

# Exploration of Economic Management of Highway Transportation Facing the New Normal

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**Abstract:** The development of social economy cannot be separated from highway transportation. At present, China's transportation construction investment is huge. The construction of high-speed rail, expressway and other transportation facilities not only brings more convenient and safe protection to people's travel, but also plays a huge role in promoting the development of society and economy. From this point of view, in the face of the new normal development, it is necessary to do a good job in the economic management of highway transportation by means of market economy management, so as to promote the good development of China's transportation economy and make it conducive to the scientific and reasonable distribution of social resources through market mechanism, so as to achieve the substantial effect of economic growth and traffic stability. In view of this, this paper first analyzes the guiding direction of China's traffic economic management, and secondly puts forward the new normal road transportation economic management measures, including adhering to the market economy means, supplemented by the necessary administrative means; building a reasonable budget management system within the enterprise to ensure the legitimacy of the economy; play the administrative means and role of government departments for reference.

**Keywords:** New normal; Highway traffic; Economic management

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**Fund project:** Topic 1: Technology Development Project of Innovation Research Institute of Shandong Expressway Group Co., Ltd. (Contract No.: SDGS-YJYKJ-2021-12) Project Name: Research on Industrial Environment and Development Model of Shandong Expressway Group Regional Company under New Development Pattern Topic 2: Key Project of Shandong Province Key Research and Development Plan (Soft Science Project) (Project No.: 2022RZB03025) Project Name: Research on the Role of Provincial Super Large State-owned Enterprises in Serving the Regional Coordinated Development Strategy of Shandong Province. Topic 3: Shandong Province Key Research and Development Program (Soft Science Project) "Research on Knowledge Spillover Effect and Sustainable Mechanism of Scientific and Technological Innovation Agglomeration in Shandong Province" (2021RKY01004)

## Introduction

Under the guidance of implementing my country's new era of socialism with Chinese characteristics, and under the requirements of the Party Central Economic Work Conference and the government work report, it is necessary to adhere to the eight-character policy of "stability, enhancement, improvement, and smooth flow" to promote the supply-side structure of the industry. Reform, clearly follow the eight-character policy to promote economic development under the new normal. In this process, it is necessary to comprehensively promote stable growth, promote reform, adjust the structure, benefit the people's livelihood, and prevent risks, so that all work can make positive progress, highlight the pace of continuous optimization and upgrading of the industry structure, and ensure a smooth start and steady progress in the operation of my country's transportation economy.

## 1. Research background

Correctly grasp the current situation, have a clear understanding of the difficulties and problems in maintaining the smooth operation of the transportation economy, continue to work hard, work for a long time, maintain a good momentum of development, and take various measures to ensure safety, improve quality, adjust structure, and promote Investment, in order to ensure the smooth

implementation of traffic economic management, based on the development background, is as follows:

First, we should do a good job in safe production and maintain stability. All localities need to keep a clear head at all times, always pull the strings of safety production tightly, learn lessons, and continue to improve the situation of traffic safety and stability. The second is to unswervingly do a good job in poverty alleviation in the transportation field. We should focus on the “two links”, pay close attention to the details, find problems in time and solve them. Third, it is necessary to further strengthen ideological awareness, enhance the sense of urgency and responsibility, and completely abolish provincial toll stations. Fourth, we should speed up the work related to building a strong transportation country. Accelerate the implementation of the “Outline for Building a Strong Transportation Country” to ensure the smooth implementation of my country’s medium and long-term three-dimensional transportation network [Wang Chengyan, 2021].

## **2. For the new normal road transportation economic management measures.**

### **2.1 Adhere to market economic means, supplemented by necessary administrative means**

In the early stage of the development of the transportation industry, the industry generally needs to rely on the power of the government to control its own development, so as to serve the international productivity, but it cannot meet the requirements of the country’s current economic system reform and the deepening of socialism. In order to reasonably change this status quo, it is necessary to take the economy as the leading factor, that is, the market as the leading factor, supplemented by necessary administrative means, and must not be used as the main basis for economic development. First of all, in the economic management of transportation, the government should dilute its own role in regulation [Zhang Naihao, 2021]. For example, in the construction and investment of large-scale transportation projects, it is necessary to vigorously introduce the bidding mechanism of other industries, strengthen the participation of other enterprises, and weaken the participation of the government. Although the Chinese government has public functions, relying solely on the government’s capital investment for the investment and construction of transportation projects will cause the project approval time to be too long. If the project completion rate cannot be effectively and effectively improved, it will directly lead to the development of the transportation industry. The modernization of the national economy and the development of the market economy are not compatible [Huang Lu, 2021].

Secondly, although my country’s economic management system should be based on market regulation and economic means, in the economic management system, it should still be based on administrative means. Based on the important premise that transportation is the lifeblood of national economic development, the transportation industry The development difference with other industries is obvious. For this reason, the government should take the initiative to play its administrative functions, and should use administrative and legal means reasonably, regulate the entire transportation enterprise to ensure the high-quality development of my country’s transportation industry and realize the “economic road” of reasonable competition and healthy competition “.

### **2.2 To establish a more scientific and reasonable budget management system within the enterprise to improve the correctness and legitimacy of its economic management**

From the perspective of the development of China’s transportation industry, budget management is a key and important link in the development of the industry. On the one hand, under scientific and reasonable budget management, it can reduce unnecessary economic losses of transportation enterprises, provide important data support for the follow-up development of enterprises, and enable enterprises to develop faster and better; on the other hand, in my country There are financial or financial problems in transportation enterprises. For this reason, after implementing a scientific and effective budget management mechanism, it can ensure that construction projects related to the transportation industry are more reliably implemented, so as to ensure the healthy development of the entire transportation industry. Therefore, in the economic management system of China’s transportation industry, scientific, reasonable and comprehensive implementation of budget management is more critical. First of all, it is necessary to strengthen the awareness of budget management of leading cadres, increase the importance of budget management, continuously improve the enterprise talent training system, provide enterprises with far-sighted financial management talents, and ensure that financial management is scientific and executable. Secondly, when training employees in budget management, it is necessary to strengthen their risk awareness, which can be carried out through collective meetings and symposiums in the internal training of the enterprise; in the external training of the enterprise, it is necessary to hire experienced financial management personnel to bring reliable financial management knowledge to the employees, to ensure that the employees can become the core personnel of the company as the backbone of the work, and to ensure the improvement of the scientificity and rationality of the overall budget management of the enterprise. Finally, according to the development of the transportation industry and its own development, a scientific and reasonable financial budget can be drawn up, and corresponding plans can be made for the future development of the enterprise according to the budget plan .

### **2.3 In the economic management system of the transportation industry, government departments should actively play their role as administrative means**

At present, in the development of the new normal economic reform, it is necessary to continuously strengthen the inspection and management of transportation enterprises to ensure the effectiveness and operability of their economic management. In the market economy environment, due to the lack of necessary administrative management, it will inevitably cause chaos in the industry and cannot guarantee the sustainable development of the transportation industry. Therefore, the government needs to continuously strengthen its audit management system. It should be based on the basic principles of science, strictness, and efficiency, and then make the economic management system of the transportation industry have a major administrative support role, which may disrupt market competition and market order. Conduct a crackdown to ensure the feasibility and effectiveness of my country's transportation economic management system and the rationality and scientificity of market competition.

### **Concluding remarks**

To sum up, the current economic management of my country's transportation has the problems of severe financing situation and heavy safety management tasks. For this reason, the entire industry must firmly grasp the stable development, clarify the opportunities for the development of transportation infrastructure, and take advantage of the situation. It is necessary to accelerate the construction of key projects., Improve the implementation of the preliminary work, implement various policies in place, and be a pioneer in economic and social development. It is necessary to make overall plans, make breakthroughs in key points, adhere to the stable development and implementation of the "three major strategies"; with the help of the theme education of "three stricts and three realities", with a strong sense of political mission and responsibility, the stable development of transportation economic management should be done in depth and in detail.

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