Research on efficiency improvement strategies under the perspective of digital empowerment for corporate smart governance

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Abstract: In response to the global trend of digital transformation and the rise of corporate smart governance (smart governance), this study delves into how digital empowerment can enhance efficiency within the perspective of corporate smart governance. By analyzing the concept and characteristics of digital empowerment and its relationship with corporate smart governance, the core mechanisms by which digital technology supports corporate smart governance are revealed. Furthermore, the study proposes efficiency improvement strategies including process optimization and automation, data-driven decision-making, intelligent collaboration and innovation, and employee empowerment and training, and analyzes the effects of these strategies in practical applications. The research indicates that digital empowerment not only significantly improves the level of intelligence in corporate governance but also effectively enhances corporate operational efficiency through multi-dimensional strategies, providing an important path for enterprises to cope with rapidly changing market environments.

Keywords: Digital Empowerment; Corporate Smart Governance; Efficiency Improvement; Data-Driven

Driven by the wave of digital transformation, corporate governance models are undergoing a profound transition from traditional management to smart governance (smart governance). Smart governance emphasizes the use of digital technologies to optimize governance processes and enhance the scientific nature and responsiveness of corporate decision-making, thereby gaining an advantage in fierce market competition. With the continuous maturation of technologies such as big data, cloud computing, and artificial intelligence, digital empowerment has become a key factor in promoting corporate smart governance and improving efficiency. However, how to effectively utilize digital technology within the perspective of smart governance to maximize efficiency remains an important issue currently faced by corporate management. This study aims to provide theoretical guidance and practical paths for enterprises to implement smart governance and improve efficiency under the background of digital empowerment through theoretical analysis and strategy discussion.

1. The Theoretical Foundation of Digital Empowerment and Intelligent Corporate Governance

1.1. Concepts and characteristics of digital empowerment

Digital empowerment refers to the deep transformation of corporate operations, management, and production through modern information technologies such as big data, cloud computing, and artificial intelligence, aiming to enhance corporate efficiency, reduce costs, and strengthen innovation capabilities. It not only focuses on the application of technology but also emphasizes the deep integration of technology with business, driving fundamental changes in corporate management and organizational structure. The characteristics of digital empowerment include: technological integration, which is the deep integration of digital technology with business processes, creating new productive forces; data-drivenness, emphasizing the core role of data in decision-making, operations, and innovation; intelligent decision-making, using AI technology to improve the

precision and timeliness of decision-making; and flexible responsiveness, enhancing the sensitivity and response speed of enterprises to market changes.

1.2. The connotation and elements of corporate intelligent governance

Corporate intelligent governance refers to a new governance model that, with the support of digital technology, optimizes governance structures through intelligent means, enhances governance efficiency, and achieves scientific decision-making, precise management, and efficient operations. Intelligent governance emphasizes the combination of technology and human wisdom, assisting decision-making through intelligent systems to improve the transparency, fairness, and efficiency of governance. The characteristics of corporate intelligent governance include: intelligent decision-making, utilizing AI and other technologies for data analysis to assist in precise decision-making; precise management, achieving fine-grained resource management through digital means to increase efficiency; efficient operations, optimizing processes, reducing unnecessary steps, and enhancing overall efficiency; and open innovation, building an innovation ecosystem that encourages the integration of internal and external innovation resources to promote continuous innovation.

The key elements of corporate intelligent governance include: intelligent decision-making systems, digital management platforms, data governance systems, innovation ecosystems, and corresponding organizational structures and corporate culture. Intelligent decision-making systems are responsible for data analysis and prediction to support decision-making; digital management platforms optimize processes to improve operational efficiency; data governance systems ensure data accuracy, security, and compliance; the innovation ecosystem encourages innovative thinking and promotes technological, product, and service innovation; and the corresponding organizational structure and corporate culture ensure the successful implementation of intelligent governance.

1.3. The relationship between digital empowerment and intelligent corporate governance

Digital empowerment is closely related to intelligent corporate governance. On the one hand, digital technologies support intelligent corporate governance: big data analysis reveals market trends, AI algorithms optimize decision-making, cloud computing enhances resource utilization efficiency, and the Internet of Things enables device interconnectivity, collectively driving the intelligence and automation of corporate governance, and improving efficiency and response speed. On the other hand, intelligent governance promotes the digital transformation of enterprises: intelligent governance drives the flattening of organizational structures and the streamlining of management processes, creating conditions for the deep integration of digital technologies. Under the intelligent governance model, enterprises have an increased demand for data, which promotes the improvement of data governance systems, enhances data quality, and accelerates digital transformation. At the same time, intelligent governance encourages innovative thinking, exploring new technologies and applications, further advancing the process of corporate digital transformation.

2. Strategies for Efficiency Enhancement in Digital Empowerment of Corporate Governance

2.1. Process optimization and automation

Digital process reengineering is the primary step to enhance efficiency. By conducting an in-depth analysis of the existing processes within a company, identifying bottlenecks and redundant stages, and utilizing digital

technology to reengineer these processes, efficiency can be significantly improved. For instance, adopting Robotic Process Automation (RPA) technology can automate repetitive and rule-based business processes such as data entry, report generation, etc., reducing human errors and increasing processing speed.

The application and impact of automation tools are evident in various aspects. In addition to RPA, these include Workflow Management Systems (WFMS), Enterprise Resource Planning (ERP) systems, etc. These tools can automate the monitoring and scheduling of corporate resources, optimize production planning, and reduce resource wastage. The application of automation tools not only improves work efficiency but also lowers operational costs and enhances the company's market competitiveness.

2.2. Data-driven decision making

The role of big data and artificial intelligence in decision-making is becoming increasingly prominent. By collecting and analyzing vast amounts of data both within and outside the enterprise, and using AI algorithms for in-depth mining, market trends can be discerned and consumer behavior predicted, providing a scientific basis for corporate decision-making. For instance, using machine learning models for sales forecasting can lead to precise production planning, avoiding inventory accumulation, and improving the efficiency of resource utilization.

Data governance and the improvement of data quality are the foundations of data-driven decision-making. Establishing and maintaining a comprehensive data governance system to ensure the accuracy, completeness, and timeliness of data is key to enhancing the quality of decision-making. Through data cleaning, data standardization, data integration, and other means, data quality can be improved, providing reliable data support for decision-making. Additionally, establishing data security mechanisms to protect corporate data assets and prevent data breaches is essential for safeguarding corporate interests.

2.3. Intelligent collaboration and innovation

The construction of a cross-departmental collaboration platform is an important way to achieve efficient collaboration within an enterprise. By building a unified collaboration platform, breaking down departmental barriers, achieving information sharing, promoting cross-departmental collaboration, and improving the synergy between decision-making and execution. For example, using collaborative office software such as DingTalk, WeChat Work, etc., can achieve instant messaging, file sharing, task allocation, and other functions, enhancing team collaboration efficiency.

The construction and operation of an innovation ecosystem are key to driving continuous innovation in enterprises. By building an open innovation ecosystem, attracting internal and external innovation resources such as universities, research institutions, suppliers, customers, etc., to participate in corporate innovation and form a collaborative innovation force. For example, establishing innovation laboratories, carrying out joint research and development projects, hosting innovation competitions, etc., to stimulate innovation vitality and promote continuous innovation in technology, products, and services of the enterprise.

2.4. Employee empowerment and training

The cultivation and enhancement of digital skills are important components of employee empowerment. With the widespread application of digital technology, employees need to possess corresponding digital skills, such as data analysis, AI applications, and cloud computing operations, to effectively support enterprise intelligent governance. Therefore, companies need to regularly carry out digital skills training to improve the skill levels of

employees, ensuring they can adapt to a digital work environment.

Employee participation and incentive mechanisms are key to stimulating employee enthusiasm. By establishing employee participation mechanisms, such as employee suggestion systems and employee innovation teams, employees are encouraged to actively participate in corporate decision-making and innovation, enhancing their sense of belonging and responsibility. At the same time, by establishing incentive mechanisms, such as performance bonuses, equity incentives, and career development opportunities, employees' innovative drive is stimulated, promoting the continuous development of the enterprise.

3. Conclusion

In summary, digital empowerment provides strong technological support for enterprise intelligent governance, which is an important way to achieve efficiency improvement. Through the implementation of multi-dimensional strategies such as process optimization and automation, data-driven decision-making, intelligent collaboration and innovation, and employee empowerment and training, enterprises can significantly enhance operational efficiency and strengthen market competitiveness within the framework of intelligent governance. In the future, with the continuous innovation and application of digital technology, enterprise intelligent governance will present a more intelligent and efficient development trend, injecting new vitality into the sustainable development of enterprises. This study not only enriches the theories of digital empowerment and intelligent governance but also provides a useful reference for enterprise management practice.

About the author

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