

Study on Business Management Model of Enterprises in New Economy Era

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Abstract: At present, China is in a critical stage of economic structure transformation and development, the reform and innovation of enterprise business management mode is also urgent, especially it plays a decisive role in the operation and development of enterprises, more guidance to promote the transformation and development of economic structure. But at present, there are still more problems in the management mode of most enterprises, enterprise operation efficiency improvement and enterprise high level, high quality development, there is still a long way to go. In view of this, this paper first expounds the value of enterprise business administration under the background of the new economic era, and further analyzes the current situation of enterprise business administration under the background of the new economic era. On this basis, it puts forward the specific mode of enterprise business administration, in order to help enterprises achieve long-term development.

Key words: the new economic era; Enterprise business administration; Mode exploration

The new economic era pays more attention to the high-quality development of the economy. Under the background of increasingly fierce market competition, the function of business administration must be given full play to carry out all-round supervision and examination of the market economy. Only by realizing the coordinated development of business administration and economy, can the quality and efficiency of business administration be greatly improved and the goal of functional innovation be realized. The goal of business administration is to use modern management means and methods, based on the basic theories of management, economics, accounting and so on, to effectively manage and make operational decisions for enterprises, so as to ensure the survival and future development of enterprises. How to motivate employees, how to reduce enterprise costs, how to tightly grasp the fleeting business opportunities, how to formulate enterprise development strategy according to the market prospects, these are the key research and urgent problems of business administration.

1. The value of business administration in the new economic era

(1) It is conducive to improving the competitiveness of enterprises

In the ever-changing market economy, the competition between enterprises is becoming more and more fierce. Along with the deepening of the process of global economic integration, foreign-invested enterprises are also pouring into the domestic market. For domestic enterprises, they are facing unprecedented pressure of competition. At present, under the strict requirements of the new normal of the economy, most enterprises can basically operate in an orderly manner according to the norms and requirements formulated by the business administration. At the same time, the internal management system of enterprises is also constantly improving and improving. Slowly, the advantages of enterprises in the market competition are becoming more and more obvious. For example, some enterprises attach great importance to the guidance and suggestions given by business administration, build a more perfect management system on the basis of continuous absorption of nutrients, to ensure that the management work on the established runway standardized operation, and finally the role of business administration in maintaining the stability of the market economy is becoming more and more prominent. Generally speaking, in the context of the new economic era, the level of business management can be used as an important standard to measure the competitiveness of enterprises and management efficiency. In this case, enterprise managers need to set up the specific content of relevant work scientifically and actively deepen the implementation of various work on the basis of detailed analysis of the specific requirements of business management work, and strive to improve the core competitiveness of enterprises.

(2) Help to optimize the market competition environment

The development of business administration helps to create a market environment of fair competition and provides basic guarantee for the healthy development of all enterprises. Generally speaking, a fair competition environment can ensure that the management work towards a standardized, scientific direction of continuous development. First of all, relying on the standardized and scientific management of business management is conducive to ensuring the expected benefits of enterprises. This means that the enterprise management needs to make a reasonable plan based on the company's development status, economic status and the company's specific development, to help optimize and innovate the internal structure of the enterprise, so as to reduce the negative impact of external risks on the enterprise and ensure the realization of the expected economic benefits. Secondly, it is necessary to regulate the behavior of the market and enterprises according to the principles of industrial and commercial supervision. In order for the enterprise to achieve the expected development goals, managers must actively combine the requirements of business management with their own experience and knowledge in order to implement the management rules. In this way, the daily management of the enterprise can be legalized and standardized, which is also an important driving force to achieve sustainable development.

2. Current situation of business administration in the new economic era

(1) The operation and management of enterprises are becoming increasingly complex

Entering the new era, the number and scale of enterprises are increasing, and their operation and management are becoming increasingly complex. In addition, under the influence of market economic conditions, different enterprises have different operating conditions, and the problems of enterprise management are constantly appearing. Under the impact of the market economy, many companies only focus on the pursuit of economic benefits, and do not develop long-term, practical internal operation planning. The biggest characteristic of market economy is the high degree of freedom, strong change, commodity sales based on price, so enterprises need to adjust the business plan at any time according to the market changes, but in the daily operation, many enterprises still follow the traditional, backward management mode. Although this can bring profits in the short term, it can not promote the long-term development of the company, resulting in the disconnection between the enterprise and the market, in business activities, can not timely and efficient access to market information, unable to adapt to the requirements of market development.

(2) The company's internal responsibilities are not clearly defined

The development of an enterprise needs a reasonable distribution of supervisory rights, ownership rights, management rights and other rights, so that the resources of the enterprise can be allocated in the most reasonable way, provide a strong guarantee for the daily operation of the company, create a good working environment for employees, and give full play to everyone's work enthusiasm and initiative. However, the division of responsibilities within many companies is not clear, employees do not have a clear understanding of their responsibilities, the communication between various departments is not close, and many management work can not be effectively implemented and implemented. Some people even use their power to enrich themselves and fail to strictly supervise the duties and requirements of employees, which causes the problem of resource allocation of the company and further restricts the rapid development of the company.

(3) The training content is not scientific and reasonable

In the 21st century, with the rapid development of modern enterprises, a series of training and education for employees has become an indispensable condition for enterprises to build a workforce. Because the enterprise management training is a systematic and complicated work, so it must be considered as a daily work. However, in the process of development, many enterprises do not take education and training as a daily work, and many company leaders do not realize the importance of education and training, resulting in the formalization and representation of corporate training, can not contribute to the development of the company. Many enterprises in the training content design is not scientific, unreasonable, inappropriate, can not adapt to the work needs of employees and enterprise future development needs, also can not fully mobilize the enthusiasm of employees to participate in training and education, so that training and education work is difficult to carry out.

3. The new economic era of enterprise business management model

(1) Innovate the enterprise management system

First of all, in the process of development, enterprises must actively carry out institutional innovation, improve their management system and development mechanism, effectively innovate the corporate governance structure, and enhance its rationality and effectiveness. In the construction of corporate governance structure, should actively learn from foreign advanced governance structure, at the same time fully consider the company's special development situation, so that the corporate governance structure has been comprehensively innovated. The corporate governance structure should not only conform to the provisions of modern company law, but also adapt to the development needs of private enterprises. In the process of development, enterprises must set up a good sense of debt, reasonable innovation financing mode, direct and indirect financing methods will be fully integrated, to comprehensively improve the efficiency of enterprise operation, and actively innovate the concept of enterprise operation.

Secondly, in the process of enterprise operation, the distribution mechanism must be reformed reasonably to ensure that the enterprise maintains a better space for development in the future. First of all, it is necessary to reform the traditional distribution system and establish a new distribution system according to the development of the enterprise, so as to effectively reduce the risk and improve the efficiency of human resources use. Secondly, in the development process of the company, it is necessary to treat the managed funds as an intangible asset, and improve the efficiency of its use in the development process of the enterprise through reasonable allocation schemes. Reasonable allocation mechanism can provide a good driving force for the stable, rapid and healthy development of the enterprise.

Finally, in the long-term development of the enterprise, it is necessary to optimize the enterprise management plan, break the restriction of the traditional business process, so that the business strategy of the enterprise can be optimized to the maximum extent. The company should actively collect market and financial information, comprehensively analyze the operation of the enterprise, and actively respond to the new economic situation. The management should strengthen the supervision of employees and reduce the incidence of errors and mistakes, so as to reduce the operation risk of the enterprise. The managers and decision makers of the enterprise should formulate long-term development goals and start from the overall situation, so that the employees can form clear work goals and form a comprehensive and scientific understanding of the work. At the same time, to improve the enterprise management system, improve the relevant work system. For example, in the cost management, we should seriously carry out the linkage management of the cost control of equipment, pen and ink, paper and so on, and comprehensively expand the cost management from the point to the surface.

(2) Improve enterprise risk control ability

Risk control includes the control of the company's financial risk, system construction risk, legal risk, company execution risk, etc. Any company, whether it is an entity company, a project company, or an operating company, should carry out a risk assessment before applying for registration. In the early stage of entrepreneurship, the company to the future development planning, detailed risk assessment and analysis, every three years the company must do a feasibility report, in the constantly changing market, finance, talent, technology and other changes over time, and the feasibility report is the company to resist the market risk of the most basic step.

Enterprises should strengthen cost control, in order to enhance the cost awareness of employees, the company can regularly or irregularly hold "job cost awareness interactive exchange meeting", divided into "front-line position cost awareness interactive exchange meeting", "technical position cost awareness interactive exchange meeting", "management position cost awareness interactive exchange meeting", For good or poor cost control of the post or department or team or individual can be commended. To develop an enterprise, it must pursue profit, and the pursuit of profit not only requires risk control, but also cost control, including reasonable labor cost, equipment purchase, technology update, research and development expenses, etc. Effective cost control can improve profits and create more wealth and value.

(3) Cultivate innovative talents

The key to "innovation" lies in the cultivation of talents. The generation of technological innovation, equipment innovation, new products, new processes and new industries all depend on talents. In the context of the rapid development of digital industrialization, big data, 5G and other fields, intelligent manufacturing equipment by virtue of its advantages of high quality, high speed and high efficiency, quickly put into the relevant production field, which makes it difficult for traditional industrial workers and technical personnel to adapt to, therefore, the company should carry out personnel training work. And the method of training talents is not only "short, fast" short-term training, so that traditional industrial workers and technical workers can skillfully use the relevant equipment, but also need to train technical personnel, because enterprise production not only needs to operate the machine, but also to repair, maintenance, maintenance and management of equipment, The need for technical personnel to all kinds of new equipment structure principle, related materials and performance characteristics to fully grasp, the need to have professional knowledge and professional skills. Enterprises should build training plans and mechanisms for middle and senior management and technical personnel. Training senior management and technical personnel is not only the responsibility of the company, but also a strengthening measure for the sense of belonging of managers. Enterprises should develop a set of training plans and training systems for middle and senior management personnel, and at the same time strengthen the "hematopoietic" role for internal personnel. To prevent and control the danger caused by the lack of middle and senior personnel. The company can also train and introduce external talents. The ultimate goal of training and introducing talents is to make talents gain benefits and create value. Talents should be fully respected and their enthusiasm should be fully mobilized and stimulated. In order to stimulate the enthusiasm of talents to serve the company and create value, we should not only have confidence in them, but also have enough understanding of them. We should be clear about the competitiveness of talents, give play to their strengths and avoid their weaknesses.

4. Conclusion

Therefore, optimizing enterprise management and improving enterprise operation efficiency under the new historical conditions is not only necessary for enterprises to adapt to the new international and domestic new economic environment, but also conducive to enriching the management theory of Chinese modern enterprises and improving their operation efficiency. For enterprise managers, they must realize the important value of business management and actively explore effective development modes, in order to promote the healthy operation and development of enterprises.

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