Title:	Innovation Mode of Enterprise Data Management in Shandong Province
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ABSTRACT

With the rapid progress of information technology and the popularization of the network, the era of big data has come and change people's life. The so-called data era, not simply using the Internet to grasp some data information, but big data can be used for production value. For traditional data, most enterprises mainly process structured data in the process of processing data. In enterprises, a large number of data exist in the form of unstructured data. The existence of these data brings some challenges to the data processing work of enterprises. On the basis of economic globalization, enterprises are in rapid changes, which need to quickly process a large amount of data and make scientific analysis. Therefore, enterprises can actively respond to the changes in the modern market.

This paper study big data enterprise management innovation mode. The objectives of this research were: 1) To study composition of the innovation mode of enterprise data management in Shandong Province. 2) To compare the composition of enterprise data management innovation mode in Shandong Province. This research is

research of 400 people and a research tool is questionnaires which is used to verify the level of enterprise data management innovation mode in Shandong Province. In data analysis, this study uses percentage, mean, standard deviation, and content analysis. Inferential statistics, T-test and F-test, also used to test the hypothesis.

The results were: 1) most of the respondent are male, aged between 36-60 years old, married, have a Bachelor Degree, and has monthly income more than 200,000RMB. 2) Comparing the composition of enterprise data management innovation mode in four aspects, the study found Enterprise decision-making mechanism, Data management professional talent training, and Enterprise information network at a very important level, whereas Decision-making subject concept is at important level. 3) there is no statistically relationship between demographic characteristic and the composition of enterprise data management innovation mode.

Keyword : data management, innovation management, enterprise management