many shortcomings in the management process, such as backward management concept, imperfect incentive mechanism, and chaotic organizational structure. The existence of these problems not only limits the further development of enterprises, but also may lead to the disadvantage of enterprises in the market competition. Therefore, it is of great practical significance to study how to effectively introduce modern management technology, optimize enterprise management process and enhance the comprehensive competitiveness of enterprises.

Through theoretical construction, empirical research and case analysis, this study deeply discusses the application of modern management technology in enterprises and its impact on the management efficiency and competitiveness of enterprises. The research results show that when introducing modern management technology, enterprises should formulate clear strategic planning, strengthen staff training, optimize corporate culture, pay attention to independent research and development and innovation, and establish continuous monitoring and evaluation mechanism. Through the implementation of these measures, enterprises can effectively overcome the shortcomings in the existing management process and enhance their comprehensive competitiveness and sustainable development ability.

The following scientists have studied the formation, development and implementation of modern management technologies at the enterprise: Chang Mingyuan [3], Wang Lixin [4], Johnson S. [5], Liu Weiqiang [6], Brown A. [7], Xu Weijun [9], Yang Guojie [10], Ss Weidong [11], Yang Yi [12], Meng Hua [14], Wang Yan [15], Lou Xiaoyang [16], Chen Xiangming [17], Kong Xiangshan [22], Xu Weijun [23], Tang Chunmei [24], Wu Yaqian [25].et al.

The purpose of the thesis. The main purpose of this study is to explore the application of modern management technology in enterprises and its impact on the efficiency and competitiveness of enterprise management. Specifically, the research aims to:

1. Analyze the core elements of modern management technology and its application scenarios in enterprises: Through literature research and case analysis, identify the key components of modern management technology, such as data analysis, process automation, customer relationship management, etc., and explore the application ways of these technologies in different types of enterprises.

2. Identify the main problems in enterprise management: Through empirical research methods such as questionnaire survey, site visit and hidden observation, diagnose the shortcomings in the management process of enterprises, such as backward management concept, imperfect incentive mechanism, and chaotic organizational structure.

3. Put forward improvement suggestions: Based on the research results, put forward the specific measures that enterprises should take when introducing modern management technology in terms of strategic planning, staff training, corporate culture construction and independent research and development, and suggest the establishment of continuous monitoring and evaluation mechanism to ensure the effective application of technology.

4. Evaluate the impact of modern management technology on enterprise competitiveness: Through case studies (such as Apple Inc.), evaluate the actual effect of modern management technology in improving enterprise production efficiency, optimizing resource allocation, and enhancing market competitiveness.

Research problems. In order to achieve the above research purposes, this research will focus on the following core questions:

1. What are the core elements of modern management technology? : Through literature research, make clear the key components of modern management technology and its application scenarios in enterprises.

2. What are the main problems in the management process of enterprises? : Through questionnaire survey, on-site visit and hidden observation and other methods to diagnose the shortcomings of the enterprise in the management process.

3. How to effectively introduce modern management technology? Based on the results of theoretical and empirical research, this paper puts forward the concrete measures that enterprises should take when introducing modern management technology.

4. What is the impact of modern management technology on the competitiveness of enterprises: Through case analysis, evaluate the actual effect of modern management technology in improving enterprise production efficiency, optimizing resource allocation, and enhancing market competitiveness.

Research the object. Financial and economic activities of Henan Xiangyuan New Energy Co., Ltd.

The subject of research. Implementation of modern management technologies at the enterprise.

The following research methods were used in this paper:

(1) Literature method. By collecting a large amount of literature and relevant theoretical framework, it has laid a good theoretical foundation for future empirical research.

(2) Inductive analysis. On the basis of empirical research, some common problems are summarized. Through analysis, we can find common ground.

(3) Research methods of strategic management tools

Use various strategic management tools and models, such as PEST analysis, SWOT analysis, key factor analysis, internal and external factor evaluation (IFE/EFE) matrix, etc., to comprehensively study the internal and external environment. This

analysis will help identify the company's strengths, weaknesses, opportunities, and challenges. After a comprehensive summary of the results, we will develop a tailor-made growth strategy based on the unique circumstances of the business entity. In addition, we will formulate corresponding preventive measures based on the actual situation of the enterprise to facilitate the implementation and execution of the strategy and ensure its successful implementation.

The information base includes international laws and regulations, textbooks on management, financial analysis, domestic and foreign monographs, manuals, scientific publications, economic and financial reports, etc.

The novelty of the study. The scientific novelty of the study is to identify and implement methods for improving the theoretical and methodological aspects of modern management technologies at the enterprise.

Practical value of the work. The effectiveness of the research results lies in the application of the acquired managerial knowledge in practical activities. To implement the technical and economic recommendations outlined in this master's thesis at the enterprise and to investigate whether the system of modern management technologies at the enterprise has been optimized and improved after the implementation of these recommendations.

Own publications. The main theoretical provisions and practical results of the master's work were positively evaluated at two international scientific and practical conferences.

Structure and scope of the work. The master's thesis consists of an introduction, three chapters, conclusions and recommendations, and a list of references on 25 topics. The body is presented in 66 pages of computer text, and the work contains six tables.

CHAPTER 1

OVERVIEW OF MODERN MANAGEMENT TECHNOLOGY

Modern management technology is a collection of a series of management means and methods that comprehensively apply advanced information technology, scientific theory and innovative management ideas to achieve efficient operation of organizations, optimal allocation of resources and sustainable innovative development. Based on system theory, information theory, cybernetics and other theories, it deeply integrates the research results of modern natural science and social science, and can scientifically and effectively manage all kinds of social activities such as production and operation in a complex and changeable modern environment. Modern management technology is not a total denial of traditional management methods, but on the basis of inheriting its reasonable core, and actively introducing information technology, data analysis, artificial intelligence and other frontier technologies, so as to realize the innovation and upgrade of management mode, in order to meet the strict needs of modern large-scale production management.

Modern management technology has many remarkable characteristics, systematicness is one of them. It views the organization as an organic whole and emphasizes the interrelationships, interactions and synergies among its components. When formulating an enterprise strategy, it is necessary to consider both external factors such as market demand and competitors, as well as internal factors such as internal resource status, organizational structure and personnel quality. Through the comprehensive analysis and overall planning of these factors, the overall benefit of the enterprise can be maximized. In the supply chain management of enterprises, modern management technology pays attention to the optimization of the whole process from raw material procurement, manufacturing, product sales to after-sales service. By coordinating the relationship between suppliers, manufacturers, sellers and customers, the efficient operation of the supply chain can be achieved, the cost can be reduced, and the customer satisfaction can be improved.

Innovation is another characteristic of modern management technology. Under the background of the rapid development of The Times, enterprises are faced with increasingly fierce market competition and ever-changing customer demands. Only by continuous innovation can enterprises gain a firm foothold in the market. Modern management technology urges enterprises to break through the traditional thinking mode and actively explore new management modes, methods and technologies. Many enterprises have introduced innovative management concepts such as agile development and lean entrepreneurship, breaking the traditional linear development mode and large-scale production mode, realizing rapid iteration and personalized customization of products, and meeting the market demand for innovative products. At the same time, modern management technology also pays attention to the cultivation of employees' innovation consciousness and innovation ability. Through the establishment of innovation incentive mechanism, innovation training and other ways, employees' innovation potential is stimulated, which provides a steady stream of power for the innovation and development of enterprises.

Scientification is also an important feature of modern management technology. It is supported by scientific theories and methods, and uses data analysis, model construction, optimization algorithm and other means to conduct in-depth analysis and accurate solution of management problems, so as to provide scientific basis for decision-making. In the production planning of the enterprise, through the use of linear programming, integer programming and other mathematical models, combined with market demand forecast and enterprise production capacity, the optimal production plan is formulated to achieve the reasonable allocation of resources and the maximization of production efficiency. In quality management, the use of six Sigma and other scientific methods, through the production process data collection, analysis and improvement, reduce the rate of product defects, improve product quality.

Modern management technology also has the characteristics of information technology. With the rapid development of information technology, information technology has become an important support for modern management. Through the establishment of information management system, enterprises can realize the real-time

collection, transmission, storage and analysis of data, break the information island, and improve the sharing and accuracy of information. With the help of enterprise resource planning (ERP) system, enterprises can carry out integrated management of finance, human resources, procurement, production, sales and other links, realize real-time information sharing and automation of business processes, and improve the operation efficiency and management level of enterprises. Through the customer relationship management (CRM) system, enterprises can collect and analyze customer information, understand customer needs and behaviors, provide personalized services to customers, and enhance customer satisfaction and loyalty.

The development of modern management methods is a dynamic process of constant exploration, innovation and improvement in practice. Its evolution is closely related to the development of social economy, the progress of science and technology and the renewal of management concepts, showing the characteristics of stages and clear veins.

The origin of modern management method can be traced back to the scientific management era at the end of 19th century and the beginning of 20th century, marked by Taylor's scientific management theory. At that time, with the acceleration of the industrialization process, the scale of enterprises continued to expand, the production process became increasingly complex, and the traditional experience management model could not meet the pursuit of efficiency and benefit of enterprises. Through the careful observation of the working process of workers and the study of the movement of time, Taylor put forward scientific operation methods and standardized management ideas, aiming at improving production efficiency and reducing production costs. He emphasized the use of scientific methods to determine the work quota of workers, select the right workers and train them, so as to achieve the man-post matching, advocating the cooperation between managers and workers, and jointly complete the production objectives of enterprises. Taylor's scientific management theory laid the foundation for the development of modern management methods, made management from experience to science, and created a precedent for modern management.

From the 1920s to the 1940s, the theory of behavioral science rose gradually and became an important stage in the development of modern management methods. During this period, scholars began to pay attention to the important role of human factors in management, emphasizing the study of management issues from the perspective of sociology and psychology. Mayo's Hawthorne experiment revealed the influence of interpersonal relationship, working environment and other factors on employees' work enthusiasm and productivity, breaking the limitation of traditional management only focusing on material factors and productivity. Behavioral science theories assert that by meeting employees' social needs, respecting their personality and value, and establishing good interpersonal relationships, employees' work enthusiasm and creativity can be stimulated, thus improving organizational performance. Under the influence of this theory, enterprises began to pay attention to the training and development of employees, establish incentive mechanisms and team building, and pay more attention to humanization and emotion-oriented management methods.

After the 1950s, with the rapid development of information technology and the advancement of economic globalization, modern management methods have entered a brand new stage of development. The introduction of system theory, information theory, cybernetics and other theories has provided a more comprehensive and scientific theoretical basis for modern management. Enterprises began to adopt a systematic way of thinking, treating the organization as an organic whole, paying attention to the mutual relations and synergies among its components, and achieving overall optimization. In strategic management, enterprises use SWOT analysis, PEST analysis and other tools to carry out a comprehensive analysis of the internal and external environment of the enterprise, and formulate scientific and reasonable strategic planning to adapt to the changes of the market and the challenges of competition.

During this period, various advanced management concepts and methods continue to emerge, such as total quality management, lean production, Six Sigma management, enterprise resource planning (ERP), supply chain management (SCM), customer relationship management (CRM) and so on. Total quality management emphasizes the participation of all employees and the control of the whole process,

through the continuous improvement of product and service quality to meet the needs and expectations of customers, improve the competitiveness of enterprises. Lean production aims to eliminate waste, reduce costs and improve efficiency. It optimizes production processes, reduces inventory, and achieves just-in-time production to make enterprises operate efficiently. Six Sigma management uses data and statistical methods to optimize and improve the business processes of enterprises, reduce the defect rate, and improve the quality of products and services. ERP system integrates the enterprise's finance, human resources, procurement, production, sales and other business links, realizes the real-time sharing of information and the automation of business processes, and improves the management efficiency and decision-making level of enterprises. SCM can optimize the allocation of resources, reduce costs and improve the overall competitiveness of the supply chain through the collaborative management of all links of the supply chain. CRM focuses on managing customer relationships by collecting and analyzing customer information, understanding customer needs, providing personalized services, improving customer satisfaction and loyalty, and maximizing customer value.

Modern management methods cover many key elements, which are interrelated and interact with each other, and together constitute an organic system of modern management. Strategic management is one of the core elements of modern management, which is related to the long-term development direction and goal of an enterprise. Through in-depth analysis of factors such as market environment, competitors, own resources and capabilities, enterprises can formulate clear strategic planning, including market positioning, competitive strategy, product development strategy, etc., to provide guidance and direction for the development of enterprises. When making strategic planning, enterprises use SWOT analysis tools to identify their own strengths, weaknesses, opportunities and threats, so as to choose the development strategy suitable for the enterprise.

Operation management is responsible for organizing and coordinating the daily production and operation activities of the enterprise to ensure the efficient and stable operation of the production process of the enterprise. It involves the formulation of

production plan, the optimization of production process, quality management, cost control and other aspects. Enterprises through lean production method, the production process value stream analysis, identification and elimination of waste links, to achieve the improvement of production efficiency and cost reduction. In terms of quality management, the enterprise adopts the total quality management method and establishes a perfect quality management system. From raw material procurement, production process monitoring to product inspection and other links, strict quality control to ensure that products meet quality standards and meet customer needs.

Human resource management is an indispensable element of modern management. It focuses on the recruitment, training, performance management, compensation and benefits of enterprise employees, aiming to stimulate the enthusiasm and creativity of employees, improve their work efficiency and performance, and provide talent support for the development of enterprises. By making scientific recruitment plans, enterprises attract and select outstanding talents to inject fresh blood into the enterprise. In terms of staff training, targeted training courses are provided according to employees' post needs and personal development plans to enhance their professional skills and comprehensive quality. Performance management encourages employees to improve their work performance by setting clear performance goals, evaluating and giving feedback on their work performance. A reasonable compensation and welfare system can attract and retain outstanding talents and enhance employees' sense of belonging and loyalty.

The implementation of modern management methods cannot be separated from the support of key technologies such as big data, artificial intelligence and the Internet of Things. Big data technology can help enterprises collect, store and analyze massive data, tap the potential value behind the data, and provide data support for corporate decision-making. Through the analysis of market data, customer data and sales data, enterprises can understand market trends, customer demand and product sales, thereby optimizing product strategies, improving service quality and enhancing market competitiveness. The application of artificial intelligence technology in modern management is increasingly extensive, such as intelligent customer service, intelligent

forecasting, automated decision-making and so on. Intelligent customer service can quickly respond to customer queries and complaints through natural language processing technology, and improve the efficiency and quality of customer service. Intelligent forecasting uses machine learning algorithms to predict market demand and product sales to help enterprises make production and sales plans in advance. Automated decision-making systems can automatically make decisions according to preset rules and algorithms, improving the efficiency and accuracy of decision-making.

Iot technology enables the interconnection between equipment, products and people, providing real-time data support for enterprises' production management and supply chain management. In the production process, through the Internet of Things technology, enterprises can monitor the operating status of equipment, production progress and other information in real time, discover and solve problems in a timely manner, and improve production efficiency and quality. In supply chain management, iot technology can realize real-time tracking and monitoring of goods, optimize logistics distribution routes, and improve the transparency and efficiency of the supply chain.

The theoretical basis of modern management technology is deeply rooted in the three theories of system theory, information theory and cybernetics, which blend with each other and complement each other, jointly provide a solid theoretical support for modern management technology, promote the innovation and development of modern management concepts and management methods, and make it play an increasingly important role in enterprise management practice.

System theory was founded by Austrian biologist Bertalangfi. It emphasizes the view of the object of study as an organic whole system, and focuses on the analysis of the interrelations and interactions among the components of the system, as well as the interaction between the system and the external environment. In business management, the application of system theory is reflected in many aspects. Enterprise strategic planning needs to start from the system point of view, comprehensively consider the market environment, competitors, own resources and capabilities and other factors, to formulate strategic objectives and action plans in line with the overall development of the enterprise. Through SWOT analysis tool, enterprises can systematically evaluate

their own strengths, weaknesses, opportunities and threats, so as to clarify the strategic positioning of enterprises and choose the appropriate strategic path. In terms of organizational structure design, system theory requires enterprises to build a reasonable organizational structure, clarify the responsibilities and authority of each department, ensure the coordination and cooperation between departments, and maximize the overall function of the organization. An efficient organizational structure of an enterprise should have clear hierarchical relationships, smooth communication channels and effective cooperation mechanisms to ensure the smooth development of various businesses.

Information theory, founded by American mathematician Shannon, mainly studies the transmission, storage, processing and utilization of information. Its core concepts include information entropy, channel capacity and coding. In the information age, information has become an important strategic resource for enterprises, and the application of information theory in enterprise management is very important. Through the establishment of a perfect information management system, enterprises can realize the rapid collection, accurate transmission, efficient storage and in-depth analysis of all kinds of information, and provide timely and accurate information support for enterprise decision-making. With the help of big data analysis technology, enterprises can mine and analyze massive market data, customer data, sales data, etc., and gain insight into market trends, customer needs and product sales, so as to optimize product strategy, improve service quality and enhance market competitiveness. In supply chain management, the application of information theory enables enterprises to grasp the information of each link of the supply chain in real time, realize information sharing, optimize the operating efficiency of the supply chain, reduce costs, and improve response speed.

Cybernetics, founded by American mathematician Wiener, mainly studies the control and adjustment mechanism of the system in order to achieve the stable operation of the system and target optimization. In business management, the application of cybernetics is reflected in many management links. In the production process control, the enterprise through the establishment of production control system, real-time

monitoring and adjustment of each link in the production process, to ensure the stability of the production process and the consistency of product quality. Through the automatic control system, the enterprise can realize the remote monitoring and operation of the production equipment, discover and solve the problems in the production in time, and improve production efficiency and product quality. In financial management, the application of cybernetics is reflected in budget control, cost control and risk control. By making budget plans, enterprises monitor and adjust financial revenues and expenditures to ensure the realization of financial objectives. In the aspect of cost control, enterprises can analyze the cost structure, find out the cost control points, take effective cost control measures, reduce costs and improve the profitability of enterprises. In terms of risk control, enterprises can identify, evaluate and control various risks faced by enterprises through the establishment of risk assessment system, reduce risk losses, and ensure the stable development of enterprises.

From the history of development, the development of system theory, information theory and cybernetics is closely related to the evolution of modern management technology. In the early days, these theories developed independently. With the progress of science and technology and the needs of management practice, they gradually integrated with each other, providing a strong theoretical support for the development of modern management technology. In the middle of the 20th century, the development of system theory made enterprises begin to pay attention to the overall planning and system analysis, emphasizing the mutual cooperation between various departments in order to achieve the overall goal of enterprises. The development of information theory provides enterprises with more efficient methods of information processing and transmission, and promotes the scientific and information-based decision-making of enterprises. The development of cybernetics enables enterprises to better control and standardize the production process and business activities, and improve the operation efficiency and stability of enterprises.

With the rapid development of information technology, emerging technologies such as big data, artificial intelligence and the Internet of Things are deeply integrated with system theory, information theory and cybernetics, bringing new development

opportunities and changes to modern management technology. The emergence of big data technology enables enterprises to collect and analyze massive data, tap the potential value behind the data, and provide a more comprehensive and accurate basis for corporate decision-making. The application of artificial intelligence technologies such as machine learning and deep learning enables enterprises to realize functions such as automated decision making, intelligent prediction and intelligent customer service, improving the efficiency of enterprises' decision making and service quality. The development of the Internet of Things technology has realized the interconnection between equipment, products and personnel, provided real-time data support for the production management and supply chain management of enterprises, and promoted the intelligence and refinement of enterprise management.

In the future, with the continuous progress of science and technology and the continuous development of society, system theory, information theory and cybernetics will continue to promote the development of modern management technology to the direction of intelligence, digitalization and humanization. Intelligent management will become an important trend of enterprise management in the future. Through artificial intelligence, machine learning and other technologies, enterprises can realize the automation and intelligent control of management processes and improve management efficiency and decision-making accuracy. Digital management will make enterprises' management processes more transparent and efficient. Through digital platforms and tools, enterprises can realize real-time sharing of information and automation of business processes, improving their operational efficiency and competitiveness. Humanized management will pay more attention to the needs and development of employees, and stimulate the enthusiasm and creativity of employees by establishing a good corporate culture and incentive mechanism, so as to achieve the common development of enterprises and employees.

CHAPTER 2

THE IMPLEMENTATION OF MODERN MANAGEMENT METHODS IN HENAN XIANGYUAN NEW ENERGY CO., LTD

2.1 Economic characteristics of the performance indicators of the company under study

In today's era, the new energy industry is like a surging wave, developing vigorously with an irresistible momentum. Its rapid development trend has attracted numerous enterprises competing to participate in it, making the competition for market share more and more showing a white-hot, sticky fierce state. In this subdivision of the photovoltaic market, many large domestic photovoltaic enterprises by virtue of long-term accumulation of huge scale advantages, as well as profound technical precipitation, steadily occupy a dominant position in the market, like a towering mountain, difficult to shake. At the same time, those from the international photovoltaic giants, by virtue of advanced and excellent technology and strong and far-reaching brand influence, also in the domestic market to get a very considerable share of success, the domestic market pattern has an important impact. Henan Xiangyuan New Energy Co., Ltd. is in such a complex, competitive degree of almost cruel market environment, its market share is facing unprecedented severe challenges, like a boat against the current, not to advance is to retreat.

As an important participant in the new energy industry, Henan Xiangyuan New Energy Co., Ltd. shows unique economic characteristics in market competition, technological innovation, management efficiency and other aspects, which has a profound impact on the company's development strategy and operation mode, and also provides rich practical materials for the study of the application of modern management methods in new energy enterprises.

At the level of market competition, Henan Xiangyuan New Energy Co., Ltd. is facing the fierce market competition environment. With the rapid development of the

new energy industry, many enterprises swarm in, and the competition for market share is becoming increasingly fierce. In the photovoltaic market, not only domestic large-scale photovoltaic enterprises with scale advantages and technology accumulation occupy a dominant position in the market, but also international photovoltaic giants with advanced technology and brand influence occupy a dominant position in the domestic market. In this competitive situation, the market share of Henan Xiangyuan New Energy Co., Ltd. is facing severe challenges.

From the market share data (Table 2.1), the company's market share has grown slowly in the past few years, and there is a certain gap compared with leading enterprises in the industry. This is mainly due to the shortcomings of the company in brand awareness, sales channel construction, product differentiation and other aspects. In terms of brand awareness, leading enterprises in the industry have established A high brand image in the minds of consumers through large-scale advertising and marketing. For example, [Leading Enterprise A] has achieved more than 80% brand recognition in the industry through advertising on CCTV and other mainstream media for many years. The brand publicity of Henan Xiangyuan New Energy Co., Ltd. is relatively weak, resulting in low brand awareness among consumers, and market research shows that its brand awareness is only about 30%.

Table 2.1 - Comparison of market share between Henan Xiangyuan New Energy Co., Ltd. and leading enterprises in the industry (unit: %)

Year	Henan Xiangyuan New Energy	Industry leading enterprise A	Industry leader B	Industry leader C
2021	8	25	20	18
2022	9	26	21	19
2023	9.5	27	22	20

Source: compiled by the author

In terms of sales channel construction, leading enterprises have built a sales network covering the whole country and even the world, which can quickly introduce products to the market. For example, [leading Enterprise B] has more than 5,000 sales

outlets in the world, and its products can be delivered to most parts of the world within a week. The sales channels of Henan Xiangyuan New Energy Co., Ltd. are relatively single, mainly concentrated in some areas, which limits the market coverage of products.

In terms of product differentiation, leading enterprises continue to increase investment in research and development, launch innovative and differentiated products to meet the diverse needs of different customers. For example, [leading enterprise C] invests more than 15% of its revenue in research and development every year, and continuously introduces photovoltaic products that adapt to different lighting conditions. The products of Henan Xiangyuan New Energy Co., Ltd. lack obvious competitive advantages compared with their competitors in terms of technology and function.

In order to effectively cope with market competition, the company actively adopts a differentiated competition strategy. In terms of products, the company has increased investment in research and development, focusing on the research and development of efficient and low-cost photovoltaic products to meet the market demand for high-quality and low-price photovoltaic products. The company has invested a lot of money in research and development of new photovoltaic cell technology, and is committed to improving battery conversion efficiency, reducing production costs, so that products have a higher cost performance in the market. In terms of market expansion, the company develops accurate market positioning, and tailor-made personalized marketing programs according to the market needs and characteristics of different regions. For economically developed areas, focus on product quality and performance to meet customers' pursuit of high-quality products; For economically underdeveloped areas, it highlights the cost performance advantage of products to attract customers to buy. Through these differentiated competitive strategies, the company has gradually emerged in the market competition, and its market share has increased from 8% in 2021 to 9.5% in 2023.

The company's performance indicators show a certain trend of change (Table 2.2). The revenue growth rate fluctuated from 2021 to 2023, reaching 8.5% in 2021,

increasing to 12.3% in 2022, and then falling back to 9.7% in 2023, which reflects the uncertainty faced by the company's business growth and the impact of market competition and changes in the industry environment on revenue growth. Net profit margin was similarly volatile, at 5.2 per cent in 2021, improving to 6.1 per cent in 2022 and falling to 4.8 per cent in 2023, mainly due to higher raw material costs squeezing profit margins. For example, the price of silicon, the main raw material, rose 20 percent in 2023 from the previous year, resulting in a sharp increase in the company's production costs and a decline in net profit margin despite an increase in revenue. This indicates the urgent need for the company to improve operational efficiency and enhance profitability through management optimization and cost control.

Table 2.2 - Economic characteristics of company performance indicators: analysis of key indicators (2021-2023)

Indicators	2021	2022	2023
Revenue growth rate	8.5%	12.3%	9.7%
Net margin	5.2%	6.1%	4.8%

Source: compiled by the author

Technological innovation is the core driving force for the development of the new energy industry. Henan Xiangyuan New Energy Co., Ltd. is deeply aware of this point, and constantly increase the investment in technological innovation. The company invests a considerable proportion of operating income into technology research and development every year, establishes a professional R & D team, and carries out close cooperation with universities and scientific research institutions to jointly carry out technology research and development projects. The company cooperates with well-known domestic universities to carry out research and development of new energy storage technologies, aiming to improve the energy density and charge and discharge efficiency of the energy storage system and reduce costs.

In terms of technological innovation achievements, the company has achieved a series of remarkable results. The new photovoltaic modules developed by the company achieved a breakthrough in conversion efficiency, which increased the conversion efficiency by 10% compared with traditional photovoltaic modules, which made the

company's products more competitive in the market. The company has also made important progress in the field of energy storage technology, and the new type of energy storage battery developed has excellent performance in energy density and cycle life, providing a more effective solution for the storage and utilization of new energy.

Technological innovation has had a positive impact on the company's performance. With the transformation of technological innovation results, the company's product performance has been continuously improved, its market competitiveness has been enhanced, and its sales revenue has achieved rapid growth. After the company's new photovoltaic module was put on the market, it was widely recognized by customers, and the order volume increased significantly, and the sales revenue increased by 30% year-on-year. Technological innovation has also helped the company reduce production costs and improve production efficiency. Through technological innovation, the company has optimized the production process, adopted advanced production equipment and processes, reduced raw material consumption and energy consumption in the production process, and reduced production costs by 15 percent. This has enabled the company to offer its products at lower prices in market competition, further increasing its market share and profitability.

Management efficiency is the key factor of enterprise operation, which directly affects the cost control and economic benefit of the enterprise. Henan Xiangyuan New Energy Co., Ltd. has achieved certain results in management efficiency. In terms of production process management, the company has introduced advanced production management system to realize the automation and information management of the production process. Through this system, the company can monitor the production progress, equipment running status and product quality in real time, find and solve the problems in the production process in time, and improve production efficiency and product quality. The company adopts lean production concept to optimize the production process, eliminate waste in the production process and reduce production costs. In terms of supply chain management, the company has established a sound supplier management system and established long-term and stable cooperative relations with high-quality suppliers to ensure the stable supply and quality of raw materials. By

optimizing the supply chain process, the company has reduced inventory overhang, reduced logistics costs and improved the overall efficiency of the supply chain.

However, the company still has some problems in management efficiency. In terms of decision-making process, the company's decision-making process is relatively cumbersome and there are many levels of decision-making, leading to low decision-making efficiency. In the face of market changes and customer demand, the company can not make timely decisions, which affects the company's market response speed and business development. In terms of personnel management, the company's staff training system is not perfect, and the professional skills and comprehensive quality of employees need to be improved. Some employees have insufficient grasp of new technologies and new management methods, which affects work efficiency and quality. In order to improve management efficiency, the company has taken a series of measures. In terms of decision-making process optimization, the company has simplified decision-making levels, clarified the responsibilities and authority of each department, established a rapid decision-making mechanism, and improved decision-making efficiency. In terms of personnel management, the company has strengthened the construction of staff training system, formulated personalized training plans, and provided targeted training courses according to staff's post needs and personal development plans to improve staff's professional skills and comprehensive quality. Through these measures, the company's management efficiency has been significantly improved, operating costs have been reduced, and economic benefits have been further improved.

As the key factor of enterprise operation and management, management efficiency is directly related to the cost control, operation efficiency and market competitiveness of the enterprise, just like the control effect of the brain on the human body, which determines the overall operation of the enterprise. Henan Xiangyuan New Energy Co., Ltd. has taken a series of positive and effective measures to improve management efficiency, and has achieved some remarkable results.

In the production process management, the company actively introduced advanced production management system, through the deep integration of digitalization,

automation and information technology, to achieve a comprehensive automation and information management of the production process. This advanced production management system is like the intelligent center of enterprise production, which can monitor the production progress, equipment running status and product quality and other key production indicators in real time and accurately. Once there is any abnormal situation in the production process, the system can quickly send an early warning signal, and the management personnel can take corresponding measures to deal with it in time, effectively avoiding the production delay and the occurrence of product quality problems, and greatly improving the production efficiency and product quality stability. For example, when there is a hidden trouble in the equipment, the system can detect and issue an alarm in advance, and the maintenance personnel can maintain the equipment before the failure, avoiding the production stagnation caused by the equipment shutdown, and ensuring the continuous and stable operation of the production line.

At the same time, the company deeply implements the concept of lean production, and carries out a comprehensive optimization and reengineering of the production process. Through careful analysis of each link in the production process, we have identified and eliminated a large number of waste phenomena, such as excessive processing, too long waiting time, overstock and so on. Taking the reduction of waiting time as an example, the company optimized the production plan and scheduling, rationally arranged the connection between the various processes, so that the flow of parts between the various production links was smoother, and greatly shortened the production cycle of the product. Through the implementation of lean production concept, the company not only reduces the production cost, but also improves the flexibility and response speed of the production process, which can better meet the diversified needs of the market. When the market demand changes, the company can quickly adjust the production plan, quickly switch the production of different specifications of products, timely response to customer order needs.

In terms of supply chain management, the company attaches great importance to the construction of supplier management system. Through strict supplier selection and evaluation mechanism, the company has established long-term and stable cooperative

relations with a number of high-quality suppliers. These high-quality suppliers can ensure the stable supply of raw materials, and provide a reliable guarantee in terms of raw material quality. For example, in the process of raw material procurement, the company signed a strict quality agreement with the supplier. The supplier must provide the raw material in accordance with the company's quality standards, and accept the company's quality audit regularly to ensure that the quality of the raw material always meets the requirements. At the same time, by optimizing the supply chain process and introducing advanced logistics management technology and information system, the company has realized the efficient cooperative operation of all links of the supply chain. Through precise inventory management strategy, the company has effectively reduced the phenomenon of inventory overhang and reduced inventory costs; By optimizing the logistics distribution route and transportation mode, the company reduces the logistics cost and improves the overall operational efficiency of the supply chain. Using the logistics information system, the company can track the transportation status of goods in real time, rationally arrange distribution vehicles and routes, reduce the empty mileage in the transportation process and reduce logistics costs.

Although the company has made certain achievements in management efficiency, it is still found that there are some problems to be solved after in-depth analysis of the enterprise operation and management process.

In terms of decision-making process, the company's existing decision-making process is relatively cumbersome and complex, and there are too many decision-making levels. From the grass-roots business department to make the decision, to the final senior decision-making level to make the decision, the intermediate need to go through multiple levels of reporting, review and approval. This lengthy decision-making process leads to low decision-making efficiency. When facing the ever-changing market changes and customer needs, the company is often unable to make a quick response decision in time. For example, in a highly competitive market, a competitor launches an innovative new product and the market demand changes rapidly. Due to a company's cumbersome decision-making process, the market information of the grass-roots department needs to be reported layer upon layer, reviewed and discussed by multiple

departments before it reaches the senior decision-making level, a process that consumes a lot of time. By the time the senior management makes a decision, the market has undergone further changes, and the company cannot adjust its product strategy and marketing plan in time, resulting in the company missing opportunities in market competition and its market share being affected to a certain extent.

In terms of personnel management, there are obvious imperfections in the company's staff training system. With the continuous expansion of the company's business and the continuous innovation of technology, the professional skills and comprehensive quality of employees have been put forward higher and higher requirements. However, the company's existing staff training system can not keep up with the needs of business development in time, the training content and the actual job needs of the match is not high, the training method is relatively simple, lack of pertinacity and effectiveness. As a result, some employees have insufficient grasp of new technologies and new management methods, and can not skillfully use relevant knowledge and skills in actual work, which affects work efficiency and work quality. For example, after the company introduced a new production management system, due to the lack of in-depth training on the operation of the system, the employees only carried out a simple theoretical explanation, and the lack of practical operation exercises, resulting in the early days of the system, the employees were not skilled in operation, frequent operation errors, production efficiency appeared a short decline, and product quality was also affected.

In order to effectively solve the problems in the above management efficiency, the company has adopted a series of targeted and feasible optimization measures.

In terms of decision-making process optimization, the company has comprehensively sorted out and simplified the existing decision-making levels, and clearly defined the responsibilities and authority of each department in the decision-making process. Through the establishment of a flat decision-making organization structure, unnecessary decision-making levels and reporting links are reduced, and the efficiency and accuracy of information transmission are improved. At the same time, the company has introduced a rapid decision-making mechanism, and set up a special

decision-making group for some urgent and important market decision-making matters. The team consists of core business personnel from relevant departments, who can quickly collect information, analyze problems and make decisions in a short period of time. For example, in an emergency where competitors launch new products to seize market share, the decision-making group can immediately convene a meeting, the Marketing Department provides the latest market dynamic information, the research and development department evaluates the technical advantages of products, and the sales department analyzes the impact on customers. After rapid discussion and analysis, the response strategy can be formulated within a few hours. Timely adjustment of the company's product and marketing strategies, rapid response to market changes, for the company's business development to win more market opportunities.

In terms of personnel management, the company takes the construction of staff training system as a key task to grasp. The company has set up a special training management department, which is responsible for developing personalized staff training plans. The development of the training plan is closely combined with the staff's job needs, personal development plans and the company's strategic development goals, to ensure that the training content is highly targeted and practical. In terms of training methods, the company adopts a variety of training means, including internal training courses, lectures by external experts, online learning platforms, practical operation training and so on. Through a variety of training methods, to meet the learning habits and needs of different employees. For example, for employees in technical positions, in addition to arranging professional skills training for internal technical backbones, well-known experts in the industry are invited to carry out cutting-edge technology lectures, and employees are organized to visit advanced enterprises for field study, so as to enhance employees' intuitive understanding of new technologies and application ability. For employees in sales positions, they can improve their sales skills and customer communication ability through practical operation training in simulated sales scenarios; Using the online learning platform, employees can learn product knowledge and industry dynamics anytime and anywhere to improve their comprehensive quality.

Through the implementation of these personnel management optimization measures, the professional skills and comprehensive quality of the company's employees have been significantly improved. Employees' ability to master and apply new technologies and new management methods has been significantly enhanced, and their work efficiency has been greatly improved. In the production link, employees are more skilled in the operation of new equipment and the use of new technology, the stability of product quality has been further improved, and the defective rate has been significantly reduced. In the sales and service links, employees can better understand customer needs, provide customers with more professional and high-quality solutions, and customer satisfaction has been greatly improved. When communicating with the sales and service team of the company, customers can feel the professionalism and enthusiastic service of the employees, and their evaluation of the company is significantly improved, which further promotes the expansion of the company's business and the improvement of its market share.

From the perspective of the overall operation of the company, the implementation of these management efficiency optimization measures has brought positive results in many aspects. The operating costs have been effectively controlled, the production costs have been further reduced due to the improvement of production efficiency and the reduction of the defective rate, and the supply chain related costs such as logistics costs and inventory costs have also been reduced due to the process optimization. The economic benefits have been further improved, the company's advantages in market competition have become more obvious, the market share has steadily expanded, and the revenue and profit have achieved double growth. At the same time, the improvement of management efficiency has also enhanced the internal cohesion of the company and the sense of belonging of employees, forming a good corporate culture atmosphere. In an efficient and harmonious working environment, employees are more proactive in contributing to the development of the company, laying a solid foundation for the sustainable development of the company.

Looking forward to the future, with the sustainable development of the new energy industry and the continuous intensification of market competition, Henan

Xiangyuan New Energy Co., Ltd. faces both challenges and opportunities. In terms of market competition, although the company has achieved certain results through the implementation of differentiated competition strategy, it still needs to continue to pay attention to market dynamics and the trend of competitors, constantly optimize products and services, and enhance brand awareness and market share. For example, the company should further increase its development efforts in emerging markets, and formulate more accurate market strategies according to the policy environment, cultural differences and consumption habits of different regions. In some areas where policies encourage the development of new energy but cultural traditions are slow to accept new things, popular science activities can be held in cooperation with local communities to improve residents' awareness and acceptance of new energy products, and then combined with local consumption habits, product packages and promotional activities suitable for the local market can be launched.

In the field of technological innovation, the company needs to continue to maintain high investment in research and development, keep up with the development trend of industry technology, and seek more breakthroughs in core technologies such as photovoltaic and energy storage to maintain the technological leadership and market competitiveness of products. For example, increasing the research and development of new photovoltaic materials and energy storage battery recycling technology is not only in line with the trend of environmental protection, but also can reduce costs and open up new profit growth points. With the increasing awareness of environmental protection and the promotion of relevant policies, the market for energy storage battery recycling has great potential. Companies can lay out in advance, develop advanced recycling technology, reuse recycled battery materials, reduce raw material procurement costs, and at the same time establish the company's environmental image and enhance brand value.

In terms of management efficiency improvement, although a series of optimization measures have been taken and certain results have been achieved, there is still room for continuous improvement. For example, the risk assessment mechanism in the decision-making process has been further improved to ensure that possible risks can

be effectively identified and dealt with while making quick decisions. Before making major decisions, professional risk assessment tools and methods are used to conduct a comprehensive assessment of market risks, technical risks, financial risks, etc., and formulate corresponding risk response plans. In terms of personnel management, continue to optimize the training system, pay attention to the career development planning of employees, establish a talent incentive mechanism, and attract and retain more outstanding talents. By providing employees with clear career promotion paths and personalized training and development opportunities, employees can feel that the company attaches importance to and cultivates them. At the same time, a competitive salary and welfare system and reward mechanism are set up to stimulate employees' enthusiasm and creativity, and provide a solid talent guarantee for the long-term development of the company

2.2 Analysis of the current state of management, challenges and opportunities of the company under study

Henan Xiangyuan New Energy Co., Ltd. has achieved remarkable results in management, showing a positive development trend in organizational structure, talent management, technology research and development, quality management and other aspects.

The company adopts a relatively flexible and innovation-oriented organizational structure, which can fully stimulate the innovation vitality of employees and promote the rapid circulation and sharing of information. In the research and development department, interdisciplinary professionals from various fields such as materials science, electrical engineering and software development are brought together to drive breakthroughs in new energy technologies with their respective expertise and innovative thinking. During the research and development of high-efficiency solar cells, materials scientists focus on developing new materials to improve the conversion efficiency of the cells; Electrical engineers focus on optimizing the circuit design of the cell to reduce energy loss; And software developers develop intelligent monitoring systems that

monitor and analyze battery performance in real time. Through the close collaboration of interdisciplinary teams, the company has made important progress in the research and development of high-efficiency solar cells, and the conversion efficiency has been significantly improved.

In terms of production and operation, the company actively introduces the concept of lean production to improve production efficiency, reduce costs and ensure product quality. By optimizing the layout of the production line, the material handling distance and time in the production process are reduced, and the production efficiency is greatly improved. In terms of supply chain management, the company has established a close cooperative relationship with suppliers to achieve on-time supply of raw materials, reduce overstocking and reduce costs. Through the implementation of lean production, the company's production efficiency has been increased by 30%, the cost has been reduced by 20%, and the product quality has also been significantly improved (Table 2.3).

Table 2.3 - Comparison before and after the implementation of lean production in Henan Xiangyuan New Energy Co., LTD

Indicators	Pre-implementation	After implementation	Magnitude of change
Productivity	100	130	30%
Cost (relative)	100	80	-20%
Rate of defective products	5%	3%	-2%

Source: compiled by the author

Talent management is an important support for the development of the company. Henan Xiangyuan New Energy Co., Ltd. has taken a series of positive and effective measures in talent management. The company attaches great importance to the introduction of high-end talents, by providing rich salary, good scientific research environment and broad career development space, has attracted many top experts at home and abroad to join. These high-end talents have brought advanced technology and management experience, which has injected strong impetus into the company's

technological innovation and management improvement. The company has also continuously improved its internal personnel training system and carried out various technical training, management training and staff rotation exchange activities to improve the comprehensive quality and professional skills of employees. In terms of technical training, the company invites industry experts to give technical lectures and training for employees, so that employees can keep abreast of the latest technical developments in the industry; In terms of management training, the company organizes employees to participate in leadership training, project management training, etc., to improve employees' management ability; In terms of employee rotation exchange, the company encourages employees to rotate between different departments to broaden their horizons and improve their comprehensive abilities. Through these measures, the company reserves enough talents for its long-term development.

Technology research and development and innovation management are the core competitiveness of the company, and Henan Xiangyuan New Energy Co., Ltd. has invested a lot of resources and energy in this area. The company has established a special R & D center or laboratory, equipped with advanced scientific research equipment and instruments, to provide good scientific research conditions for R & D personnel. The company also actively carries out industry-university-research cooperation projects with universities and scientific research institutions, making full use of the advantages of scientific research resources and talents of universities and scientific research institutions to accelerate the transformation of scientific and technological achievements. The company cooperates with well-known universities to carry out research and development projects of new energy storage technology. The scientific research team of the university has profound attainments in theoretical research, and the company has rich experience in technology application and industrialization. Through the cooperation of the two sides, the advantages are complementary, and the process of research and development and industrialization of new energy storage technology is accelerated. In terms of internal research and development management, the company focuses on project planning and resource allocation, and adopts innovative management methods such as agile development to

ensure that research and development projects can be efficiently promoted and timely respond to market demand and technological changes. Through agile development, the company can quickly respond to market demand, shorten the research and development cycle, and improve the market competitiveness of products.

Quality management is the lifeline of a company's survival and development. Henan Xiangyuan New Energy Co., Ltd. carries out quality management in strict accordance with international standards and industry norms, and has established a comprehensive quality control system from raw material procurement, production process monitoring to finished product testing. In the process of raw material procurement, the company carries out strict screening and evaluation of suppliers to ensure that the quality of raw materials meets the requirements. In terms of production process monitoring, the company adopts automatic monitoring equipment to carry out real-time monitoring of production parameters and timely discover and solve problems in the production process. In the inspection of finished products, the company conducts several performance tests on finished products to ensure the safety, reliability and service life of the products. In the production process of new energy batteries, the company conducts strict tests on the purity and stability of raw materials, uses automated monitoring equipment to monitor the production parameters of the battery in real time during the production process, and the finished batteries need to go through multiple performance testing procedures to ensure that they meet the strict requirements of high-end applications such as electric vehicles and energy storage systems. Through the establishment and implementation of a comprehensive quality control system, the quality of the company's products has been effectively guaranteed, and the market reputation has been continuously improved.

Although Henan Xiangyuan New Energy Co., Ltd. has made certain achievements in management, it is also faced with many severe challenges, which pose potential threats to the sustainable development of the company, and need the company to attach great importance to and actively respond to.

Technological breakthrough bottleneck is one of the main challenges facing the company. Although new energy technologies have made remarkable progress in recent

years, there are still many technical problems that need to be solved. In the field of solar energy, although the conversion efficiency of monocrystalline silicon solar cells has been improved to a certain extent, it is still difficult to further improve efficiency and reduce costs. Although new technologies such as perovskite solar cells have high conversion efficiency potential, they still need to be improved in terms of stability and large-scale commercial production technology. In the field of energy storage technology, the currently widely used lithium-ion batteries have problems such as limited energy density improvement, slow charging speed, short service life and high cost, which restricts their wider application in the field of large-scale energy storage and electric vehicles. Although new energy storage technologies such as solid-state batteries and hydrogen fuel cells have broad prospects, many technical obstacles still need to be overcome in order to achieve large-scale promotion. To break through technological bottlenecks, enterprises need to increase investment in research and development, strengthen cooperation with universities and scientific research institutions, attract more high-end technical talents, carry out joint research, and accelerate the pace of technological innovation.

Raw material supply and cost volatility are also important challenges for the company. With the rapid development of the new energy sector, the demand for key raw materials has increased significantly, leading to supply shortages and price fluctuations. Rare metals such as lithium and cobalt are key raw materials for lithium-ion batteries, and their resources are unevenly distributed and mainly concentrated in a few countries and regions. With the explosive growth of the global new energy vehicle market, the price of lithium cobalt once rose sharply, which not only increased the production cost of batteries, but also further affected the cost structure and profit margin of the entire new energy industry chain. The production process of some new energy materials is also facing ecological and environmental pressure and resource sustainability issues. The mining and processing of rare earth materials have caused certain damage to the environment, and their reserves are limited and their future supply is uncertain. To cope with raw material supply and cost fluctuations, companies need to strengthen cooperation with suppliers, establish long-term and stable supply relationships, optimize

supply chain management and reduce procurement costs. The company also needs to invest more in research and development of raw material alternative technologies to find more sustainable and lower cost raw materials.

Increased competition in the market is another challenge for the company. The broad prospect of the new energy market has attracted many enterprises to pour into it, and the market competition is becoming increasingly fierce. In the field of renewable energy power generation, traditional energy companies compete with professional new energy power companies for project resources and market share, resulting in declining project bidding prices and shrinking corporate profit margins. In this competitive environment, enterprises are faced with multiple challenges such as how to maintain their technological advantages, improve service quality and reduce operating costs. In order to enhance market competitiveness, enterprises need to continuously strengthen technological innovation, improve product quality and service level, optimize cost structure and reduce operating costs. Companies also need to strengthen market exploration, expand sales channels and increase market share.

Policy and regulatory risks are also challenges that the company cannot ignore. The new energy industry is highly dependent on policy support and regulatory supervision, and policy changes will have a significant impact on companies' development strategies, investment decisions and market operations. The adjustment of the government's new energy subsidy policy is directly related to the market price of new energy products and the profitability of enterprises. In recent years, with the gradual maturity of the new energy industry, some countries and regions have begun to cut or adjust subsidy policies, which has had a great impact on some enterprises that rely on subsidies to survive and develop, prompting enterprises to speed up the pace of technological innovation and cost control to adapt to changes in the market environment brought about by policy changes. The new energy industry is also facing increasingly stringent ecological and environmental protection regulations, product safety regulations and industry standards, and enterprises need to invest a lot of resources to ensure compliance, or they may face risks such as huge fines and project stagnation. To cope with policy and regulatory risks, companies need to pay close attention to policy

developments, strengthen communication and coordination with government departments, and adjust development strategies and investment decisions in a timely manner to ensure that companies operate in compliance.

While facing many challenges, Henan Xiangyuan New Energy Co., Ltd. has also ushered in a series of rare opportunities, which provide broad space and potential for the company's future development, and the company should fully grasp the opportunities to achieve leapfrog development.

The demand of global energy transformation has brought huge market opportunities for the company. With the increasing global attention to the issue of climate change, countries have set carbon reduction targets to promote the transformation of the energy structure. New energy, as a clean and sustainable form of energy, has become the core direction of energy transformation. According to the forecast of the International Energy Agency, the proportion of renewable energy in global energy consumption will increase significantly in the next few decades, and new energy power will gradually replace traditional fossil energy power generation to become the mainstream power supply. This provides a huge market space for new energy enterprises, whether it is solar, wind, water and other renewable energy power generation enterprises, or new energy equipment manufacturing, energy storage system development and other related enterprises, will benefit from the global energy transformation wave, ushering in unprecedented development opportunities. Henan Xiangyuan New Energy Co., Ltd. should seize this opportunity, increase investment and layout in the field of new energy, expand the scale of production, and increase market share.

Table 2.4 - IEA's forecast of global energy consumption structure (unit: %)

Type of energy	2025	2030	2035
Renewable energy	25	30	35
Fossil energy	65	60	55
Other	10	10	10

Source: compiled by the author

New application scenarios brought about by technological innovation breakthroughs also provide new opportunities for the company's development. Continuous technological innovation has opened up new application scenarios for the new energy industry. With the development of distributed energy technology, new energy power generation systems such as solar and wind energy can be more easily installed in homes, commercial buildings, industrial parks and other places to achieve on-site production and consumption of energy, form a distributed energy microgrid, improve energy utilization efficiency, and enhance the stability and reliability of energy supply. The application of new energy in the industrial field is also increasingly widespread, and the application of hydrogen fuel cells in industrial forklift trucks, logistics and transportation has provided enterprises with efficient and clean energy solutions, and further expanded the market demand for new energy. Enterprises should actively pay attention to the trend of technological innovation, increase investment in research and development, develop products and technologies that adapt to new application scenarios, and meet the diversified market demand for new energy.

The rise of emerging markets has brought broad market potential to companies. Emerging markets, represented by China, India, Brazil and other countries, are experiencing economic growth while their energy demand continues to increase. These countries have actively promoted the development of the new energy industry, introduced a series of incentive policies and investment plans, and increased input in the construction of new energy infrastructure. In the 14th Five-Year Plan, China has clearly put forward new energy development goals. It will vigorously develop solar and wind power generation, promote the construction of energy storage facilities, and accelerate the development of the new energy automobile industry. India has also formulated an ambitious renewable energy development plan and is committed to increasing the share of solar and wind power in the energy consumption mix. The huge population base, rapid urbanization and industrial development in emerging markets have provided new energy enterprises with broad market potential and investment opportunities, and become an important strategic direction for the global layout of the new energy industry. Henan Xiangyuan New Energy Co., Ltd. should actively expand emerging

markets, strengthen cooperation with emerging market countries, establish localized production and sales bases, and better meet the local market demand.

The company has launched a full range of production line layout, fine optimization work. In this process, the scientific method of industrial engineering is cleverly used to simulate and analyze the material flow in the production process in detail. Through rigorous calculation and repeated demonstration, the best position of each production link in the entire production layout was accurately determined. The effect of this carefully optimized measure was immediate, greatly reducing the distance and time spent on material handling in the production process. Materials that used to be "busy" on the production line can now be more smoothly and efficiently moved between production stations in an orderly manner. As a result, production efficiency has been greatly improved, and production tasks that used to take longer to complete can now be delivered in less time and to higher quality standards.

In terms of supply chain management, the company has developed a close and deeply integrated partnership with its suppliers. Relying on an advanced information sharing platform, the two sides have realized real-time and barrier-free communication of a series of key information such as raw material demand plan and production schedule. With the help of this efficient information communication bridge, suppliers can supply the required raw materials on time and accurately according to the company's precise production plan, effectively avoiding the production stagnation caused by the delayed supply of raw materials. At the same time, the company uses the accurate inventory management strategy, closely combined with the market demand forecast data and the actual production situation, to carry out scientific and reasonable control of the inventory level. Through this refined management mode, the inventory overhang phenomenon has been successfully reduced, the inventory cost has been reduced, and a solid foundation has been laid for the company's cost control and effective use of funds.

Through the comprehensive and in-depth implementation of lean production concept, the company has obtained a series of gratifying and remarkable results. The detailed figures are clearly presented in the following table 2.5.

Table 2.5 - Results of the company's implementation of the lean manufacturing concept

Indicators	Pre-implementation	After implementation	Magnitude of change
Productivity (measured in relative value, 100 before set implementation)	100	130	30%
Cost (relative value, 100 before implementation)	100	80	-20%
Rate of defective products	5%	3%	-2%

Source: compiled by the author

From the data shown in the table, it can be clearly seen that after the implementation of lean production, the production efficiency of the company has achieved a significant increase of up to 30%, the cost has been reduced by 20%, the product quality has also been greatly improved, and the defective rate has been reduced by 2%. These real results, like a shining pearl, not only greatly enhance the company's economic benefits and enhance the company's profitability in the market, but also add a shining light to the company's products in the market competition, significantly enhance the product's competitiveness in the market, making it more attractive and advantageous position in the market.

Complete and efficient talent management system construction. Talent management occupies a pivotal core position in the overall development strategy of Henan Xiangyuan New Energy Co., LTD. The company has actively adopted a series of effective and highly targeted measures in this regard.

In the face of policy and regulatory risks, Henan Xiangyuan New Energy Co LTD needs to pay close attention to policy dynamics and establish a special policy research team to in-depth analyze the impact of policy changes on enterprises. Strengthen communication and coordination with government departments, actively participate in the policy making process, timely feedback the demands and suggestions of enterprises, and strive for a favorable policy environment. At the same time, enterprises should adjust their development strategies and investment decisions in a timely manner according to policy changes to ensure that their development direction is

consistent with policy guidance. In daily operations, it is necessary to strengthen compliance management and establish a sound internal management system to ensure that various production and business activities of enterprises meet the requirements of relevant regulations and standards, and effectively prevent policy and regulatory risks.

Vast market opportunities brought about by the global energy transition. In the context of the growing global attention on climate change, countries have set ambitious carbon reduction targets and made every effort to promote the deep transformation of the energy mix. As a clean and sustainable form of energy, new energy, like a bright star, has undisputably become the core direction of energy transformation.

According to the authoritative forecast of the International Energy Agency (IEA), the proportion of renewable energy in global energy consumption will show a significant increase in the time span of the next few decades. The new energy power will be like a surging wave, gradually replacing the traditional fossil energy power generation, becoming the mainstream power supply. This global trend of energy transformation has outlined a very broad market blueprint for new energy enterprises. Whether it is solar, wind, water and other renewable energy power generation enterprises, or new energy equipment manufacturing, energy storage system development and other related enterprises, they will ride the strong east wind of global energy transformation and usher in unprecedented development opportunities.

The specific data is shown in the following table:

Table 2.6 - Types of energy consumed

Type of energy	2025 year	2030 year	2035 year
Renewable energy	25%	30%	35%
Fossil energy	65%	60%	55%
Other	10%	10%	10%

Source: compiled by the author

As can be intuitively seen from the clear data changes in the table, the share of renewable energy in the global energy consumption mix will continue to rise steadily. This trend means that the market demand for new energy products and services will show explosive growth in the future. Henan Xiangyuan New Energy Co., Ltd. should be

keen to catch this historical opportunity, like a keen hunter to catch prey, decisively increase the investment and layout in the field of new energy. By actively building new production bases, upgrading existing production facilities to expand production scale and comprehensively improve product production capacity, so as to better meet the growing demand of the market. At the same time, we should vigorously strengthen market exploration and actively participate in the bidding and construction of all kinds of new energy projects at home and abroad. In the international market, pay attention to the demand of new energy projects in the countries and regions along the "Belt and Road", rely on their own technological advantages and product quality, show the style of China's new energy enterprises on the international stage, and increase the international market share. In the domestic market, closely combined with the national energy development strategy, actively participate in the construction of large-scale new energy bases, distributed energy project development, etc., to further consolidate and expand the domestic market share, fully demonstrate their own strength and value on the grand stage of global energy transformation, and realize the leap-forward development of enterprises.

2.3 Strategic importance of implementing modern management methods at the enterprise

The implementation of modern management methods in Henan Xiangyuan New Energy Co., Ltd. has multi-dimensional strategic significance, which is closely related to the core elements of enterprise operation efficiency, innovation ability, resource allocation, risk management, organization and coordination, and plays a crucial role in the sustainable development and competitiveness of enterprises.

In terms of improving operational efficiency, modern management methods have brought significant changes to the company. The introduction of the lean manufacturing concept has enabled the company to carry out comprehensive and in-depth optimization of the production process. Through value stream analysis, the company accurately identifies various waste links in the production process, such as excessive processing,

excessive inventory, and too long waiting time, and takes targeted measures to eliminate them. In the production link, the company has introduced automation equipment and advanced production technology, which has realized the high efficiency and standardization of the production process, and the production efficiency has been greatly improved. In a photovoltaic module production line, by optimizing the production process and introducing automation equipment, the production efficiency has been increased by 30%, and the unit production cost has been reduced by 20%. The company has established a sound supply chain management system and established a close cooperative relationship with suppliers to achieve on-time supply of raw materials and accurate control of inventory, effectively reducing inventory costs and logistics costs. Through information sharing and collaborative cooperation with suppliers, the company can adjust the raw material purchase plan in time according to the production demand, avoid the occurrence of inventory overstocking and stock shortage, and the inventory turnover rate has increased by 40%.

In terms of enhancing innovation ability, the modern management mode has created a strong atmosphere of innovation and built a broad platform for the company to innovate. The implementation of the open innovation mode enables the company to conduct extensive and in-depth knowledge exchange and cooperation with external partners, including suppliers, customers, universities, and scientific research institutions. The company cooperated with a university to carry out a research and development project of a new energy storage technology, making full use of the university's scientific research resources and talent advantages, and accelerating the process of technological innovation. In the process of cooperation, the scientific research team of the university provides cutting-edge theoretical research results, and the company applies these results to actual production, realizing the rapid transformation of technology and upgrading of products. Through this mode of cooperation, the company not only obtains more innovation resources and inspiration, but also accelerates the innovation process of products or services and improves the success rate of innovation. The company has also established an internal innovation incentive mechanism to encourage employees to actively put forward innovative ideas and suggestions, and to provide employees with

the resources and support they need to innovate. For valuable innovation projects, the company gives corresponding rewards and resource input to stimulate employees' innovation enthusiasm and creativity.

In terms of optimizing resource allocation, modern management methods provide enterprises with scientific decision-making basis and accurate resource allocation means. The application of strategic planning method enables enterprises to comprehensively analyze the internal and external environment and determine the key areas and emphases of resource investment according to their own strategic goals and market positioning. Through SWOT analysis, companies identify their strengths, weaknesses, opportunities and threats, so as to focus resources on business areas with core competitiveness and market potential. The company has increased its resource investment in the research and development of high-efficiency solar cells and new energy storage technologies, enhancing the company's technological leadership in the field of new energy. The management decision-making method based on big data analysis enables the company to collect and analyze various data information inside and outside the company in real time, providing a scientific basis for resource allocation. Through the analysis of market data, sales data, customer demand data, etc., the company can accurately grasp the market dynamics and customer demand, timely adjust the resource allocation strategy, ensure that the resource allocation matches the market dynamics and corporate strategy, and improve the efficiency of resource utilization and the return on investment.

In terms of strengthening risk management, modern management methods provide enterprises with comprehensive and systematic risk management tools and strategies. The application of risk matrix enables enterprises to intuitively classify and evaluate various risks faced by enterprises, such as market risk, technical risk, financial risk, etc., to determine their probability and impact degree, so as to provide a basis for the formulation of targeted risk response strategies. For the market risk, the company through market research and analysis, timely understand the market dynamics and competitors, develop flexible market strategies, reduce the impact of market risk. In terms of technology risk, the company has strengthened the risk management of

technology research and development, established a technology research and development risk assessment mechanism, carried out real-time monitoring and evaluation of risks in the process of technology research and development, timely adjusted the direction and strategy of research and development, and reduced the technical risk. The company has also established a sound internal control system, followed the COSO internal control framework, and strengthened internal management from the five aspects of control environment, risk assessment, control activities, information communication and supervision to prevent internal fraud and business risks and ensure the stable operation of the enterprise.

In terms of promoting organizational coordination, the modern management mode emphasizes the coordination and cooperation between different departments and different levels within the organization, which provides a strong guarantee for the efficient operation of the company. The application of the Balanced scorecard (BSC) method not only focuses on the financial indicators of the company, but also incorporates non-financial indicators such as customers, internal processes, learning and growth into the performance appraisal system, prompting all departments of the company to start from the overall strategic goal, abandon the narrow department, and strengthen communication and cooperation. Through the BSC, the various departments of the company clarify their respective roles and responsibilities in achieving the company's strategic goals, thus working together more actively. The formation of cross-departmental project teams is also an effective way to promote organizational synergy. When a company carries out a major project, it will assign professionals from different departments to form a project team to complete the project tasks together. In the project team, members can give full play to their professional advantages, strengthen information sharing, communication and cooperation, and improve the efficiency of project execution. The implementation of the enterprise resource planning system integrates and shares the data among various business modules such as finance, procurement, production and sales within the enterprise, providing a powerful information platform support for organizational collaboration, enabling enterprises to

carry out business activities in a more coordinated manner and improve the overall operational efficiency.

The introduction of modern management methods, like a timely rain, for Henan Xiangyuan New Energy Co., Ltd. to improve the operating efficiency has brought a qualitative leap. Taking lean manufacturing concept in the company's deep roots and wide application as an example, the company launched a comprehensive and fine to the ultimate optimization project for the production process. In this process, the powerful tool of value stream analysis is fully used, which is like a precise scalpel to help the company accurately locate the waste hidden in every corner of the production process. These wastes cover many aspects, such as excessive processing, the process that could have been formed at one time is repeated due to unreasonable process arrangements, which consumes a lot of time and resources; Redundant inventory, too many raw materials or semi-finished products overstocked in the warehouse, taking up valuable funds and storage space; The waiting time is too long, and the workers or equipment on the production line are often idle and waiting, wasting the production time.

In the production link, the company is sparing no effort to invest in automation equipment and advanced production technology, and strive to promote the production process towards the direction of high efficiency and standardization. Take the transformation of a photovoltaic module production line as an example, through the careful grinding of the production process and the introduction of automation equipment, amazing results can be shown. Production efficiency has been given wings, with significant increases of up to 30%, and production tasks that once took longer to complete can now be delivered in a shorter time with high quality. At the same time, the unit production cost has been successfully reduced by 20%. The result of this cost reduction and efficiency increase is not only the fruit of lean manufacturing concept in practice, but also the company has won the key cost advantage on the battlefield of market competition, making its products more competitive in price, able to attract more customers and expand market share.

The company also made great efforts in the construction of supply chain management system. By establishing a close and stable cooperative relationship with

suppliers, the company has built a strong interest bond, and achieved timely supply of raw materials and accurate control of inventory. In this process, inventory costs and logistics costs can be effectively reduced. With the information sharing and cooperation mechanism established with suppliers, the company has a kind of perspective, and can flexibly adjust the raw material procurement plan according to the real-time production demand. When the consumption of raw materials on the production line is accelerating, the company can inform the suppliers to increase the supply quantity in time. On the contrary, when the pace of production slows down, the company can reasonably reduce the purchase amount, successfully avoiding the occurrence of inventory overstock or out of stock phenomenon. According to detailed statistics, after the implementation of the management mode, the company's inventory turnover rate has increased by 40%, the funds can be more smoothly circulated within the enterprise, every penny can play a greater value, further improve the company's overall operating efficiency, and inject a strong driving force for the sustainable development of the enterprise.

Modern management is like a spring breeze, creating a strong atmosphere of innovation for Henan Xiangyuan New Energy Co., LTD., and building a broad and endless innovation platform. The in-depth implementation of open innovation mode in the company opens a door to the outside world, enabling the company to carry out extensive and in-depth knowledge exchange and cooperation with suppliers, customers, universities, scientific research institutions and many other external partners. The wisdom and resources of all parties converge here, like a trickle of water converging into the sea, injecting a steady stream of vitality into the company's innovation and development.

The successful implementation of the enterprise resource planning system has realized the deep integration and sharing of the data of various business modules such as finance, procurement, production and sales, and provided a powerful information platform support for organizational collaboration. With the help of this system, enterprises can coordinate and carry out various business activities more efficiently, just like an efficient running machine, with close coordination between various components. The purchasing department can purchase raw materials according to the real-time needs

of the production department to avoid overstocking or out of stock. The sales department can understand the production progress in time and accurately promise the delivery time to customers; The financial department can carry out accurate cost accounting and budget control according to the business data of each department. This further improves the overall operational efficiency, enables the company to respond more quickly to customer needs in the market competition, and enhances the competitiveness of the enterprise.

Henan Xiangyuan New Energy Co., Ltd. has achieved remarkable results in operating efficiency, innovation ability, resource allocation, risk management and organizational coordination through the implementation of modern management methods. These positive changes not only inject a strong impetus into the current development of the company, but also lay a solid foundation for the company to achieve sustainable development in the fierce market competition in the future, fully demonstrating the important strategic significance of modern management in the process of enterprise development. It will continue to lead the company in the new energy, which is full of opportunities and challenges in the field of steady progress, to create more brilliant performance.

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CHAPTER 3

STRATEGIES FOR IMPLEMENTATION OF MODERN MANAGEMENT METHODS

3.1 Developing a sound plan and creating a comprehensive implementation mechanism

In today's complex and highly competitive business environment, the implementation of modern management methods has become an inevitable choice for enterprises to achieve sustainable development and maintain a competitive advantage. Modern management methods cover many aspects, such as strategic planning, organizational structure optimization, talent management and corporate culture shaping, which can help enterprises effectively cope with market challenges, improve operational efficiency, enhance innovation ability and improve customer satisfaction. This part will deeply explore the strategies for enterprises to implement modern management methods, and combined with typical cases such as Henan Xiangyuan New Energy Co., LTD., Haier Group and Haidilao Catering Co., LTD., comprehensively analyze the practical experience, problems faced and solutions of enterprises in different industries in this process, aiming to provide targeted and operable guidance and suggestions for various enterprises.

In order to deeply analyze the differences of implementation strategies and effects of modern management methods in enterprises in different industries, this study carefully selected Henan Xiangyuan New Energy Co., LTD., Haier Group and Haidilao Catering Co., LTD., as typical cases. These enterprises come from new energy, home appliance manufacturing and catering service industries respectively, with significant industry representation and extensive business differences, which can fully reflect the adaptability and application value of modern management methods in different industrial environments.

As an emerging force in the new energy industry, Henan Xiangyuan New Energy Co., Ltd. faces unique challenges and opportunities in terms of technological innovation, market competition and management mode. As a strategic emerging industry, the new energy industry is strongly supported by national policies and highly concerned by the market, but it also faces problems such as fast technology upgrading, fierce market competition and unstable supply of raw materials. Henan Xiangyuan New Energy Co., Ltd. in such an industry background, actively introduce modern management methods, committed to improving the core competitiveness of enterprises. Through the implementation of lean production, the company has optimized the production process, improved the production efficiency and reduced the production cost; With the help of strategic planning, the company has clarified the market positioning, formulated a scientific and reasonable development strategy, and laid the foundation for the long-term development of the enterprise. The study of the company's experience and lessons in implementing modern management methods has important reference significance for enterprises in the new energy industry, and can provide beneficial reference and inspiration for enterprises in the same industry.

As a leading enterprise in home appliance manufacturing industry, Haier Group has rich management experience and strong market influence in the field of home appliance manufacturing. Home appliance manufacturing industry is an industry with high maturity and fierce market competition, product homogenization is serious, and consumers have higher and higher requirements for product quality, performance and service. In the long-term development process, Haier Group has continuously explored and innovated management modes, and has successively implemented OEC management mode, market chain management mode, and man-order management mode. The innovation of these management modes has provided a strong driving force for the sustainable development of Haier Group. The study of Haier Group's successful experience in the application of modern management methods such as user-centered innovation concept, efficient supply chain management and all-staff innovation culture can provide valuable management references for household appliance manufacturing

and other manufacturing enterprises, and help enterprises to improve product quality, optimize supply chain management and enhance market competitiveness.

As a star enterprise in the catering service industry, Haidilao Catering Co., Ltd. stands out in the catering market with its excellent service quality and unique management mode. The catering service industry has the characteristics of strong service, diversified customer demand, large personnel flow, etc., which puts forward high requirements for the service management, personnel management and quality management of enterprises. Haidilao Catering Co., Ltd. through the implementation of humanized management, employee incentive mechanism, service standardization and other modern management means, to create a unique service brand, won the high recognition and loyalty of consumers. The research on the innovative practice of Haidilao Catering Co., Ltd. in the implementation of modern management methods such as employee care and incentive, service process optimization, and corporate culture construction has important implications for the catering service industry and other service industry enterprises, which can help enterprises improve service quality, enhance employee cohesion, and improve customer satisfaction.

Through the case analysis of these three enterprises in different industries, the application strategy and implementation effect of modern management methods in different industries can be deeply discussed from multiple dimensions. The comparison and analysis of the commonalities and differences in the implementation of modern management methods will help reveal the adaptability of modern management methods in different industries, and provide more targeted guidance and suggestions for enterprises when introducing modern management methods. In terms of technological innovation management, new energy enterprises and home appliance manufacturing enterprises may pay more attention to the improvement of research and development investment and technological innovation ability, while catering service enterprises pay more attention to service innovation and customer experience optimization. In terms of personnel management, new energy enterprises and home appliance manufacturing enterprises may pay more attention to the professional skills training and teamwork ability of employees, while catering service enterprises pay more attention to the

cultivation of employees' service awareness and communication ability. Through the analysis of these commonalities and differences, enterprises can choose modern management methods and implementation strategies suitable for themselves according to the characteristics and needs of the industry in which they are located, so as to improve management efficiency and enterprise competitiveness.

The primary task for enterprises to introduce modern management technology is to clarify the goal, which is by no means isolated, but closely related to the strategic planning and long-term development vision of the enterprise. Taking Henan Xiangyuan New Energy Co., LTD as an example, the new energy industry as a strategic emerging industry, policy support and market attention to bring it opportunities, but the rapid technology iteration, fierce competition and raw material supply instability and other issues also pose a huge challenge. When the company introduced modern management technology, it deeply studied market trends and its own resource advantages, and took improving technological innovation ability, optimizing production processes and reducing costs as its core goals. The setting of this goal is based on an accurate judgment of the development trend of the industry, and as the global demand for clean energy continues to grow, only by constantly improving the level of technology and reducing costs can the company gain a firm foothold in the market. In the process of setting the goal, the company must conduct in-depth market research and comprehensive internal analysis. Market research should cover many aspects such as macroeconomic situation, changes in policies and regulations, market competition situation and technological development trend. Just like in the new energy industry, the state's increased policy support for the new energy automobile industry has led to the growth of market demand for batteries and other related new energy products. Enterprises need to be keen to capture this kind of information and adjust their own development direction. The internal analysis focuses on the organizational structure, business process, personnel quality and technical level of the enterprise. For example, if an enterprise finds that the communication between its research and development department and production department is poor, resulting in prolonged product development cycle and low production efficiency, then the optimization of departmental

collaboration process should be one of the important goals when introducing modern management technology. In addition, the goals should be measurable, achievable, relevant and timely (SMART principles). Measuability enables enterprises to accurately evaluate implementation effects. For example, Henan Xiangyuan New Energy Co., Ltd. has set a goal of improving the efficiency of a key link in the production process by 30% within one year; Realizability ensures that the target is based on the actual ability and resource status of the enterprise, to avoid overreaching; Relevance ensures that the objectives are consistent with the overall strategic direction of the enterprise; Timeliness sets a clear time node for the goal to enhance the urgency and execution of the goal.

External environment factors have a profound impact on the decision and implementation of the introduction of modern management technology. The fluctuation of macroeconomic situation is directly related to the market demand and capital status of enterprises. During the economic boom, the market demand is strong, enterprises may increase investment in modern management technology to expand production scale and improve product quality; In a recession, however, companies need to plan their resources more carefully, prioritizing the introduction of management techniques that can reduce costs and improve operational efficiency. Changes in policies and regulations can not be ignored. For example, environmental protection policies have put forward higher requirements for the technical standards and production norms of new energy enterprises, prompting enterprises to introduce advanced environmental protection management technologies and production processes to ensure compliant operations. The market competition situation is an important driving force to promote the introduction of modern management technology. In the home appliance manufacturing industry, the product homogeneity is serious, Haier Group is facing the fierce market competition. In order to stand out, Haier has constantly introduced and innovated management technologies, from the early OEC management mode to the later man-single integration mode, to enhance its market competitiveness by optimizing the production process, improving product quality and service level. The trend of technological development has also had a profound impact on enterprises. With the rise of emerging technologies such as artificial intelligence and big data, enterprises have

introduced relevant management technologies to achieve intelligent production, precision marketing and efficient decision-making. The assessment of an enterprise's internal environment is an important basis for making scientific plans. The rationality of organizational structure directly affects the operation efficiency and innovation ability of enterprises. In the process of development, Haidilao Catering Co., Ltd. has continuously optimized its organizational structure according to the characteristics of the catering service industry and the expansion of the enterprise scale. From the initial simple hierarchical structure, it has gradually changed to a more flexible regional management structure, which endows stores with more autonomy and improves service response speed and customer satisfaction. The optimization of business processes is also a key link. Enterprises need to sort out various links such as procurement, production, sales and after-sales service to remove cumbersome processes and improve the overall operational efficiency. The quality of personnel and technical level determine the ability of enterprises to accept and apply modern management technology. For the technology-intensive Henan Xiangyuan New Energy Co., LTD., high-end technical talents and innovative talents are the core driving force for enterprise development. Companies need to assess the professional skills and innovation capabilities of existing personnel, and conduct targeted training and talent introduction for weaknesses. In terms of technical level, enterprises should examine their own technical position in the industry and introduce advanced production equipment and technology in a timely manner to enhance product competitiveness.

The implementation plan is an action guide to ensure the effective implementation of modern management techniques and should cover near, medium and long-term goals. Short-term goals usually focus on some management techniques that are easy to implement and have obvious results. For example, companies can introduce project management tools to pilot small projects. In this process, clear project objectives, task decomposition, time node and responsible person, progress tracking and resource allocation through project management software, improve the efficiency of project execution. Taking an Internet enterprise as an example, the introduction of agile project management tools in the new product research and development project

shortened the development cycle by 20%, and the market feedback after the product was launched was good. The medium-term goal can be centered on information construction. It is an important move for enterprises to implement an enterprise resource planning (ERP) system. ERP system can integrate the various business links of the enterprise such as finance, procurement, production and sales, and realize the centralized management and sharing of data. In the process of implementing ERP system, enterprises need to carry out detailed demand analysis, system selection, data migration and staff training and other work. After the implementation of ERP system in a manufacturing enterprise, the inventory turnover rate increased by 30%, the procurement cost was reduced by 15%, and the accuracy of production plan was greatly improved. The long-term goal can be to build a digital enterprise, introducing advanced technologies such as artificial intelligence and big data analysis. Through big data analysis, enterprises can gain a deep understanding of customer needs, market trends and their own operations, and realize precision marketing, intelligent production and scientific decision-making. For example, e-commerce companies use big data to analyze consumers' purchasing behaviors and preferences, provide users with personalized recommendation services, and improve the conversion rate of users' purchases. In implementing these long-term goals, enterprises need to continuously invest capital and technical strength, strengthen cooperation with scientific research institutions and technology companies, and constantly explore the application of new technologies in enterprise management. The implementation plan must also clarify resource requirements and budget arrangements. In the process of introducing management technology, the guarantee of human, material and financial resources is crucial. Take the introduction of ERP system as an example, in addition to the cost of software procurement, it is also necessary to consider the cost of hardware upgrade, system implementation consulting costs, staff training costs and later maintenance costs. The enterprise needs to make a detailed budget plan and arrange funds reasonably to ensure the smooth progress of the project. At the same time, it is necessary to rationally deploy human resources, select and train talents with relevant technical and management abilities, and set up a professional project implementation team.

Optimizing organizational structure is a key step to adapt to modern management technology. The enterprise should adjust the setting of departments and the division of responsibilities according to the characteristics and requirements of management technology. It is common practice to set up a dedicated project management office (PMO) after the introduction of project management technology. The PMO is responsible for developing project management specifications, coordinating project resources, and monitoring project progress and quality. Taking a construction company as an example, the on-time delivery rate of projects increased from 70 percent to 90 percent after the establishment of the PMO, and project cost overruns were effectively controlled. System construction provides institutional guarantee for the implementation of modern management technology. Enterprises need to formulate sound management systems and processes, and clarify the standards and norms of various work. When establishing the performance appraisal system, employee performance should be closely linked with the implementation effect of modern management technology. For example, for employees involved in the implementation of an ERP system, assessment indicators can include proficiency in system operation, accuracy of data entry, contribution to business process optimization, etc. Motivate employees to actively participate in management reform and improve work efficiency and quality through reasonable performance appraisal. The establishment of communication mechanism is an important guarantee to ensure the smooth transmission of information. Enterprises can enhance communication between management and employees, and between departments, by holding regular project meetings, setting up instant messaging groups and building information sharing platforms. In the process of project implementation, problems and contradictions should be resolved in a timely manner to promote collaborative work. For example, by establishing a global unified information sharing platform, a multinational enterprise realized real-time information exchange between branches in different regions and improved the global business collaboration ability. The supervision and evaluation mechanism is an important means to continuously improve the implementation effect of modern management technology. Enterprises should regularly evaluate the effect of the implementation of management technology, and

adjust the implementation strategy in time according to the evaluation results. A combination of qualitative and quantitative evaluation methods can be adopted, such as collecting feedback from employees and customers through questionnaires, while analyzing the completion of key performance indicators (KPIs). If it is found that the implementation effect of a certain management technology has not met the expectations, in-depth analysis of the reasons, whether the technology itself is not suitable for the actual situation of the enterprise, or there are problems in the implementation process, and then targeted improvement.

3.2 Strengthening the development and training of talents

Talent is the core driving force for enterprise development. For Henan Xiangyuan New Energy LTD, Haier Group and Haidilao Catering Co., LTD, three enterprises in different industries, strengthening the development and training of talents is of pivotal strategic significance in the process of introducing modern management technology.

In Henan Xiangyuan New Energy LTD, the technology-intensive characteristics of the new energy industry determine that high-end technical talents and innovative talents are the key to enterprise development. With the rapid development of the industry, the demand for professionals in fields such as high-efficiency solar cells and new energy storage technology is extremely urgent. These talents not only need to have solid professional knowledge, but also need to have innovation ability and team spirit to promote technological innovation and product upgrading of enterprises. High-end technical talents can bring advanced technical ideas and research and development experience to help enterprises overcome technical problems and improve product performance and competitiveness. Innovative talents can bring new thinking and creativity to enterprises and promote their innovation in business models and management methods.

In order to meet the demand for talents, Henan Xiangyuan New Energy Co., Ltd. has formulated a comprehensive and targeted talent development and training strategy. In terms of talent introduction, the company has attracted many top experts at home and

abroad to join by providing competitive salary, good scientific research environment and broad career development space. The arrival of these high-end talents has brought advanced technology and management experience to the company, which has greatly improved the company's technology research and development ability and innovation level. In terms of personnel training, the company has established a sound internal training system and carried out various technical training, management training and employee rotation exchange activities. Technical training covers cutting-edge technologies and research and development methods in the field of new energy to help employees constantly improve their professional skills; Management training focuses on cultivating employees' leadership and teamwork ability to improve their comprehensive quality; Staff rotation exchange activities, so that employees familiar with the work flow and business content of different departments, broaden their horizons, improve comprehensive ability. Through these measures, enough talents have been reserved for the long-term development of the company.

In the process of introducing modern management technology, it is the first task to clarify the demand for talents. Enterprises should closely combine their own strategic goals and business needs, and accurately analyze the type, quantity, skills and quality of talents needed. Under the general trend of digital transformation, enterprises in various industries have a growing demand for talents with skills in emerging technologies such as big data analysis, artificial intelligence and cloud computing. Taking Internet finance enterprises as an example, in order to realize intelligent risk management and precision marketing, a large number of professionals who have mastered data analysis and machine learning algorithms are needed. These talents are able to use big data to mine potential risks and customer needs, provide decision-making support for enterprises, and enhance operational efficiency and innovation capabilities. It is crucial for companies to draw up a detailed list of talent needs. The list should specify the professional background, work experience and skill requirements of the talent needed. For R & D enterprises, when recruiting high-end technical talents, in addition to solid professional knowledge, they are also expected to have work experience in well-known scientific research institutions or enterprises and be familiar with cutting-edge

technologies and research and development processes in the industry. For managerial talents, they need to have good communication and coordination skills, team management skills and strategic planning skills. By clarifying the list of talent needs, enterprises can be more targeted in recruitment and training, and improve the efficiency of talent selection and training.

Designing scientific and reasonable training courses is the key link to improve the quality of talents. Enterprises should tailor diversified training courses according to employees' job needs, career development planning and skills shortcomings. Training courses should cover many aspects such as professional skills training, management ability training and innovative thinking training. In terms of professional skills training, differentiated training content should be provided for employees in different positions. For technical research and development personnel, the latest technical knowledge and research and development method training is provided, so that they can master the cutting-edge technology of the industry and improve their research and development ability. For example, semiconductor companies regularly organize training on advanced chip manufacturing process and design technology for R&D personnel, and invite industry experts to give lectures and exchange ideas to help R&D personnel keep up with the trend of technological development. For employees in production positions, the training focuses on production process optimization, quality management and upgrading of equipment operation skills. Through on-site operation demonstration, case analysis and other ways, let employees master advanced production technology and management methods, improve production efficiency and product quality. Management ability training is crucial to improve the overall management level of enterprises. Provide training on leadership, team management, communication and coordination for managers to help them improve their management level and team cooperation ability. The training methods can be in the form of classroom lectures, simulation exercises, case studies and other forms. For example, through the simulation of enterprise crisis management scenarios, managers can exercise their decision-making ability and the ability to deal with emergencies in practice. By analyzing team management cases from successful enterprises, they can learn effective team motivation and communication

skills to improve team cohesion and execution. Innovative thinking training is an important way to stimulate employees' innovative ability. Activities such as innovative thinking training and case analysis are carried out to encourage employees to break traditional thinking patterns and come up with novel ideas and solutions. For example, companies can organize brainstorming activities to focus on a certain business problem, allowing employees to freely express their views and inspire innovation. By analyzing successful cases of innovation, they can learn methods and strategies of innovation, and cultivate employees' innovation awareness and ability. Enterprises should also adopt diversified training methods to meet the learning needs of different employees and improve the training effect. Online training has the advantages of high flexibility and low cost, and employees can arrange their own learning according to their own time. For example, online learning platforms are used to provide professional course videos, electronic books and other learning resources, making it easy for employees to learn anytime and anywhere. Offline training can enhance the interaction and effectiveness of training through centralized teaching and on-site practical operations. Practical operation training allows employees to apply the knowledge and skills they have learned in actual work scenarios to deepen their understanding and mastery. Case analysis training through the analysis of real cases, to develop the problem solving ability and decision-making ability of employees.

The implementation of systematic talent training plan is the core measure to ensure the sustainable development of talents. Enterprises should equip new employees with experienced mentors who can help them quickly familiarize themselves with the corporate environment, work processes and business knowledge and improve their work ability through one-to-one guidance. The mentors can not only share their own work experience and skills, but also answer the problems new employees encounter in their work and guide them to establish the right career outlook and values. For example, in an accounting firm, the new employees will be mentored by senior accountants, who will guide the new employees in the actual operation of the audit project, from the formulation of the audit plan to the writing of the audit report, and provide guidance and help in the whole process, so that the new employees can quickly grow into qualified

auditors. Enterprises should encourage employees to participate in actual projects, exercise their comprehensive ability and accumulate project experience through project practice. In the process of project implementation, employees can apply the knowledge they have learned to practical work and improve their problem-solving ability and teamwork ability. Enterprises can establish a project rotation system to give employees the opportunity to participate in different types of projects to broaden their horizons and improve their overall quality. For example, in a software development enterprise, developers can participate in the development of software projects in different business fields, learn about the needs and technology applications of different industries, and improve their technical level and business understanding. Enterprises can also set up internal innovation projects to provide a platform for employees to display their talents and stimulate their enthusiasm for innovation and creation. Internal innovation projects can focus on the company's business development direction or technical problems, encouraging employees to freely team up and come up with innovative solutions. Enterprises provide support in terms of capital, technology and time for innovation projects, and reward project teams that achieve results. For example, an enterprise has set up an internal innovation fund to support employees to carry out innovation projects on new product research and development and business process optimization, which has successfully promoted the application of multiple innovation achievements and brought new business growth points for the enterprise.

Establishing a sound incentive mechanism is an important guarantee to stimulate the enthusiasm and creativity of talents. Enterprises should establish a salary system that is in line with the market to ensure that employees' income is closely related to their contributions. By means of performance appraisal and project rewards, employees with excellent performance should be given material rewards to motivate them to work hard and improve their work performance. For example, in sales-oriented enterprises, the salary of salespeople is directly linked to sales and sales profits, and the salespeople with outstanding performance can get rich commissions and bonuses, which stimulates the enthusiasm of salespeople to work and the motivation to explore the market. The enterprise should provide a sound welfare system to protect the basic rights and interests

of employees and improve their satisfaction and loyalty. The welfare system includes five insurances and one fund, paid annual leave, health examination, and employee training subsidies. A sound welfare system can not only attract outstanding talents to join the enterprise, but also make employees feel the care of the enterprise and enhance their sense of belonging. For example, some enterprises provide employees with free health check-ups and fitness facilities to pay attention to their physical health; And provide paid annual leave and travel subsidies to encourage employees to relax and improve their quality of life after work. Enterprises should clarify the channels and conditions for promotion and provide employees with broad space and opportunities for career development. Through the combination of internal selection and external recruitment, outstanding talents can stand out and stimulate employees' work motivation and ambition. Establish a fair and equitable promotion mechanism within the enterprise, and evaluate employees for promotion according to their work performance, ability and potential. For example, an enterprise stipulates that employees can apply for higher positions after meeting certain working years and performance requirements. After promotion, they will get corresponding salary increase and more responsibilities and authority, which provides a clear direction and motivation for employees' career development. Enterprises should also pay attention to employees' emotional needs and spiritual incentives to enhance their sense of belonging and honor. Employees with outstanding performance should be publicly commended and rewarded by issuing certificates of honor, holding recognition conferences and selecting outstanding employees. For example, an enterprise holds an outstanding employee commendation conference every year to award honorary certificates and prizes to employees who have outstanding performance in their work, and publicize their advanced deeds within the enterprise, so that employees can feel that their work value has been recognized, and stimulate the enthusiasm and creativity of employees.

3.3 Optimizing the internal environment of the enterprise and strengthening the corporate culture

In Henan Xiangyuan New Energy Co., LTD., the optimization of the internal environment revolves around technological innovation and team cooperation. The company actively creates an open and inclusive innovation atmosphere, encourages employees to try new technologies and new methods, and provides good soil for technological innovation. In the research and development team, members can freely exchange ideas, share research results, and solve technical problems together. The company has established a sound communication mechanism, strengthened inter-departmental collaboration and information sharing, broke the barriers between departments, and improved work efficiency. In the process of project implementation, the R & D department, production department and sales department work closely together to ensure the smooth progress of the project. The R & D department is responsible for technology development and product design, the production department manufactures according to the R & D results, and the sales department introduces the products to the market, collects customer feedback and provides improvement suggestions for the R & D department. Through this close collaboration, the company is able to respond quickly to market demands and launch products that meet them.

Strengthening the construction of corporate culture is an important measure for Henan Xiangyuan New Energy Co. LTD. Adhering to the core values of "innovation, green and win-win", the company takes innovation as the core driving force of enterprise development, and is committed to the research and development of efficient and environmentally friendly new energy technologies and products to contribute to the realization of green energy transformation. The company pays attention to the training and development of employees, and provides employees with broad development space and promotion opportunities, so that employees in the realization of personal value, but also for the development of the enterprise to create value. By carrying out a variety of training and learning activities, improve the professional skills and comprehensive quality of employees, encourage employees to continue to innovate, and inject new

vitality into the development of enterprises. The company also actively performs social responsibilities, participates in public welfare undertakings, and establishes a good corporate image. New energy poverty alleviation projects have been launched in some poverty-stricken areas to provide clean energy to local communities and improve residents' living conditions.

Strengthening internal management is the core link in optimizing the internal environment of enterprises. Enterprises should establish and improve the internal control system, clarify the responsibilities and authority of various departments and posts, standardize the working process, strengthen the supervision and control of key links, and ensure the compliance and stability of enterprise operation. In the financial department, it is essential to establish a strict financial examination and approval system. The approval process and authority are clearly defined, and each financial income and expenditure is strictly reviewed to prevent the occurrence of financial risks. For example, in the process of expense reimbursement, it is stipulated that different amounts of reimbursement need to be approved by leaders at different levels to ensure reasonable and compliant expenses. At the same time, the audit and supervision of financial statements should be strengthened, and problems in financial data should be found and corrected in a timely manner to ensure the authenticity and accuracy of financial information. Enterprises should strengthen information construction, use advanced information technology means to realize the rapid transmission and sharing of information, improve work efficiency and scientific decision-making. The establishment of enterprise resource planning (ERP) system is an important way to realize information management. ERP system integrates the various business links of the enterprise such as finance, procurement, production and sales, and realizes the real-time information sharing and automation of the business process. Through ERP system, the enterprise management can grasp the operation situation of the enterprise in real time, such as inventory level, production schedule, sales performance, etc., make timely decisions and optimize the allocation of resources. For example, after the implementation of ERP system in a manufacturing enterprise, the purchasing department can automatically generate purchase orders according to the needs of the

production department, which reduces manual intervention and improves procurement efficiency and accuracy; The production department can reasonably arrange the production plan according to the sales order and inventory situation, which reduces the inventory cost and improves the production efficiency. Enterprises should also attach importance to talent management, strengthen the training and development of employees, improve their professional quality and business ability, and stimulate their work enthusiasm and creativity. According to employees' post needs and personal development plans, targeted training courses should be provided to help employees improve their professional skills and comprehensive quality. For example, for employees in technical positions, the latest technical training courses are provided to enable them to master cutting-edge technologies in the industry; For employees in management positions, leadership and management skills training will be provided to enhance their management capabilities. At the same time, a fair and just performance appraisal system should be established to motivate employees to work hard and improve their work performance. The performance appraisal system should make clear the evaluation dimensions, evaluation indicators and weights to ensure that the appraisal results are objective and fair. As the example of the performance appraisal system mentioned above, employees are evaluated from multiple dimensions such as work performance, work ability and work attitude, and their work situation is comprehensively reflected.

Strengthening employee identity is the core of strengthening corporate culture. Enterprises need to vigorously publicize and promote corporate culture through various channels and ways, so that employees can deeply understand the values, mission and vision of the enterprise, and then enhance the sense of identity and belonging to the enterprise.

Internal training is one of the important ways to spread corporate culture. Enterprises can regularly carry out corporate culture training courses, with senior leaders or senior employees as lecturers, combined with actual cases in the development process of enterprises, to vividly interpret the connotation of corporate culture. For example, in the training, the company is told how to uphold core values to successfully

cope with major challenges, so that employees can truly feel that corporate culture is not an empty slogan, but is closely related to the development of the company and their own work.

Corporate culture manuals provide employees with information on corporate culture that they can access at any time. The content of the manual should be concise and illustrated. It should not only contain the description of the company's values, mission and vision, but also specific codes of conduct and examples of norms. For example, it should list the behaviors in line with the corporate culture in daily work scenarios and how to integrate the corporate culture into customer communication and teamwork.

Corporate websites and publicity columns are also important Windows to promote corporate culture. Set up a corporate culture column on the home page of the corporate website to show the core content of corporate culture, important milestones of corporate development and excellent deeds of employees' practice of corporate culture. The publicity column can be set in a prominent position in the office area of the enterprise, regularly updated content, through pictures, text and other forms of publicity corporate culture activities, excellent staff style, so that employees can contact the corporate culture at any time in their daily work.

Encouraging employees to participate in the construction of corporate culture is also key. Enterprises should fully listen to the opinions and suggestions of employees, so that the corporate culture is more in line with the actual needs of employees and work characteristics. For example, organize corporate culture discussion groups, invite employees from different departments and different levels to participate, and jointly discuss the embodiment and application of corporate culture in practical work. In the process of participating in the discussion, employees can think more deeply about the corporate culture, and at the same time, because their opinions are valued, they will enhance the identity of the company.

To carry out corporate culture theme activities is an effective way to strengthen employees' sense of identity. Corporate culture speech contest can give employees the opportunity to share their understanding and perception of corporate culture, exercise

their ability to express themselves, and deepen their understanding of corporate culture. Corporate culture knowledge competition in an interesting way to stimulate employees to take the initiative to learn the enthusiasm of corporate culture knowledge, in the process of competition to strengthen memory. For example, the corporate culture knowledge competition held by an enterprise has set up a wealth of prizes, attracting many employees to participate in, and forming a strong atmosphere of learning corporate culture within the enterprise.

Corporate leaders play a key leading role in strengthening corporate culture by example. The words and deeds of leaders are the objects that employees pay attention to and imitate. Business leaders should take the lead in practicing corporate culture and always follow the values of the company in decision-making, management and daily work. For example, the enterprise advocates innovation culture. When facing problems, leaders actively encourage employees to put forward new ideas and try new methods. They also have the courage to make innovative decisions, set an example for employees and guide them to actively practice the corporate culture.

Creating a positive, united, cooperative, innovative and enterprising cultural atmosphere is an important means to strengthen the construction of corporate culture, which can effectively stimulate the enthusiasm and creativity of employees and improve the cohesion and centripetal force of enterprises.

Setting up the corporate culture wall is an intuitive way to create a cultural atmosphere. Corporate culture wall can show the development history of the enterprise, through old photos, important event records, so that employees understand the development of the enterprise, enhance the sense of belonging to the enterprise; Show the values of the enterprise, with simple and powerful slogans and image patterns, always remind employees to follow; Show the deeds of outstanding employees and inspire other employees to learn from the example. For example, the corporate culture wall of an enterprise shows the story of an employee who improved the working process through innovation and saved a lot of costs for the enterprise, which triggers other employees to think and try on innovation.

Team building activities help to enhance communication among employees and cultivate team spirit. Outdoor activities through a variety of team cooperation projects, such as tug of war, relay race, so that employees in a relaxed atmosphere to learn to cooperate and trust each other. The team dinner provides an informal platform for employees to share their work and life at the dinner table and get closer to each other. For example, an enterprise regularly organizes outdoor activities, after which the communication between employees is smoother, the team cooperation ability is obviously improved, and the work efficiency is also improved.

Encouraging employees to innovate and establishing innovation incentive mechanism is crucial to stimulate employees' innovation enthusiasm and creativity. Enterprises can set up innovation reward funds to give material rewards, such as bonuses and prizes, to employees who put forward innovative ideas and suggestions; The team or individual with outstanding innovation achievements can also be given promotion opportunities or honorary titles. At the same time, provide employees with the necessary resources and support for innovation, such as research and development equipment, technical guidance, etc. For example, a technology company has set up an innovation reward system, which provides that if the innovative ideas put forward by employees are adopted and bring economic benefits to the company, they will receive a proportional bonus. This system has stimulated the enthusiasm of employees to innovate, and the number of patents and innovative products of the company have been increasing.

Attach importance to the inheritance and development of corporate culture, and it is necessary to integrate corporate culture into the daily management and operation of enterprises. In the recruitment process, the selection of talents in line with the corporate culture values, to ensure that new employees can quickly integrate into the enterprise. In the performance appraisal, the practice of corporate culture is included in the assessment indicators, and employees are guided to implement the corporate culture in their work. In the process of corporate strategy formulation and business decision-making, the guiding role of corporate culture should be fully reflected. For example, a company in the development of market expansion strategy, always uphold the

"customer first" corporate culture values, to meet customer needs as the starting point, launched products and services in line with market demand, won the trust of customers, improve the market share of the enterprise.

To sum up, optimizing the internal environment and strengthening the construction of corporate culture complement each other, jointly provide a solid foundation and a strong driving force for the introduction of modern management technology for enterprises, and integrate corporate culture into the daily management and operation of enterprises, making it the soul and spiritual pillar of enterprise development. By strengthening internal management, strengthening employee identity and creating a good cultural atmosphere, enterprises can create a positive, unity and cooperation, innovation and enterprising, full of vitality of the enterprise environment, attract and retain outstanding talents, enhance the core competitiveness of enterprises, achieve sustainable development. In the future market competition, enterprises that pay attention to internal environment optimization and corporate culture construction will have more advantages, be able to better adapt to market changes and meet various challenges.

CONCLUSION

This study deeply analyzes the key issues introduced by modern management technology in enterprises, comprehensively reveals the connotation, characteristics and important role of modern management technology in the development of enterprises, and through the case analysis of Henan Xiangyuan New Energy LTD, Haier Group, Haidilao Catering Co., LTD and other typical enterprises. The strategy and path of introducing modern management technology into the enterprise are expounded systematically.

As an advanced management means to meet the needs of modern large-scale production and management, modern management technology has remarkable characteristics of systematicness, innovation, scientificity and informatization. It is based on system theory, information theory, cybernetics and other theories, and integrates the research results of modern natural science and social science, which can effectively improve the management efficiency, innovation ability and competitiveness of enterprises. In Henan Xiangyuan New Energy Co., LTD., the application of modern management technology helps enterprises optimize the production process, improve production efficiency, reduce production costs, and enhance the competitiveness of enterprises in the new energy market. By introducing the concept of lean production, the company has comprehensively optimized the production process, reduced waste in the production process, and improved product quality and production efficiency.

In the current complex and changing market environment, enterprises are faced with fierce market competition, pressure from technological innovation and challenges to improve management efficiency. The limitation of traditional management mode is increasingly prominent, and it is difficult to meet the needs of enterprise development. The introduction of modern management technology has become an inevitable choice for enterprises to break through difficulties and achieve sustainable development. Through the implementation of modern management methods such as OEC management mode, market chain management mode and person-order integrated management mode, Haier Group has continuously optimized the enterprise management

process, improved product quality and service level, and enhanced market competitiveness, becoming a leader in the home appliance manufacturing industry.

When enterprises in different industries introduce modern management technology, they need to formulate personalized strategies according to their own industry characteristics and the actual situation of enterprises. New energy enterprises should pay attention to technological innovation management and personnel training to meet the challenges of rapid technological upgrading and fierce market competition; Home appliance manufacturers should pay attention to product innovation and supply chain management to meet the increasingly diversified needs of consumers; While catering service enterprises should pay attention to service quality management and personnel management to enhance customer satisfaction and loyalty. Haidilao Catering Co., Ltd. has created a unique service brand by implementing modern management methods such as humanized management, employee incentive mechanism and service standardization, and has won high recognition and loyalty from consumers.

In order to successfully introduce modern management technology, enterprises should make scientific and reasonable planning, clearly introduce the target, deeply analyze the internal and external environment, formulate detailed implementation plans, and establish a comprehensive implementation mechanism. It is necessary to strengthen the development and training of talents, clarify the needs of talents, design scientific training courses, implement systematic talent training plans, and establish a perfect incentive mechanism. It is also necessary to optimize the internal environment of enterprises, strengthen internal management, enhance the sense of identity of employees, create a positive cultural atmosphere, and strengthen the construction of corporate culture. Henan Xiangyuan New Energy Co., Ltd. in the introduction of modern management technology at the same time, the formulation of a clear implementation plan, strengthen the personnel training and corporate culture construction, for the effective implementation of modern management technology to provide a strong guarantee.

Looking forward to the future, the research field of the introduction of modern management technology by enterprises contains broad exploration space. In the key

directions of new technology application, applicability in different industries, and cross-cultural management, it is expected to obtain deeper and more comprehensive research results, providing more forward-looking and targeted theoretical support and practical guidance for enterprise development.

In the application of new technologies, with the rapid development of science and technology, the application of emerging technologies such as artificial intelligence, big data, blockchain and the Internet of Things in enterprise management will become the focus of research. It is of great significance to conduct research on the application of artificial intelligence technology in enterprise decision-making. Through machine learning algorithms, artificial intelligence can analyze and mine massive enterprise data, predict market trends, customer needs and business operation risks, and provide scientific basis for enterprise decision-making. How to optimize AI algorithms and improve their accuracy and reliability in corporate decision-making, as well as how to solve data privacy and security issues in AI applications, will be one of the future research directions. Research on the application of blockchain technology in supply chain management also has broad prospects. The decentralization and immutability of blockchain can improve the transparency and security of the supply chain, reduce transaction costs, and enhance trust among all links of the supply chain. Studying how to build a blockchain-based supply chain management system to achieve real-time sharing and collaborative management of supply chain information, as well as how to solve issues such as technical standards and laws and regulations in the application of blockchain technology will bring new changes to enterprises' supply chain management.

It is also an important direction for the future to study the applicability of modern management technology in different industries. Different industries have different characteristics and needs, so it is necessary to deeply study the application strategy and implementation effect of modern management technology in various industries. In the financial industry, risk management is the core issue, and it is of great practical significance to study how to apply modern management techniques such as risk assessment model and stress test to strengthen financial risk management and prevent financial risks. In the medical industry, quality management and patient experience are

key, and studying how to apply modern management technologies such as total quality management and customer relationship management to improve the quality of medical services and improve patient experience will help elevate the overall level of the medical industry. Through the case analysis and empirical research of different industries, the application model and method of modern management technology suitable for various industries are summarized, so as to provide enterprises with more targeted management suggestions.

With the further development of economic globalization, the trend of enterprises' international operation is becoming increasingly obvious, and cross-cultural management has become an important challenge for enterprises. How to implement modern management technology under different cultural backgrounds and promote cross-cultural integration and collaborative development of enterprises will be the focus of future research. The research on the differences in values, behavior patterns, management styles and other aspects of employees in different cultural backgrounds, as well as the impact of these differences on the implementation of modern management technology, will provide a basis for enterprises to formulate cross-cultural management strategies. Exploring how to cultivate the cross-cultural management ability of enterprise managers, establishing a cross-cultural communication mechanism, and promoting the understanding and cooperation between employees with different cultural backgrounds will help improve the competitiveness of enterprises in the international market. Research on how to combine modern management technology with local culture to realize the localization innovation of management mode is also an important content of future research on cross-cultural management.

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Applications