Application of Business Management Based on Computer Technology

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Abstract. In recent years, science and technology have been developed rapidly. Computer network technology has also presented a rapid development trend, which is gradually popularized in people's lives. Computer technology has been extensively used in people's production and lives, with a visible impact on all walks of life. In an administered society, the role of management in enterprises has become increasingly apparent. How to reform and develop business management are questions to be considered. The application of computer network technology has a significant impact on enterprises. To gain a place in international society, enterprises have to consider the influence of computer network technology. In this paper, mainly the characteristics of computer network technology and business management itself are analyzed to understand further the survival status of enterprises and the issues they face in the future, thereby providing guidance for enterprises in their future business management practice.

Key words: Computer Network Technology, Business Management, Cybersecurity

1. Introduction

The main operating mode of a computer network is to connect computers in different geographical locations and varied environments, which contains many kinds of equipment [1-2]. As a new product, the computer is an essential symbol of this era and of important significance for the development of the times [3-4]. There is a process from a low level to a high level in the development of anything, so is the
case for computers. It is based on the efforts of predecessors that we can now share network resources in the society. In today's management society, people are no longer unfamiliar with computers, which have become an essential part of people's lives [5].

Why can computers get such popularity? What kind of charm it has can make people use it so widely? This needs to start with its characteristics. The characteristics of a computer network mainly include the following aspects: first, saving money. People usually use computers with many different performances, so for different computers with various performances, there will be price differences. In terms of saving expenses, it is also from different trial functions and usage patterns. Secondly, expansibility. People can increase the performance of the network according to their own needs, just by increasing the number of processors, which can effectively avoid failure when the workload is too large.

2. Computer management information system structure

Computer management information system is a human-computer system that uses computer hardware and software, adopts various information processing technologies such as data collection, data storage, information display, etc., provides managers with the necessary information to assist in decision-making, making plans, controlling operation and other management functions. It has the features of processing, storing, and transmitting information, and helps enterprises achieve organizational goals. System. With the progress of science and technology and the development of society, the amount of data has increased dramatically. To provide sensitive, correct and effective information for management activities in this vast information world, we should rely on an effective management information system to support and realize business management innovation with the support of scientific and technological means to improve the efficiency of business management. The structure of the management information system is shown in Figure 1.

![Information management information system structure](image)

**Figure 1.** Information management information system structure

3. Details of enterprise application computer management

Due to entry into new business areas, expansion to new markets or tax avoidance for export, enterprises often implement M&A strategy. In recent years, there are many M&A enterprises in China, and the amount of M&A is huge. For example, in 2018, the amount of M&A transactions in Shenzhen stock market reached 1.38 trillion yuan. Although many companies adopt M&A strategy, the performance of M&A is not ideal. For example, Sina Finance and Economics reported that in the first half of 2016, the second half of 2016 and the first half of 2017, the average premium rates of the underlying assets in the
restructuring plan disclosed by Shenzhen Stock Market companies were 803%, 580%, and 361%, respectively. Since the performance of M&A is low, why do managers launch so many and frequent M&A? Previous studies generally believe that the poor management of managers is the main cause of M&A. Since mismanaged managers are more likely to implement M&A, and the performance of M&A is not ideal, it is necessary to explore positive corporate governance factors to inhibit M&A or to inhibit the degree of mismanagement of managers and indirectly inhibit M&A, so as to promote managers to implement rational M&A and improve M&A performance.

In people's life, the database is often used for data storage and protection. It is believed that many people have contacted and experimented with the database, which is not new to people. In the computer management of enterprises, the business volume and human resource factors of enterprises make enterprises face a large number of data analysis tasks, the original technology can not meet the needs of enterprises in all aspects, so people can use the data storage system for centralized storage and analysis of data. In addition, data backup cannot be ignored. Business management is a platform of technology exchange between enterprises in the process of communication between enterprises. It is the commercial role that enterprises play in various situations. It is not only the fundamental factor of business survival but also the purpose that people adhere to in the new era. It can be said that business management is a great product of information technology in the new era, which complies with the characteristics of the advancement and advancement of history. For the impact of computers on social management construction, it is essential to the management of enterprises. Through the understanding of business management, people can understand the truth and charm of it more deeply, and make people have a deeper understanding of computers and business management. The ability to apply computer technology is an indispensable skill for people in the new era, which is the only way for enterprises to survive.

4. Example application and analysis

This paper selects the empirical data of China's A-share market from 2012 to 2016 as a sample. The data used in the study came from the CSMAR database, and the software used included excel and Stata. In addition, some data from 2011 to 2015 are used for the needs of research design.

To test the relationship between poor management and M&A decisions, we established the model (1) in this paper.

$$\text{performance} = \beta_0 + \beta_1 \text{management} + \text{control variables}$$  \hspace{1cm} (1)

To test the effect of managers' vigilance on poor management and M&A decisions, we established the model (2) as follows.

$$\text{performance} = \beta_0 + \beta_1 \text{vigilance} + \beta_2 \text{management} + \text{control variables}$$  \hspace{1cm} (2)

$\beta_1$ represents the coefficient of regression, and $\epsilon$ represents a random error term.
**Table 1.** variable definition and calculation method

| Variable type      | Variable name                  | Variable symbol | Variable metric                                                                 |
|--------------------|--------------------------------|-----------------|----------------------------------------------------------------------------------|
| dependent variable | Merger decision making         | Acquisition     | If the listed company initiates the M&A transaction in year t, take 1, otherwise take 0 |
| independent variable| Poor management of managers    | Oc              | In the sample period, at least once the actual profit level of the CEO of the acquirer is lower than the predicted profit level, take 1, otherwise take 0 |
| Moderator variable | Proportion of independent directors | Ddr          | Number of independent directors / scale of management                              |
|                    | company size                   | Size            | Natural logarithm of total assets at the end of the first year                     |
|                    | Executive age                  | Average         | Average age of executives of the acquirer                                         |
| control variable   | Cash Stock                     | Cash            | Cash stock of the acquirer at the end of T-1 / total assets at the end of T-1    |
|                    | Cash remuneration              | CashComp        | Total annual salary of CEO of acquirer                                           |
|                    | Return on equity               | Roe             | Net profit at the end of T-1 / net assets at the end of T-1                      |
|                    | Asset liability ratio          | Lev             | Total liabilities divided by the percentage of total assets, taking the average asset-liability ratio at the beginning and end of the period |

Table 2 shows the descriptive statistics of the variables. The main variables include acquisition decisions

**Table 2.** Descriptive Statistics

| variable          | Maximum | minimum | mean value | standard deviation | Observation value |
|-------------------|---------|---------|------------|--------------------|-------------------|
| Acquisitions      | 1       | 0       | 0.80       | 0.40               | 1250              |
| Oc                | 1       | 0       | 0.96       | 0.20               | 1250              |
| Ddr               | 0.6     | 0.25    | 0.37       | 0.05               | 1250              |
Where the maximum of acquisition decision is 1, the minimum is 0, and the mean is 0.8, indicating that most managers tend to M&A, and the standard deviation is 0.40, which suggests that the managers of listed companies have significant differences in M&A. The maximum of the mismanagement (OC) is 1, the minimum is 0, and the mean is 0.96, indicating that the vast majority of managers tend to be mismanaged, and the standard deviation is 0.2, which suggests that the dispersion of the vast majority of managers’ mismanagement is small. The maximum of independent director ratio (DDR) is 0.65, and the minimum is 0.25, which indicates that the proportion of independent directors in different companies is quite different, that is to say, the vigilance of the board of directors is quite different, and the supervision power to the managers is also quite different, and the mean is 0.37, which indicates that in general, the vigilance of the board of directors in listed companies has a strong supervision effect on the managers, and the standard deviation is 0.05, suggesting that the vigilance of the board of directors in listed companies has a strong supervision effect on the managers, and the vigilance discreteness of the board of directors is small. Hence, in the process of the specific implementation of management, the leaders of the unit need to attach great importance to and give strong support from different aspects. For the top leadership, they should have a correct understanding of the situation and strengthen the management of this aspect. In practical work, a leading group of business management can be established, with the leaders of each department as the leading members, and a specific administrative department is established to be responsible for the construction and security of the network.

5. Conclusions

The application of computer network technology in business management requires people to learn computer network technology and attach great importance to computer cybersecurity. Only by enriching people’s knowledge and the computer network system constantly can a fit status between computer networks and enterprises be created. As for individuals, they should “equip” themselves with knowledge continuously, and enhance their theoretical level and practical ability to make due contributions to the survival and development of enterprises in the future and enhance the competitiveness of enterprises, thereby becoming the talents really needed by enterprises.

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