

Discussion on the Countermeasures to Improve the Level of Business Administration of Enterprises under the New Economic Environment

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Abstract: As China enters the new economic environment, changes the economic growth rate and realizes modernization, enterprises are faced with great opportunities and challenges. Therefore, it is of great significance to study the development of enterprises under the new economic conditions and their development approaches to promote the healthy and sustainable development of enterprises under the new conditions. Now enterprises must adhere to innovative management mode. This paper discusses the importance of enterprise management level in the process of enterprise development, analyzes the problems existing in business management, and puts forward measures to further improve the level of enterprise management. The new economic environment of enterprises will help promote beneficial development.

Keywords: New Economic Environment; Business Administration; Promotion Strategy

1. Connotation and characteristics of the new economic environment

1.1 The connotation of the new economic environment

China's development is in an important stage of strategic opportunity, the new economic environment reflects the change of subjective understanding of China's economy, is the scientific benchmark of China's long-term economic development in the future. Therefore, it is important to understand the details. The meaning of the new economic environment can be understood in two ways: literally speaking, what used to be called "new" and "old" are interdependent, meaning the transition of our economy from the old economy to the new economy. "Environment" means centering on this new economic environment, adapting to the current development situation and, once determined, being able to maintain considerable relative stability and adaptation until the conditions of economic development and development change again. So far, this "new" economic environment has operated according to its own characteristics and operating rules.

1.2 Characteristics of the new economic environment

The first is the transition from high speed to medium speed. China's economic growth has ended a period of more than 30 years of high growth since 2012. On average, it will transition to a medium-high growth stage of around 7%. In the past, high-speed growth cannot be sustained, and a decline in speed is an inevitable trend. The second is to improve and upgrade the economic structure. In the past, China's economic growth was mainly driven by investment, export and consumption, but this traditional mode of development is no longer sustainable. The third is a shift from investment activities to innovative development. Since the reform and opening up, China's economy has achieved a high speed of development, replaced by a large amount of energy consumption, resulting in land and environmental pollution in the development process. We need to reduce the burden on the environment and foster a pattern of green development. Under the new economic conditions, the population is aging and the rural labor force is decreasing. The traditional economic growth mode, based on the integration of labor force and labor productivity, can no longer meet the requirements of modern development.

2. The opportunities and challenges facing the development of business administration under the new economic environment

2.1 Under the new economic environment, the enterprise business management development faces the opportunity

2.1.1 Opportunities in the macro policy environment

First, further tax cuts should be encouraged to reduce the negative impact and reduce the cost of survival for enterprises. In China's "economic miracle", enterprises have been playing an important role, but the long-term tax they bear is not commensurate with what they get, greatly increasing the cost of enterprises, the oppression of interest space has become an important source of pressure for enterprises. Second, strengthen financial support to provide impetus for the development of enterprises. Financing is self-evident in the importance of enterprises, they are the main pillar of enterprises, compared with large enterprises, China's private enterprises are still in a weak position in financing, banks choose to finance large enterprises, but little support for small enterprises. Implement innovation strategy again, provide talents for the enterprise. "Mass entrepreneurship and innovation" is China's future development strategy in the field of international competition. It strengthens the country's innovation ability and cultivates many high-quality talents for enterprises. Under the guidance of the policy of mass entrepreneurship and innovation, enterprises can be encouraged to actively innovate by stimulating the innovative spirit and motivation of enterprises, encouraging intellectuals to infiltrate into enterprises, and encouraging intellectuals to apply scientific and technological achievements in production and turn them into reality.

2.1.2 Opportunities of the Belt and Road Initiative

First, the Belt and Road Initiative enables enterprises to learn advanced management methods and experience from foreign countries. In order to better understand the needs of the international market, enterprises can timely understand their regional advantages according to the changes of the international market and implement policies and strategies corresponding to their development. Second, the construction of "Zone one" will enable enterprises to expand foreign trade channels, expand product exports, and create more convenient conditions. As we all know, there are both maritime silk Roads and land Silk Roads. These two roads can ensure that the goods produced by enterprises are sold to other border countries, expand the export of enterprises and increase the trade flow. The establishment of "The Belt and Road" can strengthen the innovation ability of enterprises, including in the choice of industrial strategy, regional cooperation and other fields, regional development model, etc. Finally, the Belt and Road initiative can promote enterprise modernization. In the belt and Road initiative, the development of international competitive markets and enterprises should meet the development needs of countries along the belt and Road. Traditional enterprises should increase investment in RESEARCH and development and transform into high-tech industries.

3. The challenges facing enterprise development under the new economic environment

3.1 Lack of innovation ability

First, lack of understanding of innovation, lack of enterprise's own innovation motivation. Second, companies are underinvesting and underfunding r&d. Compared with large enterprises, lack of capital is the natural weakness of enterprises, which causes enterprises to ignore innovation and underinvest. Third, the path of business management innovation. This

requires cooperation between companies to ensure efficiency.

3.2 Shortage of human resources

In the new economic environment, the competition between enterprises is more and more fierce, while the lack of skills seriously affects the competitiveness of enterprises, because of their characteristics and reasons, they encounter difficulties in training. One is insufficient funds and poor remuneration. Second, small scale and lack of space for development. Third, the management system is not sound and the work order is not standardized.

4. To improve the level of business management of enterprises

4.1 Enhance innovation capacity

First, strengthen the sense of innovation and develop innovative ideas. For Chinese enterprises, the idea of innovation is particularly important, we must fully realize the importance and urgency of Chinese enterprises' technological innovation under the new economic background. In the process of technological innovation activities, strengthening innovation consciousness and developing innovative ideas should be in the first place. Second, we will increase the contribution of scientific and technological innovation. Enterprises should ensure their own innovative financing needs, actively overcome the lack of financing, and actively promote and support national transformation. Finally, scientific research cooperation in the field of production. Chinese enterprises have weak innovation potential and lag behind in technology, capital, equipment and personnel. The difficulties faced by enterprises in developing scientific and technological innovation should be overcome through r&d cooperation. Improve the core competitiveness of enterprises.

4.2 Improve the human resources management system

First, develop a correct view of human resources. In order to play a greater role in human resource development, the concept problem must be solved first. Therefore, enterprises must attract excellent talents, attach importance to human resource management, and recognize the important role of enterprises. At the same time, from the perspective of long-term development, human resource development is one of the most important guiding principles of enterprise competitiveness. Second, establish a long-term and effective incentive mechanism. Incentive mechanism is an important element of human resources, enterprise talent incentive system can attract excellent talents, more actively stimulate entrepreneurship and creativity, improve technological innovation and production efficiency. Renewed emphasis on education and training and the establishment of internal training mechanisms, with emphasis on human resource development, including updating knowledge and skills, mastering and developing creativity, forming and strengthening responsibility and norms of conduct. In addition, it is necessary to create conditions, in cooperation with universities and research institutions, to promote cooperation with external partners, to cultivate their own high-quality personnel, to give play to the role of human resource development mechanisms, to provide opportunities for talent cultivation and growth, and to ensure that there are staff within enterprises. Finally, the professional planning of talents has received extensive attention. Enterprises should provide suitable positions for cadres, establish reasonable promotion mechanisms and provide opportunities for career development according to the abilities of different professionals. Focus on cultivating talents, provide opportunities to cultivate and develop talents, and promote the realization of career development goals and spiritual satisfaction.

Conclusion

While promoting the further development and expansion of China's economic strength, China has promoted the healthy and stable development of the national economy, creating an unprecedented economic miracle in human history. Especially in recent years, the great influence of private economy has formed a good business environment. However, since the formation of the new economic environment, enterprises are faced with complex conditions and pressure. In the context of changes in China's economic development mode and general downturn in world economic development, enterprises must strengthen their own enterprises to achieve sustainable development, so that they can master and adapt to the new development

environment. At the same time, it is necessary to improve the business environment of enterprises, create a fair, stable and favorable external environment for enterprises, stabilize military morale, and enhance their confidence in development.

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