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Mechanisms and Practices of Data Elements Empowering Intelligent Decision-Making in Enterprises

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Abstract

As a key production factor in the new era, data elements are reshaping the decision-making mechanisms and value creation models of enterprises at an unprecedented pace. Data-driven intelligent decision-making has become a strategic choice for enterprises to maintain their competitiveness in the digital economy era. On the one hand, the rapid iteration and deep integration of emerging technologies such as artificial intelligence, big data analysis, cloud computing, and edge computing have injected new impetus into intelligent decision-making in enterprises, bringing revolutionary opportunities for significant improvements in decision-making efficiency, comprehensive enhancements in decision-making quality, and continuous expansions of decision-making scope. On the other hand, as society's requirements for the scientific nature, transparency, and accountability of enterprise decision-making continue to increase, enterprises urgently need to actively adapt to the new paradigm of data-driven decision-making, simultaneously promote optimization from the three dimensions of technological, organizational, and management paths, deepen the integration of artificial intelligence and decision-making systems, reshape data-driven organizational structures, improve data ethics and compliance systems, and build an adaptive, efficient, and responsible intelligent decision-making ecosystem.

Keywords: Data elements; Enterprises; Intelligent decision-making; Mechanisms; Optimization paths

I. Introduction

In the current context of the booming digital economy, the integrated application of cutting-edge technologies such as artificial intelligence, big data, the Internet of Things, and blockchain is restructuring the industrial chain, value chain, and innovation chain at an unprecedented speed and scale, bringing huge opportunities and challenges to enterprises.[1]In recent years, with the rapid iteration and deep integration of emerging technologies, enterprises' capabilities to acquire, process, and utilize data have achieved a qualitative leap. Technological innovation has injected new impetus into intelligent decision-making in enterprises, enabling them to make faster, more accurate, and more comprehensive decisions in a complex

and volatile market environment. However, the implementation process of data-driven decision-making is not without obstacles. There is a lack of a systematic theoretical framework for how data elements form multi-level and dynamic coupling relationships with the overall decision-making system of enterprises. There is also a lack of comprehensive analysis of the comprehensive and multi-dimensional advantages brought by data empowerment. Additionally, how to construct a multi-dimensional and collaborative optimization path system has become an important research topic at present.

II. The Coupling Relationship between Data Elements and Intelligent Decision-Making in Enterprises

2.1 The Dynamic Coupling of Information Flow and Decision-Making Chain

The dynamic coupling of information flow and decision-making chain is the basic mechanism for data elements to empower intelligent decision-making. It aims to optimize decision-making effects and promote the intelligent transformation of enterprises by deeply integrating the data life cycle and the decision-making process. The realization of this mechanism depends on the efficient collaboration between the data flow and the decision-making flow, ensuring that at each link, data can provide accurate and efficient support for decision-making, thereby improving the response speed and adaptability of decision-making. In the data collection stage, enterprises need to establish a data acquisition mechanism closely related to decision-making needs. It should not only cover key business areas but also ensure that the collected data can be closely connected with the decision-making needs of different levels and fields.[2] Enterprises need to use a variety of technical means, such as sensors, enterprise resource planning systems, and customer relationship management systems, to obtain real-time information on operational data, market dynamics, and changes in the external environment. In the data processing stage, the processes of data cleaning, integration, and analysis must be highly synchronized with the decision-making process. The data cleaning process ensures that data obtained from multiple sources is filtered, corrected, and standardized to meet the requirements of decision-making quality. The data integration stage effectively integrates data from different sources and forms to provide a unified data view for further analysis and decision-making. In the data analysis stage, with the help of advanced technologies such as big data analysis and machine learning, enterprises can extract valuable information from massive data, further supporting decision-makers to make scientific and reasonable decisions. In the data application stage, the results of decision execution need to form a feedback mechanism through continuous data monitoring and analysis. The implementation of decision-making is not a one-way process but a dynamic closed loop. By tracking and analyzing the results of decision execution in real time, enterprises can promptly identify deficiencies and problems in decision-making and adjust and optimize decisions based on feedback information. The decision-making iteration process driven by data enables decisions to be continuously improved in practice, thus enhancing the accuracy and execution effect of decision-making. Through the continuous feedback mechanism, enterprises can develop the ability to quickly respond to market changes, optimize resource allocation, and enhance their competitiveness. In addition, the decision feedback mechanism also promotes the continuous maturation of the enterprise decision-making mechanism and

the process of intelligence, enabling enterprises to better adapt to the uncertainty and complexity of the external environment.

2.2 The Functional Coupling of Data Value and Decision Utility

The functional coupling of data value and decision utility reflects the direct impact of data quality on decision-making quality. This coupling relationship runs through the entire process of data acquisition, processing, analysis, and application. As a key factor in the decision-making foundation, data quality not only directly determines the accuracy and scientific nature of decision-making results but also affects the timeliness and adaptability of decision-making. [3]In this process, multiple factors such as data quality, the depth of data analysis, and the multi-source integration of data work together to ensure that decisions can be made reasonably and effectively in a rapidly changing environment. First, the positive correlation between data quality and decision-making accuracy is the core manifestation of data elements empowering intelligent decision-making. High-quality data can provide more accurate decision-making basis and reduce biases and uncertainties in decision-making. The accuracy of data requires ensuring that the collected data has no errors or biases, the integrity of data requires covering all necessary information, the consistency of data requires eliminating conflicts between data from different sources, and the timeliness of data requires that the data is real-time and can reflect the latest operational and market conditions. Second, there is an obvious corresponding relationship between the depth of data analysis and decision-making insights. In today's information age, the complexity and diversity of decision-making require enterprises to not only rely on the surface phenomena of basic data but also deeply explore the underlying laws behind the data. Through high-level data mining and advanced analysis technologies, enterprises can identify patterns and trends hidden in the data and provide more profound insights for decision-makers. For example, advanced technologies such as machine learning, natural language processing, and artificial intelligence can process massive data, discover non-obvious correlations and causal relationships, and thus reveal potential market opportunities or risks. This requires enterprises to not only pay attention to data collection but also continuously improve their data analysis capabilities, build a powerful data analysis platform, and cultivate talents with high-level data analysis capabilities. Third, the multi-source integration of data is highly related to the comprehensiveness of decision-making. Single-source or single-dimensional data often cannot fully reflect the 全貌 of the problem. Therefore, enterprises should actively promote the multi-source integration of data. By effectively integrating data from different sources and types, enterprises can obtain a more comprehensive perspective for decision-making support and analyze problems from multiple angles and dimensions. For example, enterprises can integrate multi-dimensional data such as internal operational data, external market data, and social public opinion data to comprehensively evaluate various factors such as market dynamics, consumer demands, and competitive situations, and thus make more comprehensive decisions.

2.3 The Structural Coupling of Data Governance and Decision Management

The structural coupling of data governance and decision management reflects the deep integration of the data management system and the enterprise decision-making system, revealing the important role of data governance in promoting intelligent decision-making. With the increasing proportion of data in modern enterprise decision-making, data governance is not only a problem of infrastructure construction for information management but also a core support system for decision management. First, the allocation of data ownership must be matched with the setting of decision-making authority. Data in enterprises usually involves different departments and levels, and the sensitivity and value of each type of data also vary. Therefore, reasonable data ownership allocation is an important prerequisite for ensuring decision-making quality. Enterprises should divide decision-making authorities at different levels and in different fields according to the nature and strategic value of data to ensure that decision-makers can effectively obtain and use relevant data within their functional scopes. Second, data security management and decision-making risk control must form an integrated mechanism. With the increasingly strict requirements for data privacy protection and compliance, data security is not only the responsibility of the enterprise's information technology department but should also be a core component of the decision management system. Enterprises should closely combine data security management with the decision-making risk assessment system to ensure that the security of data during use is not compromised while not affecting the efficiency and effectiveness of decision-making. Third, data standardization and decision-making standardization need to be promoted simultaneously. To ensure that data can flow effectively between different departments and business areas and form valuable decision-making support, enterprises must implement unified data standardization management, including unified data definitions, data formats, data quality standards, and other contents. Data standardization not only helps to improve the availability and comparability of data but also promotes data sharing and cross-departmental collaboration, enabling data to be seamlessly connected in the decision-making chain.

III. An Analysis of the Advantages of Data Elements Empowering Intelligent Decision-Making in Enterprises

3.1 A Significant Improvement in Decision-Making Efficiency

In modern enterprise management, the improvement of decision-making efficiency has become one of the important sources of competitiveness. The introduction of data elements, especially the application in real-time data processing and intelligent analysis, has greatly changed the decision-making mechanism of enterprises and significantly improved decision-making efficiency.[4] With the continuous progress of data technology, enterprises can quickly respond in a rapidly changing market environment, thus gaining an edge in fierce competition.

On the one hand, the introduction of data elements has enabled enterprises to establish an efficient real-time response mechanism. In the past, enterprise decision-making usually relied on periodic reports and historical data. This decision-making method based on static data often had a lag and was difficult to cope with rapidly changing market conditions. However, through advanced methods such as streaming data processing technology and edge computing, enterprises can conduct immediate analysis and

decision-making when data is generated, significantly shortening the time lag from data input to decision output. For example, in the manufacturing industry, by using Internet of Things devices to collect production line data in real time and combining it with edge computing, enterprises can make immediate adjustments at each link of the production process, optimize production efficiency, and reduce production costs.

On the other hand, the application of data analysis tools has greatly compressed the redundant links in the traditional decision-making process and optimized the efficiency of the decision-making process. Data analysis tools integrate data processing, analysis, and visualization functions, enabling enterprises to quickly obtain the decision-making information they need and make efficient decisions in a data-driven manner, reducing unnecessary communication and approval links, speeding up the decision-making process, and improving the enterprise's ability to adapt to external changes. For example, in the financial field, data analysis tools can help investment decision-makers quickly identify market changes, analyze risks, and make rapid decisions, avoiding the lengthiness and procrastination in the traditional manual decision-making process.

3.2 A Comprehensive Improvement in Decision-Making Quality

The improvement of decision-making quality is one of the crucial achievements in the process of data elements empowering intelligent decision-making in enterprises. With the wide application of big data technology, the decision-making process of enterprises has shifted from being dominated by traditional experience to being data-based scientific decision-making. This transformation not only enhances the scientific nature and rationality of decision-making but also effectively reduces the biases brought by subjective factors in the decision-making process, thus significantly improving decision-making quality.

First, data-driven decision-making effectively reduces the subjective biases generated by human judgment in the traditional decision-making process by introducing objective data and scientific analysis methods. In the past, many decisions relied on managers' experience, intuition, or limited information, which often led to inconsistent and biased decisions, affecting decision-making effects. The decision-making system empowered by data elements provides a real and objective basis through quantitative data, reducing the interference of decision-makers' personal emotions, cognitive biases, or excessive reliance on traditional experience, making decisions more rational and fair.

Second, the application of predictive analysis technology has greatly enhanced enterprises' ability to judge future trends, further promoting the improvement of decision-making quality. Predictive analysis deeply explores the relationships between historical data and real-time data and uses methods such as machine learning and data mining to help enterprises identify potential market trends, changes in consumer behavior, and fluctuations in the macroeconomic environment. For example, retail enterprises can predict future consumer demands by analyzing consumer purchase data, and then optimize inventory management, promotion strategies, etc., reducing risks caused by market fluctuations.

In addition, data-driven optimization algorithms play an important role in complex resource allocation decisions. [5]Modern enterprises often face multiple constraints, such as production capacity,

capital limitations, and market demands. How to find the optimal resource allocation plan under these constraints is a crucial issue in enterprise decision-making. By applying optimization algorithms, enterprises can quickly calculate and propose the best resource allocation plan according to actual constraints and objective functions. Whether in production planning, supply chain management, or human resources scheduling, the application of optimization algorithms can help enterprises maximize resource utilization, reduce waste, and effectively enhance cost control capabilities. For example, in supply chain management, through data-driven optimization models, enterprises can reasonably plan inventory levels, distribution routes, and procurement strategies, not only improving operational efficiency but also enhancing overall cost competitiveness.

3.3 A Continuous Expansion of Decision-Making Scope

The expansion of decision-making scope is an important advantage of data elements empowering intelligent decision-making, indicating a significant improvement in the depth and breadth of enterprise decision-making. With the maturity and popularization of big data technology, enterprises can not only make decisions based on their own data but also cross industry and field boundaries, integrate and analyze information from different sources, opening up new decision-making horizons for enterprises, expanding the scope of decision-making, and providing strong support for innovation and strategic decision-making.

On the one hand, big data technology enables enterprises to integrate and analyze data from different industries and fields, supporting cross-border innovation decisions. Traditional decision-making methods are usually limited to an enterprise's own historical data and internal operational information, restricting the enterprise's ability to identify external opportunities and potential risks. However, with the help of big data technology, enterprises can break through industry and field boundaries and incorporate multi-dimensional data sources such as external data, social behavior data, market trends, and industry reports into the decision-making framework, thus discovering opportunities and potential threats that are difficult to identify through traditional decision-making methods. For example, cross-industry cooperation and resource sharing allow the knowledge and technologies of different fields to complement each other. Enterprises can seize emerging market opportunities more quickly, achieve cross-border innovation, provide a broader perspective for enterprises, enable them to identify more potential market opportunities, reduce the risks brought by industry monoculture, and promote the innovation of business models and product services.

On the other hand, the progress of data analysis technology enables enterprises to make more refined and personalized decisions, especially in customer-oriented decisions. Data elements empower enterprises to achieve precision marketing and personalized services. By deeply analyzing customer data, behavior data, and preference data, enterprises can provide each customer with highly personalized product recommendations, customized services, and precise promotion plans. Data-driven refined decision-making enables enterprises to extract more valuable details from big data, break through the traditional "one-size-fits-all" strategy, and provide tailor-made products and services for each customer or market segment. For example, e-commerce platforms can understand consumers' interests and demand

changes in real time through data analysis and make corresponding product recommendations, thus enhancing customer experience and satisfaction. The implementation of personalized decisions can not only enhance customer stickiness but also significantly improve the conversion rate of marketing activities, thus promoting revenue growth.

IV. Optimization Paths for Data Elements Empowering Intelligent Decision-Making in Enterprises

4.1 Optimization of the Technological Path

Firstly, the deep integration of artificial intelligence (AI) technology is the core direction of technological path optimization. In recent years, the rapid development of advanced AI technologies such as deep learning and reinforcement learning has provided new technological impetus for enterprise decision - making. AI technology, especially deep learning, has demonstrated excellent capabilities in handling complex data pattern recognition, unstructured data analysis, and predictive analysis. Therefore, enterprises should establish a matching mechanism between AI technology and specific business scenarios to ensure that the decision - making system can select appropriate AI algorithms according to the characteristics of different decision - making tasks. To enhance decision - making support capabilities, enterprises also need to continuously train and optimize models, and promote the in - depth application of AI technology at different decision - making levels. For example, in fields such as market forecasting, consumer behavior analysis, and supply chain optimization, by introducing reinforcement learning models, enterprises can dynamically adjust decision - making strategies based on real - time data, achieving more efficient resource allocation and decision - making support.

Secondly, the collaborative architecture of edge computing and cloud computing is a key factor in improving decision - making efficiency and response speed. Edge computing and cloud computing have different advantages respectively. Edge computing can perform preliminary processing and analysis at the data source, reducing data transmission delays and supporting a decision - making process with rapid response.[6] Cloud computing, on the other hand, has powerful computing and storage capabilities and can handle a large number of complex computing tasks, providing the computing resources required for enterprises to conduct large - scale data analysis and model training. By constructing a collaborative data processing architecture of edge computing and cloud computing, enterprises can ensure rapid response while leveraging the powerful capabilities of cloud computing for in - depth analysis and optimization. This collaborative architecture can effectively improve decision - making speed and ensure that the data analysis and prediction in the decision - making process have sufficient computing support, thus achieving accurate and timely decision - making.

Finally, the application of blockchain technology provides unprecedented trust guarantees for enterprise decision - making. With the increasingly severe issues of information security and data privacy, blockchain technology, with its characteristics of decentralization, immutability, and transparency, provides a reliable data foundation for enterprises. In the process of intelligent decision - making, the authenticity and integrity of decision - making data are of crucial importance. Any inaccuracy or tampering of data may lead to wrong decisions. The introduction of blockchain technology not only improves data transparency but also effectively prevents data tampering and forgery, providing a solid

trust foundation for enterprise intelligent decision - making. Therefore, enterprises should actively explore the deep integration of blockchain technology with existing data management systems and construct a blockchain - based data governance framework to ensure the integrity and transparency of data during transmission and storage, thereby enhancing the credibility of the decision - making process.

4.2 Optimization of the Organizational Path

Firstly, the redesign of the organizational structure is an important starting point for organizational path optimization. In the traditional hierarchical structure, information flow is usually restricted by departmental barriers, and data exchange and sharing are limited, which restricts the speed and accuracy of enterprise intelligent decision - making. To meet the needs of data - driven decision - making, enterprises need to promote flat and networked organizational structures to facilitate the free flow and collaboration of data among various departments. [7]For example, establish the position of Chief Data Officer (CDO) to comprehensively plan the formulation and implementation of the enterprise's data strategy, ensure the overall promotion of data governance and data - driven decision - making. The CDO is not only responsible for the standardized management and strategic deployment of data but also promotes cross - departmental data collaboration and enhances the overall data application capabilities of the enterprise. At the same time, enterprises can establish cross - departmental data analysis teams to break the traditional "data silo" phenomenon and promote cooperation and knowledge sharing among different functional departments. [8]By establishing a data sharing platform, enterprises can achieve the efficient flow of data, promote data - driven knowledge exchange and innovation, and thus support a more accurate decision - making process.

Secondly, the construction of a data literacy training system is of great significance. The effective implementation of data - driven decision - making requires that every member within the organization has certain data understanding and application capabilities. Therefore, enterprises should construct a systematic data literacy training system covering multiple links such as data collection, analysis, interpretation, and application. The training system should adopt a hierarchical strategy and design differentiated training content according to the needs of different positions. For example, for senior managers, the focus should be on training data strategic thinking and the framework of data - driven decision - making; for middle - level managers, the focus can be on training data analysis tools and data interpretation capabilities; for front - line employees, basic data collection and application skills should be trained. In this way, the data capabilities of all employees can be enhanced, and the popularization and in - depth implementation of data - driven decision - making can be promoted.

Finally, the cultivation of corporate culture plays a core role in data elements empowering intelligent decision - making. A successful digital transformation not only depends on the application of technical tools but also requires the establishment of an organizational culture that respects and trusts data. Enterprises should encourage rational discussions and decisions based on data through various means. For example, regularly hold data sharing sessions to showcase data analysis results and decision - making cases, promoting employees' recognition and understanding of data; set up data innovation awards to

encourage employees to put forward data - driven innovative ideas and solutions; promote data visualization tools to make complex data easier to understand and apply, thus enhancing the transparency and influence of data in the decision - making process. Gradually, an organizational consensus of "no decision - making without data" can be formed, promoting the in - depth implementation of data - driven decision - making and creating greater value for the enterprise.

4.3 Optimization of the Management Path

Firstly, enterprises must establish a complete data asset management system to ensure that data can play the maximum benefit in the enterprise decision - making process.[9] As an important resource of enterprises, data must be managed systematically to maximize its value. Specifically, enterprises should scientifically classify data, establish a data asset catalog, and clarify the value assessment standards for different types of data. By implementing data quality assessment and data value assessment models, enterprises can effectively identify and optimize their data assets and improve data usage efficiency. At the same time, formulating a data pricing mechanism is crucial for the protection and reasonable circulation of data assets. Enterprises need to find a balance between data sharing and protection to ensure the legal use and reasonable flow of data. In addition, complete data protection measures, including data encryption, access control, and backup recovery, will ensure the security and compliance of enterprises when using data - driven decision - making, thereby reducing the risks of data leakage and abuse.

Secondly, enterprises should incorporate the effects of data - driven decision - making into the performance assessment system and design multi - dimensional assessment indicators. This measure can effectively encourage employees or teams to pay more attention to the application of data in decision - making and improve the scientific nature and quality of decision - making. By including key indicators such as data usage efficiency, decision - making accuracy, and data analysis depth in the performance assessment, enterprises can measure the contribution of data - driven factors in the decision - making process and ensure the continuous optimization of data - driven decision - making.[10] At the same time, establishing a complete incentive mechanism to reward individuals or teams that perform outstandingly in data application and make high - quality decisions helps to form a corporate culture where all employees attach importance to data, promoting the popularization and deepening of data - empowered decision - making. This not only enhances the overall decision - making ability of the enterprise but also effectively improves employees' enthusiasm and innovation awareness, further promoting the achievement of the enterprise's strategic goals.

Finally, enterprises should construct a strict data ethics framework and compliance mechanism to ensure the legality and morality of data - driven decision - making. With the increasing public concern about data privacy issues, enterprises must follow strict ethical norms when using data for decision - making to ensure that the use of data does not violate personal privacy and the legitimate rights and interests of other relevant parties. To this end, enterprises should formulate ethical guidelines for data use, clearly defining the moral boundaries of data collection, storage, analysis, and sharing. At the same time, establish a data security audit mechanism to monitor and review the entire process of data use to ensure

that data use complies with national laws, regulations, and industry standards and prevent data abuse and violations. In addition, establish a data ethics committee as a specialized decision - making and supervision institution, which can help enterprises make reasonable judgments when facing complex moral dilemmas, ensure that the enterprise's decision - making process meets ethical requirements, and safeguard the enterprise's reputation and the rights and interests of stakeholders.

V. Conclusion

In the booming wave of the digital economy, data elements have become the core driving force behind intelligent decision - making in enterprises. Their deep integration with the enterprise decision - making system has reshaped the decision - making models of enterprises, bringing significant competitive advantages. From the dynamic coupling of information flow and the decision - making chain to the close correlations between data value and decision - making utility, as well as data governance and decision - making management, data elements permeate every aspect of enterprise decision - making, profoundly influencing the efficiency, quality, and scope of decision - making. However, enterprises still face numerous challenges on the journey of fully leveraging data elements to achieve intelligent decision - making. At the technical level, although technologies such as artificial intelligence, edge computing, cloud computing, and blockchain provide strong support for intelligent decision - making, how to further optimize the integration of these technologies and enhance the intelligence level and adaptability of the decision - making system remains a direction that enterprises need to constantly explore. In terms of the organization, traditional organizational structures and cultures often impede the efficient flow and application of data. Building a new organizational structure that adapts to data - driven decision - making, enhancing the data literacy of all employees, and cultivating a data - driven culture are the keys to the digital transformation of enterprises. In the management field, improving the data asset management system, scientifically evaluating the effects of data - driven decision - making, and strengthening the data ethics and compliance mechanisms are all important issues that enterprises urgently need to address during the data governance process.

Looking ahead, enterprises should proactively respond to these challenges and continuously optimize the technical, organizational, and management paths. They should constantly explore the innovative application of emerging technologies in the decision - making field, strengthen the refined management of data assets, and enhance the construction of data ethics and compliance to ensure the rational use and secure protection of data. At the same time, enterprises should pay attention to talent cultivation and build a composite team that not only understands business but also has data analysis capabilities, providing solid human resources support for data elements to empower intelligent decision - making. Only in this way can enterprises stand out in the increasingly fierce market competition with efficient, accurate, and scientific intelligent decision - making, achieve sustainable development, move forward steadily in the wave of the digital age, and create greater value.

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