Research on Haier's "Ren Dan He Yi" Model Based on the Balanced Scorecard

Zijian Gao*

School of Economics and Management, China University of Petroleum (East China), Qingdao, China

Email address:

15006841510@163.com (Zijian Gao)

*Corresponding author

Abstract

With the advent of the digital economy era, entity enterprises are increasingly integrated with Internet big data, and the proportion of knowledge economy in enterprise development is constantly rising, which has profoundly changed the operation mode of traditional manufacturing industry and broken the inherent limitations of the traditional hierarchical management model. At the same time, people's growing material and cultural demands have put forward higher requirements and expectations for the traditional manufacturing industry, emphasizing personalized customization and high-quality services, making how to innovate business models to adapt to the new development trend and help the high-quality development of enterprises become the primary issue facing many enterprises. Based on these practical problems, Haier Group took the lead in launching and implementing the "Ren Dan He Yi" business model in 2005, which takes user demand as the core, breaks departmental barriers, transforms employees into makers, and realizes the organic unity of employee value and user value. In view of this, this paper takes Haier Group as an example, makes an in-depth analysis and interpretation of the "Ren Dan He Yi" business model through the combination of literature review and summary method, expounds its core operation mechanism including chain-ownership contracts and user-paid system, analyzes Haier's economic operation data through four dimensions of the balanced scorecard (financial, customer, internal process, learning and growth), summarizes the advantages of this model in promoting efficiency improvement and user satisfaction, as well as existing deficiencies in global replication and resource allocation. Finally, targeted optimization solutions are put forward. This study is expected to provide a useful reference for the future research and practice of the "Ren Dan He Yi" business model in related manufacturing enterprises, and promote the transformation and upgrading of the industry.

Keywords

"Ren Dan He Yi" Business Model, Balanced Scorecard, Economic Data, Haier Group