

Discussion on the economic management mode of oilfield enterprises and its innovation way

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Abstract. With the development of environmental protection and energy reform, oilfield enterprises should be more precautionary on this basis, take precautions, do a good job in economic management of enterprises, actively explore more advanced economic management mode, so that the enterprise's technology can be innovated, and should further improve the enterprise's economic efficiency, maintain its competitiveness, and to a certain extent, realize the innovation and sustainable development. Based on this, this paper starts from the importance of economic management of oilfield enterprises, analyzes the current situation of the economic management mode of oilfield enterprises, and puts forward relatively reasonable and effective innovative ways from three aspects for the reference of relevant people.

Keywords. Oilfield enterprises; economic management; innovative ways.

1. Introduction

With the continuous development of economy and society, the reform of China's market economic system has also been continuously improved. On this basis, the process of global economic integration has been accelerated, and the development of new energy in the new period has led to unprecedented competitive pressure in the oilfield industry, resulting in great changes in the development environment of oilfield enterprises. Economic management plays a very important role in the development of enterprises, so in the face of fierce market competition, the good economic development of oilfield enterprises is the cornerstone of the development of the national energy economy, and the profits of oilfield enterprises are directly related to the success or failure of the national energy strategy.

For oilfield enterprises, the new environment and new situation is both a challenge and an opportunity. To adapt to the new development in the competitive market, oilfield enterprises must innovate their economic management system and implement strong reform measures to realize good economic development. In order to analyze the problems in the development process of oilfield enterprises, it is necessary to innovate at the practical and theoretical levels. The efficient development of oilfield enterprises is a necessary condition in the information era, so the innovative management of enterprises should be constructed through the effective combination of industrial development and economic management development. Only by making full use of information technology and continuously reforming and optimizing economic management methods can oilfield enterprises occupy a position in the market.

2. Importance of economic management in oilfield enterprises

In today's socialist market economy, which is constantly improving and developing, the enterprise has become an important part of the market and has gradually created an open, autonomous and intensive management system on this basis. Therefore, in order to survive in today's rapidly developing market environment, enterprises must innovate their management system. In addition, with the transformation of the economic growth system from a simple economy to an intensive economy, enterprises should continuously improve the quality of production rather than the quantity on the basis of the innovative economic management system, further improve the new economic structure management system, and change the complex corporate governance structure in the original economic system in order to expand the added value of production, so as to improve the enterprise's economic capacity, and then create a computerized, interconnected, sustainable development of the new economic management concept [1].

With the intensification of market competition at this stage, the challenges faced by enterprises are gradually increasing, resulting in some poorly run enterprises will be eliminated in the wave of market competition. In order to better improve the market competitiveness of enterprises, reasonable and effective cost management has become a very important work of many enterprises, which has also been recognized by most of the enterprises, including oilfield enterprises. With the continuous change of the current economic development system, oilfield enterprises have entered the transition period dominated by the domestic economy, and the market competition is increasingly intensified. Economic management as the core business of the enterprise, but also from production to sales of the entire process involves the participation of enterprise management. Therefore, the implementation of the management system is reasonable and effective directly affects the economic efficiency of the enterprise itself, and is related to the survival of the enterprise.

It can be seen that a reasonable and effective economic management system plays a central role in the development of oilfield enterprises, and a good management system is also worthy of further attention and application by the relevant industries, and the enterprises are constantly innovating and developing on the basis of this foundation, which contributes to a certain extent to the development and progress of the economic governance mode of oilfield enterprises.

3. Analysis of the current situation of the economic management mode of oilfield enterprises

As an important energy industry, oilfield enterprises occupy a very important position in China's social and economic

development, affecting the direction of China's national economic development. The healthy development of such enterprises is related to the smooth operation of the social economy, and therefore has received attention from all walks of life. With the continuous development of today's society, the competition among oilfield enterprises is becoming more and more intense. How to gain advantages in market competition is a problem that many oilfield enterprises are currently exploring and studying. Economic management is the central task of enterprise operation and management, therefore, in recent years, it has also been highly valued by oilfield enterprises, and good corporate governance can support the healthy development of oilfield activities [2]. On the contrary, if the oilfield enterprise's own economic management fails, it will have a significant impact on improving the market competitiveness of the oilfield enterprise, and will have a certain negative impact on the development of the enterprise itself.

The key to enterprise development lies in the continuous realization of economic goals. In order to maintain competitiveness in the complex market, enterprises must maintain stable economic operation, and good economic management work is vital to the normal operation of the enterprise economy, which is the reason why scientific enterprise economic management is an extremely important part of society. Therefore, if oilfield enterprises want to make progress, it is more necessary to implement the economic management system and comprehensive planning in the early stage of enterprise economic management, and to carry out all-round integration in the implementation of management work, so as to ensure that enterprises in the stage of oilfield construction can realize the completeness and unity of the system, and realize the complete enterprise economic management system, and to a certain extent to ensure that over time to realize the continuity of its management system. Therefore, enterprises must pay attention to the rational allocation of internal economic resources, and ensure the balanced and sustainable development of all economic sectors on a certain basis.

Globalization and integration have become the pillars of today's world economy, and it is also the key to the development of the times for China's oilfield enterprises to go out and fully face international competition. In particular, China has become the world's second largest economy, with an increasing demand for oil and energy. Existing oil production and reserves can no longer meet domestic demand, making China's energy market increasingly dependent on foreign oil resources. However, as the pricing power of Chinese oilfield enterprises is not as good as that of foreign oil and energy enterprises, and the global oil giant enterprises have taken various forms to enter the Chinese market, resulting in the increasingly fierce competition in the Chinese oil market, which has continuously posed new challenges for local oilfield enterprises. Secondly, in terms of energy development, one of the past stages of development was the oil era, where oil resources accounted for 30% of global disposable energy consumption [3]. In addition, oil has brought great wealth to the country and enterprises, generating huge economic benefits. Among the Fortune 500 companies in 2017, there are two Chinese oilfield companies in the top five. However, with the scarcity of oil reserves and the public's increasing awareness of environmental protection, the country's demand for new energy sources is also growing, and the revolution of energy transformation is quietly underway. The monopoly of oil in the energy structure is gradually lost, and in such an environment, balancing and standing position has become an important issue for the economic development of today's oilfield enterprises.

4. Research on the innovation way of economic management of oilfield enterprises

4.1. Strengthen the continuous innovation of management concept and management methods

The management concept of the enterprise can be understood as the key core of the operation and management of each oilfield enterprise, which is the conceptual guide in the development process of oilfield enterprises. In order to achieve the goal of optimizing management concepts and innovating management modes, oilfield enterprises need to optimize and enhance traditional management concepts. Therefore, oilfield enterprises can take this opportunity to communicate with major oilfield enterprises at home and abroad to understand their more advanced and scientific management concepts, learn from others' excellent management experience, and reform and innovate according to their own development, so as to further meet the real needs of the enterprise. The managers in the enterprise play a key role in this process, this is because the managers are not only the central organ of the optimization of management concepts, but also bear the task of its control and implementation. Therefore, the relevant managers within the enterprise need to take advantage of their own development, to become the leader of all employees, so that all employees maintain the enthusiasm and initiative of innovative management concepts, to promote the innovation and optimization of the management concepts of oilfield enterprises to a certain level.

In addition, it is also necessary to utilize the excellent cultural environment within the oilfield enterprises to enhance the overall management style of the oilfield enterprises, according to the level of development of the oilfield enterprises and the needs of the employees, to develop a more scientific and prudent assessment mechanism and reward and punishment mechanism, and at the same time, pay attention to the personal value of the enterprise employees, in order to improve the efficiency of the oilfield enterprises operation and management to provide a good basis for the development of the development of the oilfield enterprises. In the development of oilfield enterprises, it is necessary to reasonably use the national development policy to optimize the commercialization and marketization of the oil industry. And according to the idea of supply-side reform, oilfield enterprises should face the consumer market, rationalize the way of economic development on the basis of market research and data analysis, and integrate the innovation concept into the national policy, so as to make further development of oilfield enterprises [4].

In addition, it is also necessary to do a good job in the organizational innovation of oilfield enterprises, coordinate all departments within the division of labor model, and create a new type of organizational model structure for oilfield

enterprises. At the same time, it is also necessary to do a good job of oilfield enterprise operation system innovation, through structured and standardized management system to achieve business innovation, including human resource management innovation, talent rationalization, efficiency and practicality.

4.2. Innovate the content and ways of economic management, and improve the level of informationization management

On the basis of innovative economic management concepts, oilfield enterprises should constantly innovate economic management content, carry out necessary reforms, promote detailed enterprise management methods, and effectively connect all aspects of economic management. Constantly innovate the content of economic management, carry out the necessary reforms, promote meticulous enterprise management methods, effectively connect all aspects of economic management, and improve the overall economic management level of the enterprise. In the process of economic management innovation, it is necessary to adhere to the people-oriented management concept, implement everything people-oriented, give full play to the subjective initiative of the staff, encourage all employees to participate in the economic management mode of the enterprise, and promote the efficiency of enterprise economic management [5]. In addition, we should effectively combine the technical work and economic management, coordinate the relationship between technical and economic management, implement the coordinated development of both, and improve the market share. Through these two development paths can improve the core competitiveness of oilfield enterprises, so that they rely on the fierce competition in the market to get significant development progress.

Oilfield enterprises should establish a new information management system and mode according to the needs of social development process and market competition. With the development and support of information technology nowadays, a large amount of enterprise information is shared and stored in the cloud. So the oilfield enterprises should also take advantage of the development of information technology to correctly publish and share enterprise-related information on the sharing platform. Due to the change of time, the traditional informationization management mode is no longer suitable for today's economic development. And with the progress of sharing information technology at this stage, oilfield enterprises can create new industries, and excellent information can also be shared on the information platform, so that oilfield enterprises can get a good reputation among consumers, and to a certain extent, oilfield enterprises can establish a better image in the industry. Through the rational use of information technology, oilfield enterprises reflect the value of business information in various channels of information technology, so that their economic management achieves good development results. Therefore, it is very important for oilfield enterprises to realize mutual benefit and win-win situation through cooperation.

In order to achieve the ultimate victory in the current economic environment, the enterprises must manage the work of production according to the actual needs, and efficiently provide energy production for the operation of oilfield enterprises.

4.3. Improve the internal economic management system of the enterprise

In the process of economic management of oilfield enterprises, internal control and risk management are very crucial work and an important part of the innovation of economic management concept. In order to realize the effective development of oilfield enterprises, it is necessary to strengthen the internal control, do a good job of risk management, and improve the economic and social benefits of the enterprise through comprehensive management. Firstly, it is to adhere to the principle of risk management in the production and operation activities of the enterprise, to carry out reasonable innovation of economic management concepts, to improve the internal guarantee system of the enterprise, and to realize integrated internal control [6]. Secondly, enterprises should establish a complete economic management platform, effectively supervise all aspects of risk management and internal control, further prevent management errors and risks, and improve the level of economic management.

If oilfield enterprises want to improve the effectiveness of risk management of economic project management globally, they must gradually improve their economic management system. To this end, oilfield enterprises should set up economic management departments with certain privileges according to the actual situation within the enterprise and designate specialists to be responsible for them. At the same time, it is necessary to clarify the specific work areas and responsibilities of the personnel in charge of the management department, so that the work is coordinated to further improve the management level of the relevant departments of the enterprise. In addition, we should pay attention to standardize the behavior of economic management personnel, separate the duties of management personnel and business personnel to effectively reduce the possible management defects. One is to do a good job of internal staff management and supervision, on the one hand, it is the work management of the relevant department staff, on the other hand, it is necessary to strengthen the supervision and guidance of the behavior of other staff; the second is to explain the specific scope of work of the economic construction department, including the outsourcing of oilfield engineering projects, financing, procurement and transportation of materials, etc., and to explain the responsibilities and authorities. For example, quality and safety inspection is mainly responsible for the design department of oilfield. At the same time, it is also necessary to pay attention to the construction and improvement of the bulk commodity market of oilfield enterprises to ensure that economic management is carried out in all aspects.

By effectively improving the efficiency of resource utilization, the progress of the enterprise project is comprehensively guaranteed, and then the quality of the project is guaranteed. The continuous improvement of the

economic management system can minimize the impact of the risk factors brought about by the imperfect economic management mode within the enterprise.

5. Conclusion

To summarize, economic management plays a very important role in the development of oilfield enterprises. In today's increasingly competitive environment, if oilfield enterprises want to obtain a better market position and focus on long-term development, they must constantly review the past development mode and carry out innovation and reform on this basis. Therefore, oilfield enterprises should carry out in-depth research on internal economic management and innovate their management methods to realize the healthy and sustainable development of oilfield enterprises.

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