

Study on Sustainable Development of Enterprise Information Resources Management

Yifang Wang

Hebei University of Engineering, Handan, China

Email: yifang_wang@163.com.

Abstract: An excellent Enterprises' information resources management decide the success or failure of enterprise development. This paper analysis of the present situation of information resources management enterprises, and pointed out the basic principle of the construction from five aspects. It is proposed of enterprise information resource management and enterprise information resources management measures of the sustainable development.

Keywords: Information resources; Information resource management; Enterprise sustainable development

1 The connotation of enterprise information resources and enterprise information resources management.

Enterprise information resource is the collection of enterprise information activities in the information as the core elements of information activities (information technology, equipment, information producers, etc.). Enterprise information resources management is the management process each link fully using the information technology means to collect, process, development and utilization of information resources, so as to create a new decision making value-added information. Essentially, the construction of information resource configuration, and the production of information integration development, delivery service, the process of absorbing information (including information, personnel, capital, technology and equipment, institutions, environment etc. of planning, organizing, directing and coordinating, control, thus effectively meet needs of enterprise development process. It aims to display information of social benefits and the potential value of the enterprise, complete production, management, sales work, improve the economic benefit, but also for improving the social benefit. It is constructed based on information of the future management of enterprise organization structure, speed up the existing enterprise information management system reform, strengthen the information technology in the enterprise management and application of information technology as a leading enterprise technology innovation vigor, enhance the enterprise's survival and development ability.

2 Situation of our country enterprise information resources management.

There are more than 1.5 million in large and medium-sized state-owned enterprises in China, all kinds of enterprises have total about 680 million according to

national economic information center survey. At present, it is only 10% information of enterprise, there are 70% of enterprise in learning and exploratory stage, and 20% of enterprise information work yet. To start early, the overall level of Shanghai as an example, the higher the survey in 456 of companies 76.13% enterprises have computer professionals, the company has 79.58% micro-computer, 52.56% enterprise and Internet connection, and the enterprise that has 56.89% this enterprise of information resource management effectiveness, don't think that is the ideal effect very good 19.89%, 11.74% only, this shows that our enterprise information level, low level of information resource management and difficulties.

From the 1990s China enterprise information resources management has a greater progress, and made some progress, but due to late start, and the requirements of the socialist market economy and the developed countries of the enterprise information resources management still exist obvious difference. Specific problems as the followings:

2.1 Understanding inadequacy, concepts backward.

Enterprise information resource is the enterprise strategic resource, is the enterprise in the fierce market competition at home and abroad^[2]. At present, many enterprise management decision makers to strengthen information resources of the value and importance of information resource management, lack of clear understanding in dealing with problems, ignore the importance of decision making. In the process of economic development, they need information resources, material resources and energy resources as such, ignore its essential distinction, material resources and energy resources in particular space and time is limited^[1].

2.2 Quality of information management is low.

Information is high-tech industries, enterprise information management personnel should master information resources management professional knowledge and skills, and familiar with the production and business operation of professional knowledge, so as to adapt to the market competition. Our enterprise information management personnel engaged in widespread knowledge of narrow, the comprehensive quality of the poor, not through the system of professional training, information processing and information management ability is insufficient, cannot satisfy the enterprise information resources development, management and application requirements.

2.3 information processing technology

Enterprises should get timely, accurate and useful information, you need to follow the original information, a comprehensive analysis and finishing. Only for information processing can be valuable information, so as to provide reference for business decisions. Only through advanced information processing technology, information, thick deposit "eliminates the false and keeps the true essence of processing, can get useful and valuable information, so as to provide reference for business decisions. Information resource management in enterprise information has become the bottleneck of development.

3 Information resources management is important to the enterprise.

Along with the development of economic globalization and consumer standard of living increased, the world economy development trend of information and consumer demand information on its development strategy is becoming more and more important. Information technology developed "earth", as an enterprise must make full use of information technology, collecting and analyzing the related with the world and its political, economic, social, and technology as well as external competitors etc various aspects of information obtained by the market and timely information to consumers' demand change, find out the enterprise environment of development opportunities and threats, and according to the enterprise's own advantage of opportunities and seize the obstacles in competition^[3]. Only the master and utilization of information resources, to make out proper development strategy and plan, also is the only way to in the increasingly fierce competition in survival and development.

From the Angle of management, business management, the basis is centered on business, management is the core of the decision. The correct decision is based, and predict accurately predict the basis is information. The developed countries in the west business popularity such a view that control the fate of the enterprise information is lost control, information is lost everything.

Enterprises should establish the real information outlook, the survival and development of enterprise depends largely on the importance of information resource management and use. Only in the enterprise internal form a national information consciousness, to ensure the development of information resources effectively, management and comprehensive utilization.

4 Optimizing enterprise information resources management measures

4.1 the mold enterprise information culture

At present, our country enterprise due to the enterprise information construction of culture, the cultural construction in the enterprise information lag, the impact of the enterprise information resources exploitation and management. Enterprise information resource management and enterprise information construction of culture is a kind of interaction between the relationship between culture and enterprise information will effectively promote enterprises' information resources management process, At the same time, the realization enterprise information resource management will effectively promote the enterprise information construction of culture. Therefore, the enterprise information, actively promote the use of modern information technology reforming the traditional management, not only for the enterprises to gain a competitive advantage, and also provides information for the enterprise culture, material culture^[4]. Enterprises should strengthen the construction of information culture, leadership and practice, the enterprise information construction of culture in enterprise management strategy, and the height of the first advocates and practitioners. Through many forms, multi-level and multi-channel, to scientific and cultural knowledge and professional skill training and education, improve their ideological understanding and transforming the world's ability, is the key to shape the enterprise information culture. Adopt various forms of information and information technology and popularization of propaganda of knowledge, improving staff quality and cultivate their information. In the process of enterprise information culture, pay attention to establish and perfect the relevant security system: first is the incentive system, to practice the advanced enterprise culture and information of individual and group and rewards, recognition for violation of enterprise information culture people or things that make criticism and punishment for employees, enterprise information culture on practice guidance; Second is to establish the training system, especially in education and training of new employees, and make them into the system from the first day of enterprise, enterprise information by the education and culture.

4.2 establishing a modern enterprise information system

The information system of traditional Chinese enterprises can not meet the modern enterprise information resources management, mainly displays in: on the one hand, the enterprise all information resources to manage, On the other hand is not fully displays the information resources in the enterprise strategic decision support. Thus, the urgent need to build the modern enterprise system. CIO By the enterprise's vice President or vice President was established and the CIO, with the enterprise information as the CIO, as the highest commission decision and consultation institutions. Information, The center has information resources, information and information technology, analysis information, enterprise information collection, development, dissemination, sharing, coordination, development and management, daily business. The main duties of the CIO for senior management in enterprise, enterprise's information decision-making policy and planning, management information activities of enterprise information flow, to standardize enterprise information management foundation for the enterprise standard, information system construction planning and macro management, enterprise management to provide effective information technology support.

4.3 information talent introduction and training

Talent is the enterprise information resource information management system of the core elements. Enterprises should optimize information resources management, it must be stable information talent team, pay attention to the use of information talents, introduce and train. Make full use of existing information talents. Enterprises should use fancy with some information talents, give full play to their ability, and leave no stone unturned stability of enterprise information talent team, the enhancement enterprise's cohesive force and the attraction of talents. Secondly, the introduction and absorption talents. Enterprises should make a series of preferential policies, introduction and absorption institutions of higher learning and scientific research institutes and overseas to return information talents, enrich the growing enterprise working talent team, enterprise information to improve the quality of information talents. Transverse joint with training again. Enterprises should pay attention to horizontally, and corresponding research institutions established cooperative relations, and form the backyard.

4.4 optimizing enterprise information infrastructure

Enterprise information of enterprises' information resources management to provide a good platform, obviously improve enterprise information resources management ability. Although our country enterprise information construction has made some achievements, but compared with the developed countries have bigger difference, the enterprise information construction is still in the initial stage, the overall level is low, between the area, still have a large gap between industry and information system construction also widespread environmental in-adaptable, standardization, low level of information is-land seriously.

4.5 evaluation system of enterprise information resources management

Enterprise information resources management level, it is necessary to carry out scientific evaluation. Through the scientific and reasonable evaluation system, can check whether the enterprise information resource management and timely find anticipated problems, and summarizes the information resource management experiences and lessons. The evaluation system is established to follow the scientific, systematic and comparability and practical principles, to reasonably determine the index system, and adopt scientific methods and reasonable steps. Enterprise information resource management and evaluation system of information management mainly divided into the evaluation system, information service evaluation system, information system evaluation system, information system evaluation system, information management talent assessment system, etc.

Reference

- [1] Jia Ju. Probing into the management of information resources in enterprises[J], *Journal of Academic Library and Information Science*, 2008, 26(5), 30-33.
- [2] Qing Chen, Fangfang He. Review on Research Development of Enterprise Information Resource Management Mode[J], *Journal of Modern Information*, 2009, 29(8):191-195.
- [3] Yueyong Chen, Huosong Xia. Study of enterprise information resource management system [J], *Intelligence theory and practice*, 2010, 33(4):53-56.
- [4] Jianhua Su, Discussion on the Construction of Network Information Resources and Sustainable Development of Modern Enterprise[J], *Sci-tech Information Development & Economy*, 2008, 18(28):77-79.