

The Improvement of the Management Effectiveness of Business Administration Enterprises under the New Situation

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Abstract: Business management and enterprise management are the important basis for ensuring the development of enterprises, as well as the development of our national economy. In the new situation, enterprises need to continuously improve the effectiveness of management work in the process of business operation, so as to stimulate the continuous enhancement of the comprehensive strength of enterprises, and finally smooth transformation and upgrading. Based on this, the paper analyzes the existing problems in the current daily business management and enterprise management, and discusses how to improve the effectiveness of enterprise management, hoping to provide a reference for the development of enterprises under the new situation.

Keywords: Enterprise business administration; Enterprise management; Management effectiveness; Promotion strategy

Introduction

The purpose of enterprise operation is to obtain the maximum economic benefits, and in the process of striving for this purpose, enterprises must do a good job in daily operation and management, which is simply to manage internal employees, do a good job in the reasonable allocation of internal and external resources, and make efficient planning of funds. However, both the employees and the available resources of the enterprise will constantly change in the course of their daily operation and will also be greatly affected by the external environment. Therefore, in the actual process of enterprise operation and management, enterprises must adapt to The Times, timely adjust the management core and management strategies, retain high-quality talents, establish and improve the management mechanism, and truly improve the comprehensive strength of enterprises, so as to go further and further on the road of development.

1. Current status of enterprise management

1.1 The enterprise's risk control ability is not strong enough

Under the new situation, although enterprises have more development opportunities in the development process, they are also facing various risks and challenges. For example, in the process of operation, enterprises are not accurate enough in self-market positioning, blindly pursue market share, pay too much attention to the development of business lines, but ignore the internal business management and risk control, resulting in unstable development. Some enterprises blindly control the production cost of enterprises, and do not pay attention to the updating of the internal management system and management mode, resulting in enterprises unable to adapt to the new situation of the development of The Times ^[1]. Therefore, in the process of development, enterprises must do a good job of self-market positioning, and timely adjust their development mode and management mechanism according to market development, and do a good job of risk avoidance while seizing development opportunities, in order to minimize the economic losses that may occur in the process of enterprise development.

1.2 Lack of business administration training mechanism

Combined with the actual situation analysis and development, some enterprises in our country need high-quality management personnel, the professional level of management personnel directly affects the management level of the entire enterprise, but the current many enterprises on business management training is extremely inadequate. Most enterprises carry out training work only for

marketing personnel, technical personnel, production personnel, etc., and enterprise management personnel are basically not trained. Enterprise managers do not regularly participate in training, professional knowledge will stay in the “past”, management concepts will gradually lag behind, management methods will be lack of innovation, resulting in the entire internal management model is relatively backward. And even if some enterprises have carried out management training activities, but often because the content is relatively simple and can not bring greater improvement to management personnel, it is difficult to meet the actual development needs of enterprises.

1.3 The enterprise management mechanism is not standardized enough

In the new situation, if enterprises want to maintain dynamic management, scientifically position market development goals, and ensure that the future development plan of enterprises is reasonable, they must do a good job in the construction of internal management mechanism under the constraints of laws and ethical standards, so as to ensure that the internal production and operation of enterprises are scientific and efficient, and enterprises can have long-term development. However, once an enterprise fails to do a good job in market positioning, it will have a vague understanding of its future development plan, resulting in imperfect internal management systems, unable to implement management work, chaotic internal operation, and ultimately extremely serious obstacles to the development of the enterprise ^[2]. In addition, the lack of a perfect performance appraisal system and staff training system will also affect the enthusiasm of employees, resulting in the waste of human resources.

1.4 Lack of professional management personnel

The professional quality and comprehensive quality of employees have a great impact on the future development of enterprises. In the process of hiring talents, some business management enterprises will be affected by “external relations”, so as to recruit some personnel with insufficient professional knowledge reserves, whose management skills and abilities are relatively low. Joining the management team of the enterprise will easily bring some negative effects on the management of the enterprise, and cause chaos in the internal management of the enterprise to a certain extent. The economic benefits of enterprises are reduced. In addition, there are also human resources departments in the process of talent introduction, there is no relatively perfect assessment mechanism, the comprehensive quality of candidates is not accurate control, will also cause the lack of professional quality of internal talents.

2. Strategies for improving the effectiveness of enterprise management under the new situation

2.1 Further strengthen enterprise risk management and control capabilities

If an enterprise wants to improve its core competitiveness in the industry, it must constantly enhance its ability to control risks. Once an enterprise encounters risks and threats in the actual development process, it should be able to take effective measures in time to deal with them. The enterprise must have its own risk pre-control management mechanism, have stronger risk control and risk resistance ability, avoid risks in a timely manner, and help enhance the economic benefits of the enterprise. Risk management and control departments can be established internally to properly divide responsibilities and implement various management and control work. At the same time, the establishment and correlation of performance appraisal mechanism can improve employees' work enthusiasm and further help enterprises to become stronger in risk management and control.

2.2 Actively improve the enterprise management mechanism

With the continuous development of the market economy, enterprises must actively specialize in the management and operation concept of enterprises in the process of carrying out management work, and formulate a management mechanism that is more in line with the future development of enterprises according to the continuous changes of the market positioning of enterprises and the external environment. In this way, the daily operation of enterprises can be smoother and more orderly ^[3]. In the process of development, in addition to paying attention to improving economic benefits, enterprises must also pay more attention to the construction of enterprise management system, actively invest funds in personnel training and technology upgrading, improve the management ability of enterprise management, and also rely on modern technology to have more accurate control of market dynamics, cater to consumers, obtain satisfaction, and enhance enterprise competitiveness.

2.3 Actively establish and improve the supervision mechanism

In the process of operation and management, enterprises must do a good job in the management of internal employees, especially to constantly stimulate the enthusiasm of employees, in order to contribute to greater economic benefits for the enterprise. Supervision departments and control departments should be set up in the enterprise to better control the daily work status of employees. Training and guidance should be used to help employees have a more positive and correct work attitude in daily work, while the supervision

department needs to supervise the management and control department to avoid its “abuse of power” or improper management methods, which will bring benefits to the enterprise. Enterprises should have a perfect supervision mechanism, but also have a matching reward and punishment system, clear job standards for employees, regularly give a certain reward for outstanding performance, so as to boost morale, but also stimulate employees to continue to learn and improve, to make greater contributions to the enterprise.

2.4 Strengthen the training of enterprise management personnel

Under the new situation, most enterprises in our country pay more attention to the technical personnel, the daily training of business personnel, the training of management is relatively neglected, which is extremely unfavorable to the improvement of the effectiveness of enterprise management. Therefore, under the new situation, business management enterprises need to continuously strengthen the training of enterprise management staff in the process of improving the efficiency of enterprise management. Enterprise leaders should be aware of the actual needs of enterprise development and the core competitiveness of enterprises, and do a good job in training management talents according to the needs of enterprises. For example, regularly carry out management skills training courses for managers, improve the professional level of management, or organize management mode discussion meetings, innovate management skills and constantly practice, and explore the most suitable management mode for enterprises. It is necessary to continuously help improve the comprehensive literacy of the management, and ensure that advanced and efficient management methods can be actively implemented, and employees and enterprises can progress together.

3. Peroration

In the new situation, enterprises get more opportunities in the development process, but also ushered in greater challenges. At present, with the increasing pressure of social competition, business management enterprises must do a good job in daily management and constantly improve their core competitiveness in order to occupy a larger share in the market and obtain more economic benefits. Enterprise managers must do a good job in daily management, have the ability to cope with various market risks, and build a more perfect management mechanism and a more scientific supervision system for the enterprise, constantly enhance the enthusiasm of employees, and create greater economic value for the enterprise. In addition, the enterprise should also do a good job in the training and improvement of the management team, so that it has a stronger professional quality to match and execute various management work, and ultimately form an effective help to the overall development of the enterprise and maintain a high level of management efficiency.

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