

## *Retraction*

# **Retracted: Application of Digital Information Technology in Enterprise Innovation Management**

### **Mobile Information Systems**

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This article has been retracted by Hindawi, as publisher, following an investigation undertaken by the publisher [1]. This investigation has uncovered evidence of systematic manipulation of the publication and peer-review process. We cannot, therefore, vouch for the reliability or integrity of this article.

Please note that this notice is intended solely to alert readers that the peer-review process of this article has been compromised.

Wiley and Hindawi regret that the usual quality checks did not identify these issues before publication and have since put additional measures in place to safeguard research integrity.

We wish to credit our Research Integrity and Research Publishing teams and anonymous and named external researchers and research integrity experts for contributing to this investigation.


The corresponding author, as the representative of all authors, has been given the opportunity to register their agreement or disagreement to this retraction. We have kept a record of any response received.

### **References**

- [1] S. Zhang and X. Chi, "Application of Digital Information Technology in Enterprise Innovation Management," *Mobile Information Systems*, vol. 2022, Article ID 9187856, 11 pages, 2022.

## Research Article

# Application of Digital Information Technology in Enterprise Innovation Management

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Digital information technology is the key to realize the efficient management of enterprises. It is necessary to analyze the information technology and provide perfect operating conditions for enterprises in combination with the economic management of enterprises. This article studies enterprise management in the digital information environment, improves the effectiveness of enterprise management methods, and judges the management state of enterprises. At the same time, formula calculation is used to provide a test method for the application effect of digital information technology so that that information technology can be evaluated fairly. The experimental results show that enterprise management also involves inventory management. It is necessary to use information technology to identify products, record the process of products entering and leaving the warehouse in combination with code scanning technology, and optimize the product management process. In the process of enterprise management, the process management form should be adopted to improve the reliability of management methods and ensure that the enterprise has a normal management mode and perfection of enterprise operation state. It proves that digital information technology can promote the development of enterprises, improve the reliability of enterprise management, and reduce the impact of adverse factors on enterprises.

## 1. Introduction

With the development of information technology, enterprises are facing development opportunities. It is necessary to apply digital information technology and manage enterprises accurately so as to innovate the management technology of enterprises. Microelectronics and software technology are the core of digital information technology [1]. It is necessary to deal with integration to ensure the computing power of enterprise data and enable enterprises to operate normally. Digital information technology is the key to realize enterprise management. It can realize the digitization of various information, improve the reliability of management mode, and promote the rapid development of enterprises. Digital information has a certain impact on enterprises [2]. It is necessary to build strict information management means to ensure the rapid development of enterprises in information technology. In the traditional

management mode, the operation data depends on manual accounting, and the computer only plays an auxiliary role [3]. The analysis ability of the operation data is poor, resulting in the low management efficiency of the enterprise. In the early stage of the application of digital information technology, computers were mainly used for typing or financial processing and rarely used in enterprise management. With the improvement of technical level, the application status of information technology has changed [4]. The application of computers is no longer limited to basic functions, and the application of information technology has been innovated. Many enterprises have their own management websites and connect them to the Internet, which improves the reliability of the management environment. At the same time, the function of business consultation is also established, which brings great convenience to enterprise management and enables the application of digital technology to grasp the key points [5].

Under the background of digital information technology, major enterprises have carried out transformation and digitized management information, which has improved the management efficiency of enterprises. As shown in Figure 1, it is the transformation of the digital application of the enterprise, which enables the enterprise to be comprehensively managed, ensures the coverage of digital information technology, and makes the management process more strict. In order to improve the marketing level of enterprises, it is necessary to adopt the digital management form and improve the management mode of each department so that the digital application can serve the enterprise management and improve the management quality of enterprises [6]. There are many kinds of departments within the enterprise, such as the marketing department, R&D department, and service department; on the one hand, departments need to establish cooperative relations, build a perfect management structure, and use the Internet means to strengthen communication between departments, so that the business process of the enterprise can operate normally. On the other hand, we need to pay attention to the internal management of the department, so that the digital management process can be reflected, improve the processing efficiency of operation information, and create a good premise for the development of the enterprise. Digitization is the key to the realization of business management [7]. It is necessary to do a good job in the interaction of business information and monitor the operation status of enterprises so as to pave the way for the smooth development of enterprises [8].

Digital information technology can promote the development of enterprises, enable enterprises to enter the state of comprehensive management, and improve the development potential of enterprises. In the digital technology environment, it can improve the interaction of enterprises. On the one hand, it can enhance the internal contact of enterprises, improve the reliability of management measures, build a perfect internal communication state, prevent mistakes in the management process, and ensure the internal communication effect of enterprises. On the other hand, it can establish good communication with customers, communicate with them on data and information, reply to customers' questions in time, and improve customers' satisfaction with enterprise services. Through digital technology, we can analyze customers' orders, grasp the trend of customers' orders in real time, and improve the reliability of resource management [9]. As shown in Figure 2, it is the flowchart of logistics management. Under the action of digital information technology, it can realize process management and improve the efficiency of the order distribution and promote the rapid completion of transactions. Digital management needs to be realized by the information system. The staff can supervise the logistics process, improve the effectiveness of management methods, ensure that the inventory can meet the conditions of the enterprise, strengthen the inspection management of goods, ensure the smooth assembly of goods, and make the logistics processing stable [10].

Under digital information technology, the restriction of time and space on enterprise management can be reduced so

that the enterprise can establish communication management at any time without face-to-face communication. Especially for enterprises across cities and provinces, there are great obstacles in space, so it is very necessary to use information technology for communication. For example, the way of video conference can enable important information to be fed back in time, improve the decision-making and management ability of enterprises, and ensure the normal operation of enterprises. Digital information technology is the key to improving the internal management of enterprises, which helps the internal control of enterprises, enables enterprises to obtain higher income, and ensures the normal business activities of enterprises. Through the integration of enterprise management information, the target value chain can be clearer and the enterprise can have a good service level, build a loyal trust relationship with customers, and improve the service status of the enterprise. Usually, digital information technology can reflect the development level of enterprises, which will not only affect the management ability of enterprises but also the administration of enterprises. For enterprises with advanced technology, they can understand the market situation faster so that enterprises can occupy the first opportunity of the market and ensure the stability of the enterprise operation state. In the process of enterprise management, there is a great demand for industry information, and it is necessary to strengthen the collection of information, which requires the support of digital information technology. Otherwise, it will be detrimental to the modern management of enterprises, lead to the loss of competitive advantages among peers, and even hinder the development of enterprises. Therefore, enterprises need to pay more attention to digital information technology, correctly apply digital information technology, and formulate the management direction of informatization for enterprises, so as to make it have a broader development space [11].

The emergence of artificial intelligence, informatization, big data, cloud computing, the Internet of things and other technologies has promoted technological changes in the medical field, and the importance of electronic information technology has been generally recognized. The construction and application of the digital information technology platform have comprehensively improved the overall work efficiency and quality of the hospital and ensured the all-around control of the work of hospital health economic management. However, the disadvantages and deficiencies in the use process have also begun to appear. Firstly, digital information technology is affected by many factors such as region, economic level, hospital resources, and management layout, which leads to its imperfection in depth and breadth. In the existing business process, the application of information technology has not been fully carried out, the basic construction of medical business software, digital medical equipment, information and communication technology (ICT) basic platform, scientific research and experiment platform, financial management information platform, hospital personnel management platform and education, and scientific research and nursing platform is missing, and the

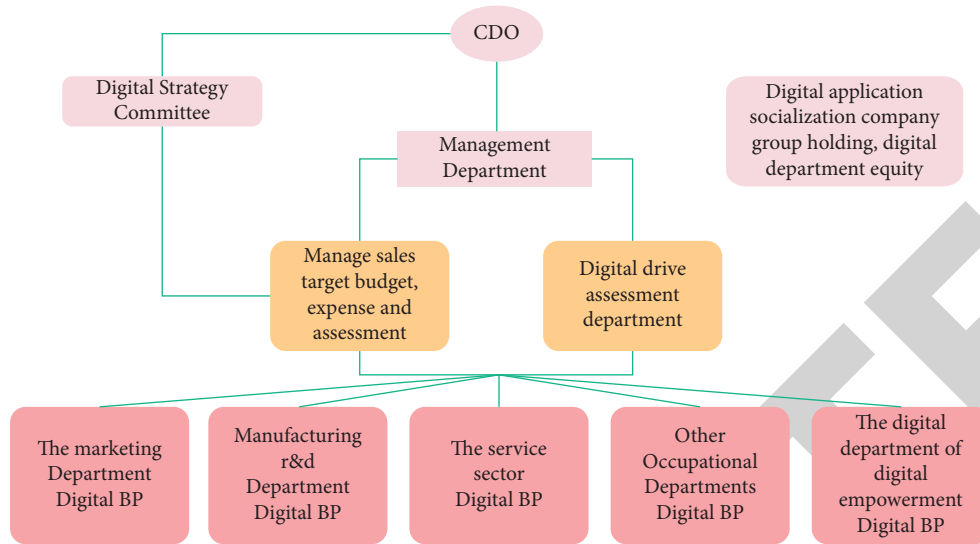


FIGURE 1: Digital application transformation.

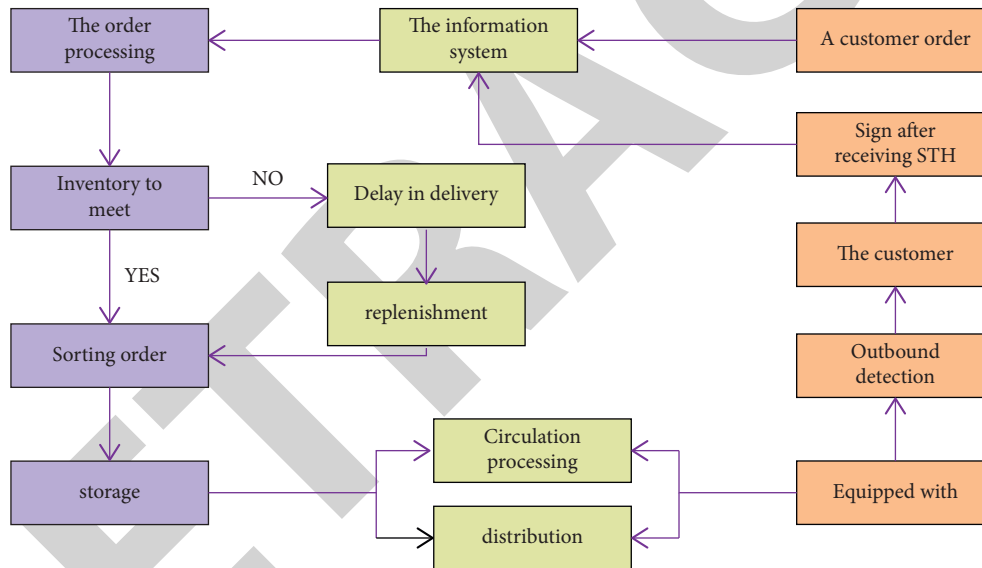


FIGURE 2: Logistics business flowchart.

construction of information system is insufficient as a whole; Platform and platform are in their own way, and there is an information island. Most hospital information resources can only be implemented after being transferred by relevant departments, which to a large extent affects the work quality and efficiency, resulting in unsatisfactory work effects. Secondly, the mining and analysis ability of medical big data needs to be improved. As shown in Figure 3, the construction of a digital information technology system platform has brought massive and random fragmented data. How to extract and mine valuable information and effectively analyze these data to reduce the distortion or loss caused by data extraction plays a vital role in improving the operation management, market positioning, disease analysis, and refined economic management of the hospital [12].

On the basis of this research, this article proposes an application method of digital information technology in enterprise innovation management. This article firstly studies enterprise management under the digital information environment, improves the effectiveness of enterprise management methods, and judges the management state of the enterprise. At the same time, formula calculation is used to provide a test method for the application effect of digital information technology so that that information technology can be evaluated fairly. The following results are obtained: digital information technology can bring convenience to the enterprise management process, improve the operation and management efficiency of the enterprise, and ensure that the enterprise can successfully complete its business activities. Digital information technology is beneficial to enterprise management. Enterprises need to actively carry out

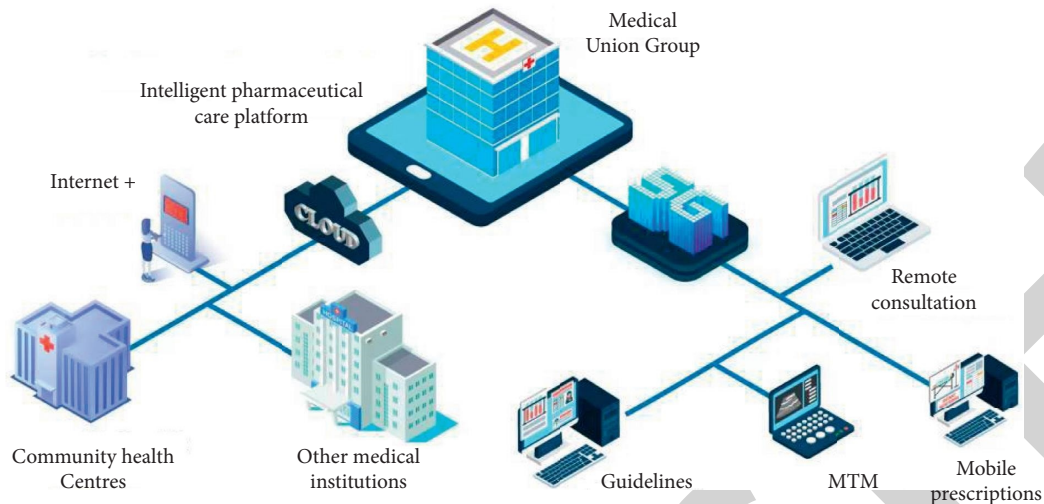


FIGURE 3: Medical under digital information technology.

information reform, seize the opportunities of digital development, and promote enterprises to obtain greater economic benefits.

## 2. Literature Review

Santosa et al. believed that digital information technology has a wide application prospect, which can optimize the management form of the industry, digitize all the information of the industry, and make the enterprise management have the information level. Digital information technology belongs to the accompanying science of electronic computer. It has a strong digital processing ability. It can provide data support for various management of enterprises, provide computing and storage space for information processing, and enable digital processing to be carried out in depth [13]. Bui and Tseng believed that digital information technology needs to be based on Internet technology, which is significantly reflected in enterprises. Daily office work is inseparable from digital information technology, which provides high-quality technical support for the development of enterprises. In digital information technology, more than 80% of the systems are developed with embedded chips, which can effectively integrate digital information, such as digital audio and video, realize centralized management of enterprise data, and ensure the continuity of information management [14]. Alabi believed that the development process of digital information technology is relatively long, which has experienced 60 years of development, and the technology needs to be continuously improved to make the technology meet the requirements of practicality. The development of information technology generally goes through five stages, as shown in Figure 4. The main development overview of each stage is as follows: first is the accumulation stage. Digital information technology has initially taken shape, and virtualization, network, parallel and other technologies have gradually sprung up. At the same time, technology has developed rapidly, paving the way for subsequent technological development. The second is the

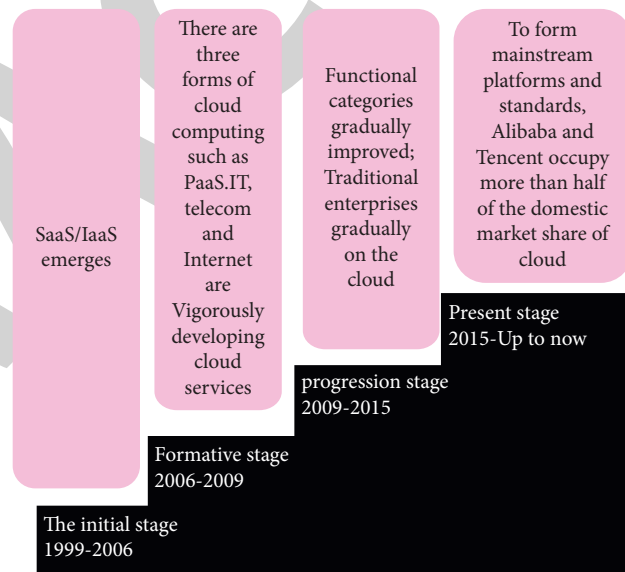


FIGURE 4: Development of digital information technology in various stages.

initial stage. The emergence of infrastructure services (IaaS), software services (SaaS), and other technologies has provided technical support for the development of cloud computing, promoted the transformation of cloud computing from theory to practice, and improved the online processing speed of data and information. Third is the formation stage. The emergence of platform services (PaaS) and the further development of telecommunications and the Internet have accelerated the development process of cloud services, making enterprise management more suitable for cloud services and networked information processing. Fourth is the development stage. The application of digital information technology in enterprises is becoming more and more popular. Major enterprises have grasped the development trend of digital information technology and put the technology into practice so that the application of

information technology can advance by leaps and bounds [15]. Rukmana et al. reported that the development of digital information technology has been approaching maturity and major mainstream platforms have sprung up one after another, such as Alibaba and Tencent. They have a high level of cloud application, which has driven the development of digital information technology and gradually popularized the enterprise application of information technology [16].

Chen believed that in the development of digital information technology, the United States, Japan, and other countries as representatives have enabled information technology to spread to the world and expanded the overall advantages of technology application. The United States has a leading position in information technology processing, has a high ability to occupy and dominate information, and plays a leading role in information dissemination. The United States has a high level of network development and has gradually popularized digital information. It is a country with comprehensive information development. Japan attaches great importance to information technology and has long been committed to the research and development of mobile information terminals. The research and development achievements include ultra-small and high-capacity hard disk, ultra-high photoelectric conversion technology and so on, which has effectively promoted information technology. Focusing on core technology is the key to realizing digital information technology. We need to take core technology as the research direction to ensure that digital technology is in a leading position [17]. Zhang believed that in terms of domestic development, digital information technology has high requirements for infrastructure. The digital China Development Report (2020) emphasizes that it is very important to promote the construction of digital China. It is necessary to strengthen the construction of information technology facilities and improve the development effectiveness of informatization in China. China's network popularization speed is fast. In only about 10 years, the Internet has been popularized in enterprises, which has improved the operation and management efficiency of enterprises. With the increasing rise of 5G technology, the number of 5G base stations will reach 718000 by the end of 2020, indicating that China's digital information technology has reached a high level [18]. Ge and Yu believed that digital information technology is the key for enterprises to realize high-speed management. We need to pay attention to the development and application of technology, improve the specificity of technology application, and improve the effectiveness of technology development. Beijing, Shanghai, and other first-tier cities are the first echelons to develop digital information technology. They play a leading role in demonstrating other cities, provide an important direction for the application of information technology, and promote enterprises to continuously optimize and upgrade their management technology [19]. Hensen and Dong believed that digital information technology can promote the comprehensive development of enterprises. As shown in Figure 5, in the information environment, the income status of enterprises will be significantly enhanced, which can effectively increase the scale of enterprises, provide basic

conditions for the development of enterprises, and improve their efficiency of enterprises. The development efficiency of digital information technology has the ability to serve and apply so that the development direction of enterprises is clear, moving towards the direction of digitization and making enterprise management gradually approach maturity [20]. Jung and Lee believed that the application of digital information technology should focus on innovation, focusing on the integration of e-commerce and digital technology, and at the same time using cloud computing to improve the online processing capability of business information and ensure the industrialization of digital information technology [21]. Amaechi and Shinyuy believed that the application of digital information technology needs to be considered based on many aspects, combined with information security and development environment, to ensure that information technology meets the development requirements of enterprises and then improve the management level of enterprises through information foundation [22].

This article studies enterprise management in the digital information environment, improves the effectiveness of enterprise management methods, and judges the management state of enterprises. At the same time, formula calculation is used to provide a test method for the application effect of digital information technology so that information technology can be evaluated fairly.

### 3. Method

#### 3.1. Solutions to Research Problems

*3.1.1. Application of Digital Information.* In the process of enterprise operation, a large amount of digital information will be generated. It is necessary to do a good job in information processing, pay attention to the application of digital management concepts, and promote the improvement of enterprise management level. Digital information technology contributes to the standardized management of enterprises, makes the economy in an active state of development, and ensures the management quality of enterprises. Under the influence of digital information technology, the proportion of GDP of China's core industry of digital economy has reached 7.8%, which indicates that China's information industry is gradually taking place. Moreover, digital information technology has good efficiency and gives enterprises a clear direction of information development. Digital information technology helps to connect the industrial chain and expand the office advantages of e-commerce platforms so that enterprises can adopt remote offices and enrich office methods. The application of digital information depends on the network platform. Online management is adopted for operation data. When processing operation information, cloud analysis of digital information is required to improve the efficiency of online information processing [23]. The application of digital information technology is more complex. In order to ensure that enterprises can master the core technology and ensure the security of technology application, enterprises need to

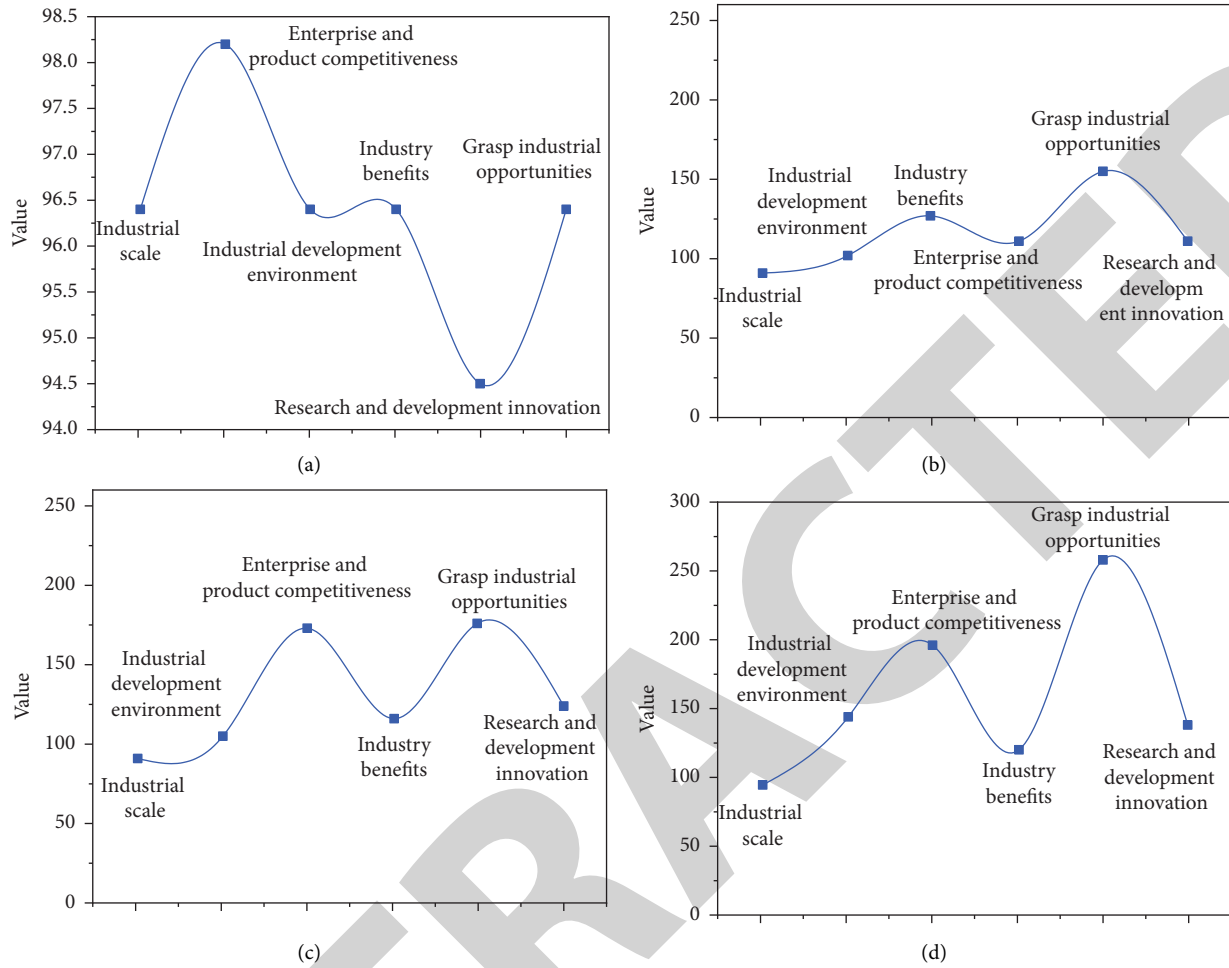


FIGURE 5: Comprehensive development index of digital information: (a) 1999–2006; (b) 2006–2009; (c) 2009–2015; (d) 2015–until now.

have their own information platform, have the ability to maintain information systems by themselves, and expand the application of information technology. In the process of enterprise management, we need to pay attention to the storage of information data and store the operation data in the management system so as to facilitate the management and transfer of data and ensure that the enterprise has a good basic data environment. When operating the operation data, it is necessary to ensure the interactivity of the management interface, ensure that the staff can operate the background system through the computer, effectively manage the operation data, realize the accurate integration of data information, and improve the reliability of data information application [24].

### 3.1.2. Evaluation Index of Informatization Development.

In the process of adopting information management, we need to have perfect information indicators, do a good job in the analysis of various indicator elements, and ensure the application results of digital information technology. The evaluation indicators of informatization development are shown in Table 1. We need to pay attention to the

construction of various evaluation indicators, reasonably configure the content and weight of indicators, and prevent problems in the application of digital information technology from hindering the management process of enterprises. Informatization development indicators should pay attention to all-around analysis to ensure that the actual problems of enterprises can be solved after the application of technology and take informatization as the focus of enterprise management to ensure that enterprises can successfully complete the construction. In the process of enterprise management, we need to pay attention to the evaluation of effectiveness, constantly improve the digital information technology, promote the improvement of enterprise management status, innovate the enterprise management mode, and improve the reliability of the enterprise management process. In the digital information environment, the management mode of enterprises will gradually shift to online. If online means are used to manage enterprises, the contact frequency between people will be reduced. For example, enterprises can use online transactions to display, negotiate and connect products, so as to accelerate the development of product service system, and make products recognized by customers. The application of digital informatization needs

TABLE 1: Evaluation index of informatization development.

Indicator name	Evaluation elements	Weight (%)
Information service application	Have strong information serviceability, provide guidance for the enterprise operation process, and make an accurate judgment on the operation information.	20
Information technology industry	We need to pay attention to the application of information technology, such as cloud computing and big data, and reasonably select the application form of technology to enable the all-around development of enterprise management.	20
Industrial digitization	Strictly manage the business platform, digitize the daily management of enterprises, and use the Internet of things and cloud platform for the construction of the digital industry.	20
Information infrastructure	Digital information management needs infrastructure. Enterprises should build infrastructure and create an information-based management environment.	15
Information safety	Information security is very important for the operation process. We need to pay attention to the construction of a security system and implement a secure network protection system.	10
Development environment	Digital information management needs cost investment and later maintenance. It has certain quality requirements for the talent team, and a perfect management mechanism should be constructed.	15

to take the development environment as the background, formulate a perfect service management mechanism, improve the practicality of the application of digital information technology, and enable the rapid development of digital information technology [25].

**3.1.3. “Digital + Technology” Marketing System.** In order to broaden the business conditions of enterprises, it is necessary to adopt the “digital + technology” marketing system to combine digital information technology with e-commerce and bring convenience to the enterprise management process. Marketing is the key to improving the benefits of enterprises and the necessary condition for enterprises to implement management. It is necessary to integrate marketing technology with digital information and improve the intelligent level of enterprise management. Digital marketing has gone through five periods. The development of each period is shown in Table 2. From the overall effect, the application of digital information technology is in the stage of gradual development, and the application forms of technology are becoming richer and richer, which can promote the development of technology. Internet, big data, artificial intelligence (AI), and other technologies are important components of marketing technology, which can improve the analysis ability of marketing data, realize the accurate collection of marketing data, and pave the way for the data analysis process. “Digital + technology” is the core of building a marketing system, which can improve the traditional marketing methods and improve the digital marketing ability of enterprise management. In the digital marketing environment, it can improve the intelligent level of marketing, improve the management efficiency of enterprises to customers, promote the fine marketing mode of enterprises, and prevent obstacles in the process of enterprise management. In the current environment, digital marketing is developing rapidly. From 2015 to 2019, global digital marketing expenses increased from 170.2 billion US dollars to 283 billion US dollars, with an average annual growth rate of 13.6%. In 2020, the scale of China’s digital marketing market was 81.82 billion yuan, accounting for a

large proportion of global marketing expenses. Therefore, enterprises need to adopt the marketing management form of “digital + technology” to achieve a good enterprise management level and ensure the future marketing development of enterprises.

### 3.2. Experimental Method for Verifying the Scheme

**3.2.1. Digital Informatization Improvement.** The application of digital information technology needs to invest a certain amount of cost, which will increase the cost loss of enterprises. When making this part of the investment, the enterprise needs to act according to its ability. If the financial conditions do not allow it, it can carry out some transformation first and use the information equipment on an experimental basis. On the one hand, it can reduce the cost of technological transformation without a large one-time investment, which will affect the subsequent development of the enterprise. On the other hand, it can test the application effect of digital information technology, provide guidance for the subsequent equipment transformation process, and ensure the effectiveness of the application of digital technology. In the process of digital informatization improvement, the return on equipment investment is involved. It is necessary to calculate the equipment investment payback period, as shown in Figure 6, which is used as the calculation basis of equipment investment payback [26].

The calculation formula is as follows:

$$\begin{aligned} & \text{Payback period of equipment investment} \\ &= \frac{\text{Equipment investment cost}}{\text{Annual savings after adoption of new equipment}} \end{aligned} \quad (1)$$

At the same time, the cost efficiency shall be evaluated. The calculation formula is as follows:

$$\text{Cost efficiency} = \frac{\text{Comprehensive efficiency}}{\text{Life cycle cost}} \quad (2)$$

With the help of the above formula, we can evaluate the payback period of digital informatization, judge the cost



TABLE 2: Development process of digital marketing.

Stage	Traditional marketing	Internet marketing	Big data marketing	AI marketing	Global marketing
Time	1920–1995	1996–2004	2005–2011	2012–2018	2019 and beyond
Core	Touch	Interactive	Accurate	Efficiency	Ecology
Idea	Product centered		Customer focus		Customer whole cycle value mining

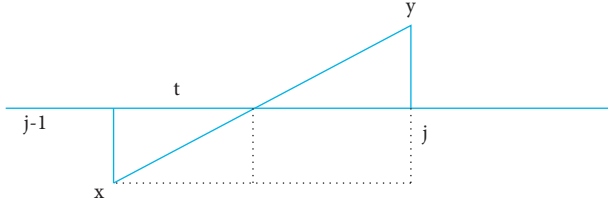


FIGURE 6: Equipment investment return curve.

efficiency, improve the rationality of cost investment, and ensure that the investment of digital informatization transformation can be quickly recovered.

**3.2.2. Economic Evaluation of Digital Informatization.** In digital information management to the development of enterprise economy, it is necessary to evaluate the economic efficiency of enterprise management to ensure that enterprises have good information development indicators. Enterprise economic evaluation is the key to measuring management efficiency. It is necessary to strictly calculate the operation status of enterprises to improve the economic benefits after information investment. The composition system of economic development evaluation is as follows.

First, it is necessary to calculate the investment profit rate, clarify the profitability of management at this stage, improve the reliability of the management scheme and verify the rationality of investment. The calculation formula for investment profit rate is as follows:

$$\text{Investment profit rate} = \frac{\text{Average annual profit rate}}{\text{Total investment}} \times 100\%. \quad (3)$$

Second, determine the investment recovery of enterprise digital information technology, and make statistics on the investment recovery rate every month, so as to evaluate the investment recovery period and judge the investment recovery period [27]. The calculation formula for investment recovery rate is as follows:

$$\begin{aligned} \text{Investment recovery rate} \\ = \frac{\text{Average annual profit} + \text{depreciation}}{\text{Total investment}} \times 100\%. \end{aligned} \quad (4)$$

Third, calculate the net cash flow. The calculation formula is as follows:

$$P_0 = \sum_{t=1}^n \frac{P_t}{(1+r)^t}. \quad (5)$$

In formula (5),  $P_0$  is the present value of net cash flow;  $P_T$  is the cash flow of each year;  $t$  is the number of years;  $r$  is the

discount rate. When the formula is applicable, if  $P_0 > 0$ , it indicates that the investment is profitable; otherwise, it means that the investment has no return.

Fourth, analyze the internal recovery rate, judge the expectation of internal recovery, ensure that the digital information management has the investment conditions, and judge the feasibility of the investment scheme. The calculation formula of the internal recovery rate is as follows:

$$r_0 = r_a + \frac{P_a(r_b - r_a)}{P_a - P_b} \times 100\%. \quad (6)$$

In formula (6),  $r_0$  is the internal recovery rate;  $r_a$  and  $r_b$  are discount rates;  $P_a$  and  $P_b$  are net present values. The internal recovery rate is an important index of economic evaluation, which needs to be analyzed strictly. Figure 7 shows the internal recovery statistics in the management process of an enterprise. The enterprise implemented the digital informatization improvement in 2016. After the improvement, the recovery amount increased year by year until it reached the saturation state in 2018. In 2019, the digital management efficiency of the enterprise decreased due to the aging of hardware equipment. It is necessary to readjust the informatization hardware to restore the informatization management ability of the enterprise [28].

**3.2.3. Financial Security Analysis.** When the cost of digital informatization is high, it is necessary to analyze the financial security situation to avoid serious debt problems in the process of enterprise management and affect the normal operation of enterprises. In the process of digital transformation, it is necessary to record financing reasonably, control the debt ratio, and repay the debt through short-term profits, so as to ensure the solvency of the enterprise. The application of digital information technology should be carried out according to its ability and should not be at the cost of excessive debt; otherwise, it is not conducive to the long-term development of enterprises. The calculation of the debt ratio is mainly divided into the following three parts.

First, the asset-liability ratio is calculated as follows:

$$\text{Asset liability ratio} = \frac{\text{Liabilities}}{\text{Total assets}} \times 100\%. \quad (7)$$

Second, the debt ratio is calculated as follows:

$$\text{Debt ratio} = \frac{\text{Liabilities}}{\text{Liabilities}} \times 100\%. \quad (8)$$

Third, the fixed ratio is calculated as follows:

$$\text{Fixed ratio} = \frac{\text{Fixed assets}}{\text{Own funds}} \times 100\%. \quad (9)$$

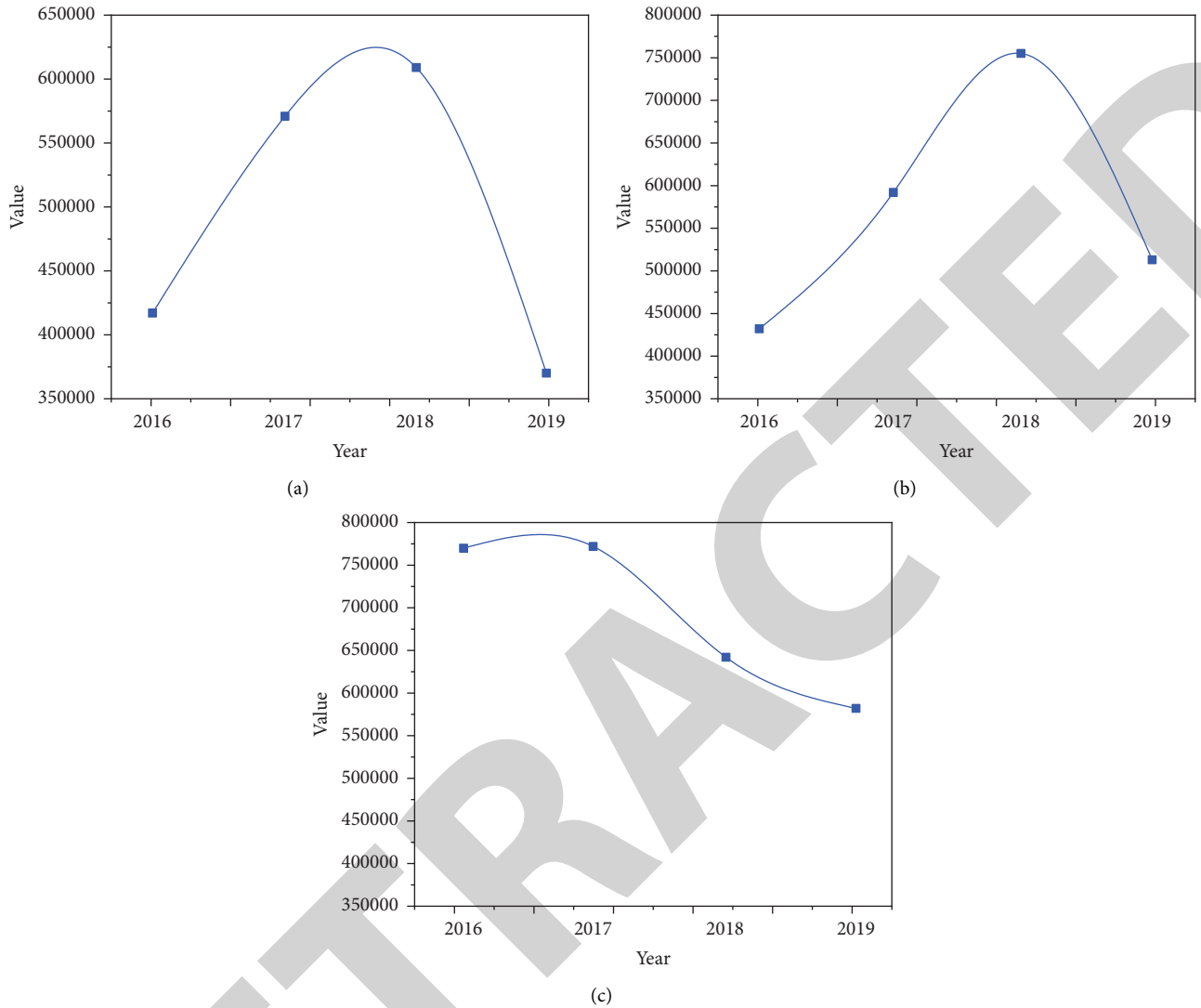


FIGURE 7: Internal recovery statistics: (a) the value of the credit card is 1,000 yuan; (b) total operating income in thousands of yuan; (c) proportion of credit card business revenue.

Formulas (7)–(9) are the relevant calculation formulas of the debt ratio, which can analyze the debt situation of the enterprise. They are important information in the process of enterprise management. They can judge the safety status of the enterprise and ensure the safety of the financial management process.

At the same time, the solvency of enterprises should also be analyzed. Solvency is mainly determined by current assets, which can improve the liquidity of enterprises, enable enterprises to have higher income, and have a good solvency foundation. Therefore, the current ratio of assets needs to be calculated, and the calculation formula is as follows:

$$\text{Current ratio} = \frac{\text{Current assets}}{\text{Current liabilities}} \times 100\%. \quad (10)$$

In (10), only when the current ratio is  $\geq 200\%$  can the enterprise's income generation and solvency be guaranteed at the same time; otherwise, it will affect the normal

operation of the enterprise and lead to obstacles in the process of enterprise management.

## 4. Results

**4.1. Handling of Abnormal Conditions.** During the operation of information equipment, it is necessary to deal with abnormal conditions to make the equipment have a good operation state, ensure the stability of the enterprise management process, and constantly improve the technology application. Abnormal conditions are sudden to some extent. In the process of daily management, it is necessary to record the abnormal conditions and determine the routine abnormal handling and prevention so that the enterprise management can be carried out in an orderly manner. The abnormal condition record form is shown in Table 3.

Abnormal conditions have a great impact on enterprise management. It is necessary to do a good job in analyzing

TABLE 3: Abnormal condition report and analysis.

Equipment type	Exception description	Cause of failure	Resolvent
Line	Power failure	Line aging or open circuit	Maintenance and inspection of lines
Computer	Running state slows down	High memory consumption	Close unnecessary programs and clean the memory regularly
Computer	Unable to connect to the network	Firewall forced interception	Check the firewall status to determine whether the network can be connected normally
Storage device	Data tampered	The server has been attacked	Strengthen the risk protection of the system and disinfect the system regularly

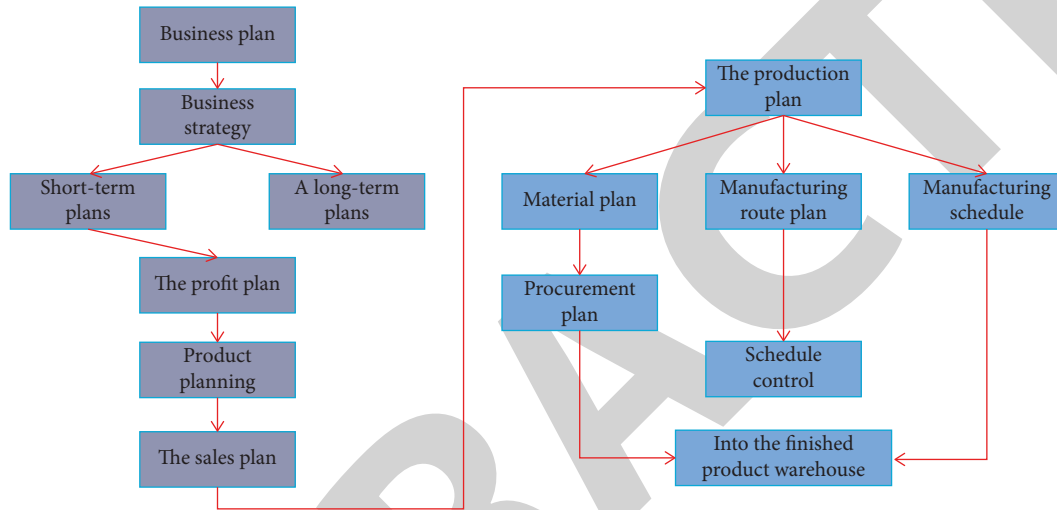


FIGURE 8: Operation management process.

abnormal conditions to ensure that the system can recover quickly and improve the effectiveness of management methods.

**4.2. Improve Operation Management Process.** In the process of enterprise management, we need to pay attention to the operation management process, combine the operation management with digital information technology, and comprehensively arrange the business plan, so as to create a good foundation for enterprise management. As shown in Figure 8, in the process of management, it is necessary to reasonably formulate the operation plan, store the operation plan in the management system, and judge the completion of the plan every day, and the system judges the management plan to ensure that the enterprise operation can be carried out according to the plan. Enterprise management also involves inventory management. It is necessary to use information technology to identify products, record the process of products entering and leaving the warehouse in combination with code scanning technology, and optimize the management process of products. In the process of enterprise management, the process management form should be adopted to improve the reliability of management methods and ensure that the enterprise has a normal management mode and perfection of enterprise operation state.

## 5. Conclusion

Through the analysis of the application of digital information technology in enterprise management, we can get the following results: digital information technology can bring convenience to the enterprise management process, improve the operation and management efficiency of enterprises, and ensure that enterprises can successfully complete their business activities. Economic evaluation is an effective method to verify enterprise management. It is necessary to analyze the investment profit rate and asset-liability ratio, evaluate the management efficiency of the application of digital information technology, and ensure the application level of digital information technology. Enterprise management needs to adopt the form of process management, which helps to improve the operation efficiency, enable the enterprise to develop rapidly, and ensure that the enterprise can obtain income quickly. To sum up, digital information technology is beneficial to enterprise management. Enterprises need to actively carry out information reform, seize the opportunities of digital development, and promote enterprises to obtain greater economic benefits.

## Data Availability

No data were used to support this study.

## Conflicts of Interest

The authors declare that there are no conflicts of interest regarding the publication of this article.

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