

# ***Development Strategies for Business Management Informationization in the Era of the Digital Economy: A Case Study of Zhejiang Province***

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**Abstract:** With the rapid advancement of information technology, traditional business management models are facing unprecedented challenges, and companies must promptly adjust to adapt to the fast-changing market environment. Therefore, this paper focuses on the development strategy of enterprise management informatization in Zhejiang Province in the digital economy era. As a leading region in economic development, Zhejiang Province faces multiple pressures, such as optimizing resource allocation and intensified market competition, making it urgent to achieve transformative management practices through informationization. The implementation of development strategies for business management informationization is an essential path for Zhejiang Province's high-quality economic development, with profound practical significance and forward-looking value. Through in-depth reading and analysis of relevant literature, it becomes clear that informationization is not only a key factor in enhancing management efficiency and decision-making capabilities but also the foundation for promoting innovation and competitiveness. By strengthening emphasis on and investment in informationization construction, Zhejiang Province can effectively respond to market changes, seize opportunities presented by the digital economy, and realize the optimization and upgrading of its economic structure.

**Keywords:** Digital Economy, Business Management, Informationization, Big Data.

## **1. Introduction**

With the continuous penetration of emerging technologies such as the Internet, big data, and artificial intelligence, traditional business management models are increasingly revealing numerous deficiencies and urgently require informationization transformation. Zhejiang Province's economy, primarily based on manufacturing and an export-oriented economy, faces multiple pressures in the context of intensifying global economic competition, including resource allocation, changes in market demand, and technological innovation. Therefore, effectively promoting the informationization of business management and enhancing enterprises' management efficiency and market responsiveness have become pressing issues that need to be addressed.

The core question of this study is: what specific challenges does the informationization of business management in Zhejiang Province face in the context of the digital economy? How should enterprises

develop practical strategies to adapt to the new market environment? Through an in-depth exploration of this question, the aim is to provide theoretical support and practical guidance for the informationization construction of business management in Zhejiang Province. To address these issues, this study employs a literature review and analysis approach.

From a theoretical perspective, researching the relevant issues of business management informationization in the context of the digital economy helps fill existing gaps in the literature and enriches the research content at the intersection of business management and informationization. From a practical standpoint, the study offers specific strategies and recommendations for enterprises in Zhejiang Province regarding their informationization efforts, aiding them in better responding to market changes and enhancing competitiveness. As informationization advances, enterprises can leverage technologies such as big data analytics and cloud computing to optimize management processes, efficiently allocate resources, and make informed decisions, thus improving overall operational efficiency. From a policy perspective, the findings of this research provide reference points for government departments in formulating policies to promote informationization development. By highlighting the importance of business management informationization, the government can more effectively guide and support enterprises in their transformation, promoting sustainable development in Zhejiang Province in the digital economy era.

## 2. Literature Review

In the context of the internet economy in Zhejiang Province, the importance of information technology construction in business management is increasingly evident. Pan Haixi points out that the internet economy has fundamentally transformed the economic development model [1]. To adapt to this transition, it is essential to identify shortcomings within the existing management system and adopt scientific management models to enhance work quality.

Li Xiaolei emphasizes the key role of big data in the development of information technology in business management [2]. By elucidating the characteristics of big data and its applications in business management, Li Xiaolei offers practical strategic insights for the development of business management information technology in Zhejiang Province. In this context, Fu Yu further explores the necessity of information technology development [3]. He proposes that detailed practical exploration is a vital approach to enhancing information management efficiency.

Yue Hongbo analyzes the necessity of constructing information technology in business management [4]. He mentions that enterprises need to combine actual circumstances. Liu Yong further points out that although business management information technology has made significant progress, the overall understanding of it remains inadequate [5].

Luo Qibing explores the importance of information technology in business management [6]. Through an analysis of business management, Luo Qibing proposes innovative strategies for transformation and development, providing a theoretical reference for information technology construction in Zhejiang Province. Finally, Tian Fusong discusses the profound impact of the internet economy on business management [7]. He suggests that business management in Zhejiang Province should fully leverage the power of the internet in developing information technology. This dual strategy can enhance operational efficiency and ensure the sustainable development of business management.

### **3. Current Status of Informationization in Business Administration in Zhejiang Province in the Era of Internet Economy**

With the arrival of the internet economy era, the informationization of business administration in Zhejiang Province has undergone several stages of development. Despite achieving certain successes, it still faces challenges in practical applications.

#### **3.1. Achievement of Informationization**

Since 2000, the Zhejiang business system has successfully established two major network platforms—internal and external networks—during the foundational phase, providing necessary hardware support for informationization applications. In the subsequent application development phase, multiple business systems have been launched, such as the Economic Household Registration System and the Government Affairs System. The development and promotion of these systems have made the daily work of various business administration agencies more efficient and convenient. Furthermore, with the promotion of digital business offices, the management and service capabilities of various business offices have significantly improved. The comprehensive management system allows for the datafication of daily work, effectively reducing labor costs and increasing work efficiency.

The construction of the government affairs system in Zhejiang Province has yielded significant results, with municipal and county-level offices fully utilizing the OA (Office Automation) system, leading to electronic document circulation and greatly improving work efficiency. Additionally, the three-tier video conferencing system at the provincial, municipal, and county levels has been successfully launched, reducing meeting costs and improving communication efficiency. These system constructions have facilitated coordination and cooperation between government departments, providing technical support for enhanced service levels.

Notably, the comprehensive supervision system for economic households has matured, enhancing the capability of market regulation. By establishing quality inspection and food safety early warning systems in the circulation sector, the business administration can monitor and manage market conditions in real-time. This not only improves the scientific and timely nature of regulation but also enhances public trust.

Zhejiang Province has established provincial and municipal-level data centers to promote the construction of data resource platforms, achieving centralized management and sharing of data. This phase has laid a solid foundation for subsequent data mining and analysis. With the enrichment of data resources, the business administration has gradually formed a credit evaluation system, enabling classified regulation and dynamic assessment of enterprise credit, thus enhancing the overall regulatory level.

#### **3.2. Existing Problems**

Despite the achievements in the informationization of business administration in Zhejiang Province, there are still issues regarding the integration of systems. The lack of compatibility between different business systems results in low data sharing and communication efficiency. This is particularly evident during multi-department joint supervision, where the phenomenon of information silos is severe, affecting the immediacy and accuracy of data. For instance, although various business systems have begun to take shape, actual operations often require manual intervention for data transmission and organization, increasing the workload and reducing the automation level of the systems.

As the level of informationization increases, public expectations for services have also risen. Although the Provincial Business Administration has launched functions like "online license application" and "online inquiries," user experience still needs improvement in practice. Some

function interfaces are complex, and the operational processes are not sufficiently straightforward, leading to confusion among users. Additionally, the response time for online complaint and consultation services also needs to be improved, especially during peak periods, where service efficiency significantly declines, affecting public satisfaction and trust.

In the process of informationization construction, data security issues have become increasingly prominent. With the centralized management of data resources, the risk of information leakage has increased. Although Zhejiang Province has focused on security in data center construction, potential security risks still exist in practical operations. Issues related to the lawful and compliant use of data, as well as the protection of user privacy, require urgent attention. In the era of the internet economy, with the rapid development of information technology, data has become an important resource. However, problems such as data misuse and hacker attacks frequently occur, posing new challenges for business administration.

## **4. Development Strategies for Business Management Informationization in Zhejiang Province in the Era of Internet Economy**

### **4.1. Formulate a reasonable management system**

In the construction of business informationization, leaders at all levels, especially the top leaders, must clarify their responsibilities to ensure that informationization is included in the work agenda. It is essential to establish and improve the leadership group for informationization construction, hold regular meetings to report on progress, and promptly address issues encountered during implementation. Since business informationization involves multiple departments, a cross-departmental collaboration mechanism should be established. Relevant departments should communicate regularly, share information and resources, and avoid redundant construction. Simultaneously, departments are urged to perform needs assessments for informationization and collaboratively formulate actionable work plans.

Management systems and technical standards related to informationization construction should be formulated and implemented to ensure the work follows established guidelines. By establishing assessment indicators for informationization construction, the work of various departments can be evaluated, motivating their active participation. To enhance the information technology skills of staff at all levels, regular training sessions should be organized, helping them master new technologies and tools, thus increasing their sense of participation and responsibility in informationization construction. Training content could include information security, data management, etc., ensuring that all staff are involved in the informationization efforts.

### **4.2. Building a High-Quality Business Information Database**

For the construction of a business information database, a unified planning and technical standard must be established to ensure the standardization of data collection, storage, and management. Interoperability of data should also be considered, ensuring effective sharing of data among different departments. Strengthening the management of business data quality through regular data auditing and cleaning will ensure the accuracy and timeliness of data. Additionally, an information security management mechanism should be established to protect business data from leaks and tampering.

Exploring data application scenarios actively will combine the business information database with social needs. Developing data analysis tools will support policy formulation and market regulation, enhancing the scientific and precise nature of decision-making. Moreover, enterprises should be encouraged to utilize business data to promote market competition and innovation. Establishing an open data-sharing platform will facilitate information exchange and cooperation between the

government and society. By publicly releasing some business data, government transparency will be enhanced, increasing public trust in business management work.

### 4.3. Promoting Software Development and Application Based on Business Needs

Before software development, thorough business needs assessments must be conducted to ensure that the software's functional design genuinely meets actual work requirements. Communication with frontline staff is vital to understanding the challenges they face in their work, serving as the basis for software design and development. Software development should be closely integrated with daily business processes, adopting agile development methods. This allows for timely adjustments to software functions based on changes in business needs, ensuring adaptability. Moreover, business personnel should be encouraged to participate in the software development process, providing feedback and suggestions.

Before software implementation, comprehensive training should be conducted to help staff become familiar with the new system's operation. A technical support team should be established to promptly address user issues encountered during use, ensuring that the software can operate at maximum efficiency. After software implementation, regular evaluations should be conducted to collect user feedback and analyze software usage. Based on evaluation results, targeted optimizations and upgrades should be made to ensure the software continually meets the changing demands of the business.

## 5. Conclusion

In the era of digital economy, China's Zhejiang Province has made remarkable progress in the development of information technology strategy. In terms of digital infrastructure, Zhejiang Province has invested heavily in building advanced digital infrastructure, including high-speed Internet connectivity and cloud computing services, to facilitate access to information and services. In addition, Zhejiang Province has implemented smart city projects by leveraging big data, artificial intelligence and IoT technologies to improve urban management, public services and residents' quality of life. However, in terms of the digital divide, despite significant technological advances, gaps in access to technology and digital literacy persist between urban and rural areas. Therefore, in order to bridge the digital divide, Zhejiang Province should develop targeted projects to improve digital literacy, provide affordable Internet access to people in less developed areas, and ensure that everyone can benefit from information technology. By adopting tailor-made solutions to address challenges, Zhejiang can continue to thrive in the digital economy and set an example for other regions.

Future research should consider how to enhance the innovation capabilities and market competitiveness of enterprises through informationization, particularly in the context of the digital transformation of small and medium-sized enterprises. These directions will provide theoretical support and practical basis for the sustainable development of business management informationization in Zhejiang Province.

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