

Analysis of Economic Management Issues in Highway Transportation from the Perspective of Market Economy

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Abstract: Against the backdrop of the gradual improvement of the socialist market economy system and the diversified development of the market economy, the management of highway transportation economy has also been increasingly valued. Among them, the emergence of issues such as fund management and personnel management has limited the improvement of the economic development level of the highway transportation industry. Based on this, this article focuses on these two issues, and from the perspective of market economy, on the basis of clarifying the importance of highway transportation economic management, targeted effective measures to strengthen highway transportation economic management are proposed.

Keywords: Economic Management, Highway Transportation, Market Economy

Introduction:

Highway transportation plays a very important role in social modernization and high-quality development. It is not only an important link connecting various regions, but also an important medium for improving transportation efficiency, accelerating commodity circulation, and promoting economic development. Therefore, under the new historical conditions, it is particularly important to efficiently manage the highway transportation economy from a market economy perspective. Below, this article will explore the economic management issues and countermeasures of highway transportation.

1. The Importance of Economic Management of Highway Transportation from the Perspective of Market Economy

1.1. Promoting regional economic development

Highway transportation, as one of the most common and common transportation methods in China, not only provides good convenience for people's daily travel, but also supports regional economic development. Highway transportation is an important infrastructure for regional economic development, and its construction level will directly affect regional economic vitality. Through effective economic management, it can further optimize the allocation of highway transportation resources, effectively improve the quality and efficiency of highway transportation, and ultimately achieve the goal of promoting regional economic development. In addition, road transportation is also an important medium connecting various regions and industries. With economic management as the starting point, it can further promote cooperation between industries in different regions and achieve regional economic structure upgrading.

1.2. Boosting the development of transportation enterprises

By effectively strengthening the economic management of highway transportation, the operational level of highway transportation enterprises can be effectively improved, and their survival and competitiveness can be indirectly improved. In the context of deepening reforms in the market economy, if highway transportation enterprises want to better manage their economy, they must strengthen the application of new technologies, equipment, and processes. This has positive practical significance for improving the quality and technical level of transportation services for enterprises, and is conducive to achieving long-term development.

2. The Problems in Economic Management of Highway Transportation from the Perspective of Market Economy

2.1. Fund management issues

At present, the problems in fund management in highway transportation economic management are mainly reflected in three aspects: (1) low efficiency in fund utilization. Some transportation enterprises, in the process of carrying out economic activities, have not deeply considered how to scientifically and effectively use funds to improve their own economic benefits. For example, when purchasing equipment, there was neither sufficient market research nor effective investment return analysis, resulting in the purchased equipment not fully meeting actual needs. (2) Unreasonable budget management. Unreasonable budget management is the main factor leading to low levels of fund management. During the development period, some transportation enterprises did not establish a sound budget system, lacked effective budget control, lacked reasonable budget preparation, and did not have a sound budget execution incentive mechanism, ultimately resulting in a significant gap between the budget and the actual situation. (3) The supervision mechanism is not sound. Some transportation enterprises have not established a sound internal audit system, resulting in the lack of effective implementation of fund supervision and review work, and the use of funds is relatively chaotic.

2.2. Personnel management issues

The problems in personnel management in highway transportation economic management are mainly reflected in two aspects: (1) low personnel quality. The composition of personnel in the highway transportation industry is complex, including not only low-quality practitioners but also high-quality professional talents. Therefore, management is difficult and it is very easy to encounter uneven service quality. (2) Inadequate implementation of training. Some transportation companies do not attach great importance to training and education, resulting in low comprehensive quality of employees and lack of good professional skills and knowledge, which to some extent affects the high-level development of economic management work.

3. Countermeasures for Strengthening Economic Management of Highway Transportation from the Perspective of Market Economy

3.1. Building a sound fund management system and improving the level of fund management

Based on the current problems in fund management in highway transportation economic management, it is believed that building a sound fund management system should start from three aspects: (1) optimizing the efficiency of fund utilization. Firstly, it is necessary to effectively implement the research work, that is, when purchasing equipment or related materials based on actual transportation needs, in-depth research should be conducted on price levels, equipment performance, and industry trends to ensure the scientific nature of investment and the rationality of fund utilization. Secondly, we should actively carry out investment return analysis work. Specifically, when faced with issues such as cost of funds, expected returns, and risk assessment, a detailed investment return analysis should be conducted to ensure the expected future economic benefits. Finally, it is necessary to ensure that the investment meets actual needs, that is, transportation enterprises should purchase equipment or make other investments scientifically, rationally, and reasonably based on market research results and investment return analysis results, to avoid situations where equipment is idle and funds are wasted. (2) Build a sound budget management mechanism. Firstly, it is necessary to build a comprehensive budget system, which is based on budget preparation, execution, and analysis to create a complete and comprehensive budget management system, in order to promote the continuous and systematic development of budget management work. Secondly, it is necessary to strengthen budget control, that is, to scientifically design budget control objectives, establish and improve budget approval systems, strengthen supervision of budget execution, and effectively improve the level of budget control. Once again, we must closely focus on our own actual development needs and the constantly changing market, scientifically formulate budgets, and ensure that budgets are feasible and reasonable. Finally, it is necessary to organically integrate budget execution and incentive mechanisms to fully stimulate the initiative and enthusiasm of employees to participate in the budget. For example, for employees or departments who per-

form well, certain rewards can be given, and for employees or departments who perform poorly, corresponding punishments can be imposed. (3) Establish a sound supervision mechanism. Firstly, it is necessary to keep up with the times and establish a sound internal audit system, which requires internal audit institutions to conduct regular audits and inspections of fund management, always ensuring the rational and effective use of funds. Secondly, external supervision should be strengthened, that is, transportation enterprises should cooperate with relevant government departments, administrative departments, etc. for supervision and guidance, and promptly identify and rectify fund management issues. Finally, it is necessary to strengthen the review of funds, including strengthening the review of fund expenditures and fund flows, to avoid the abuse and arbitrary misappropriation of funds.

3.2. Improve the structure of economic management personnel and enhance their comprehensive quality

Based on the current problems in personnel management in highway transportation economic management, it is believed that improving the structure of economic management personnel should start from the following three aspects: (1) Effectively implementing talent introduction and selection work. Firstly, transportation enterprises should fully recognize the role and importance of high-quality talents in economic management, and recruit talents with good professional knowledge and rich experience in economic management from universities, professional institutions, etc., to ensure that they can shine in economic management positions. (2) Establish a comprehensive training system. To ensure that economic managers can continue to contribute to the development of the enterprise, transportation enterprises should regularly organize active training and communication activities for employees, in order to ultimately achieve comprehensive improvement in vision and abilities. (3) Establish a sound reward and punishment mechanism. In order to better stimulate the enthusiasm and initiative of employees in their work, transportation enterprises should develop scientific performance evaluation indicators and reasonable reward and punishment measures, gradually forming a good atmosphere of striving and striving.

Conclusion: From the perspective of market economy, the economic management issues of highway transportation have become increasingly prominent. Therefore, highway transportation enterprises should cultivate their own good crisis awareness, focus on economic management issues, take effective measures, and provide good conditions for their long-term development by solving problems one by one.

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