

Title: The Development of Management Mode of Traditional
Medium and Large Private Enterprises Under The Situation of
Big Data; The Case of Dxc Food Enterprise China

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Degree: Master of Business Administration

Major: Management

ABSTRACT

At present, Internet big data has become the era direction of social development. More and more industries have combined the Internet and big data to derive rich and colorful industrial operation ideas. In the era of Internet big data, traditional medium and large private enterprises have constantly realized management transformation and explored more novel and efficient management models. For large and medium-sized private enterprises, whether they can comply with the development trend of Internet big data and form diversified and innovative management mode exploration has become an important measurement factor for other enterprises in the same industry to seize more market share and maintain good competitiveness.

Against this background, in the specific research process, this paper actively takes DXC food enterprises as an example to carry out thematic research on the management mode of traditional medium and large private enterprises under the situation of Internet big data. The specific framework of the study is as follows. First, it briefly discusses the research background, research purpose, literature review,

research methods, and research significance. Secondly, based on analyzing the concepts of the Internet, big data, enterprise management model, and the introduction of DXC food enterprises, the characteristics of big data based on the perspective of enterprise management are considered, and the basic theories such as Porter's Five Forces Model and Matthew Effect in enterprise management are also considered. Thirdly, based on the analysis of Porter's five forces model, this paper discusses the management environment of DXC food enterprises under the situation of Internet big data, discusses the current management mode of DXC food enterprises under the situation of Internet big data, and further analyzes a series of practical problems that still exist in the construction process of DXC food enterprise management mode under the situation of Internet big data, such as the disconnection between institutionalization and humanism; the practice of people-oriented concepts is not ideal; the homogenization of enterprise management mode is obvious; inadequate dynamic enterprise management data; inadequate demonstration of closed-loop practicality of personnel; the closed loop technology is not scientific enough. Finally, it puts forward the optimization countermeasures for the construction of DXC food enterprise management mode under the era situation: both institutionalization and people-oriented operation; the people-oriented concept of sustainable development; promote the differential exploration of full-link traceability management mode; highlight the dynamic data of the full-link traceability management mode; demonstrate closed-loop practicality of personnel; demonstrate the closed-loop scientific nature of technology.

Keywords: Internet big data, traditional medium and large private enterprises, enterprise management mode