

Difficulties and Optimization Measures for the Implementation of Business Administration for Small and Medium-Sized Enterprises

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Abstract: Small and medium-sized enterprises are an important part of the national economy and play an important role in promoting economic growth and job creation. However, small and medium-sized enterprises face many challenges and challenges in business administration. This paper aims to explore the difficulties in the implementation of small and medium-sized business administration and propose some optimization measures to improve the management efficiency and competitiveness of small and medium-sized enterprises.

Keywords: Small and Medium-Sized Enterprises; Business Administration; Implementation Difficulties; Optimization Measures

1. Difficulties in the implementation of business administration for small and medium-sized enterprises

1.1 Difficulties in human resource management

Small and medium-sized enterprises often lack professional human resource management teams, which is an important problem faced by small and medium-sized enterprises in the implementation of business administration. Because of resource and scale constraints, small and medium-sized enterprises are often unable to have large HR management teams like large enterprises, which leads to a series of HR management challenges.

Small and medium-sized enterprises face difficulties in talent acquisition. The lack of a dedicated HR management team means that small and medium-sized enterprises may lack the relevant experience and expertise in the recruitment process. They may not know how to write job ads, screen resumes, interview candidates, and assess candidates' abilities and suitability. This can lead to an increased risk of inefficient recruitment and mismatching.

Secondly, small and medium-sized enterprises also face challenges in talent training. Due to the lack of a professional human resource management team, small and medium-sized enterprises may not be able to provide systematic and customized training programs. They may not have sufficient resources to conduct training courses or provide high-quality trainers and training facilities. This limits the professional development and upskilling of small and medium-sized enterprises employees and has a negative impact on the long-term competitiveness of enterprises.

In addition, small and medium-sized enterprises also face certain difficulties in retaining talent. The lack of a professional HR management team may lead to small and medium-sized enterprises not being able to provide good employee benefits and development opportunities, which makes employees more likely to be attracted by competitors and leave. At the same time, small and medium-sized enterprises may not have a perfect performance management system and promotion channels, and the career development space of employees is limited, which also increases the risk of employee loss.

1.2 Insufficient funds and capital

The capital and capital of small and medium-sized enterprises are often insufficient to support the establishment and operation of a sound business administration system, which is another important problem faced by small and medium-sized enterprises in the

implementation of business administration. As a result of resource and scale constraints, small and medium-sized enterprises are often unable to invest sufficient capital and capital to establish and operate a complete business administration system.

Small and medium-sized enterprises also have difficulties in terms of capital. Capital is essential for the development of a business, including capital investment, financing and equity structure. Nevertheless, small and medium-sized enterprises often struggle to obtain large capital investments and financing support. In virtue of their relatively small size, small and medium-sized enterprises face higher risks and uncertainties in lending to banks or attracting investors. This may limit the capital investment and strategic planning of business administration by small and medium-sized enterprises. Small and medium-sized enterprises often lack flexibility in external financing and equity structures. Compared with large enterprises, the shareholding structure of small and medium-sized enterprises is relatively simple, and rarely involves complex equity transactions and financing mechanisms. This makes it difficult for small and medium-sized enterprises to have less choice and flexibility in financing and capital operation, and it is difficult to obtain more financial support.

1.3. Weak management system

The management system of small and medium-sized enterprises is relatively simple, and there is a lack of perfect systems, processes and norms, which is another important problem faced by small and medium-sized enterprises in the implementation of business administration. Owing to resource and scale constraints, small and medium-sized enterprises are often unable to establish and operate a complete management system, resulting in inefficient management and potentially increased risks.

Small and medium-sized enterprises lack a sound management system. The management system is an important basis for standardizing behavior and decision-making in the organization, so as to ensure that the work is carried out in an orderly manner. Nonetheless, because the scale of small and medium-sized enterprises is relatively small, they usually do not have a sound system, including organizational structure, job responsibilities, etc., management process and decision-making process. This leads to unclear job responsibilities and authority, confusion in the decision-making process, and affects the coordination and efficiency of management.

Small and medium-sized enterprises lack standardized processes and standards. The formulation of processes and standards can help enterprises standardize and standardize work processes and improve management efficiency and quality. However, small and medium-sized enterprises often lack the capacity to plan and standardize work processes in detail. This leads to chaotic, repetitive and inefficient work processes, making it difficult to achieve optimal allocation and collaborative operation of resources.

2. Optimization measures

2.1. Establish a sound human resources management mechanism

Small and medium-sized enterprises should strengthen the introduction and training of talents, and formulate effective incentives to enhance employee satisfaction and loyalty. In a highly competitive business environment, having a good team of employees is one of the key success factors for small and medium-sized enterprises. First of all, small and medium-sized enterprises should pay attention to the introduction of talents. While small and medium-sized enterprises often don't have the same attractiveness and resources as larger enterprises, there are steps there are still steps that can be taken to attract great talent. Establishing partnerships with universities, industry associations, etc., and conducting campus recruitment and internship programs is also an effective way.

Second, small and medium-sized enterprises should focus on employee training and development. Nurturing internal talents is one of the important strategies for the sustainable development of small and medium-sized enterprises. Small and medium-sized enterprises can help employees improve their professional capabilities and professional qualities by providing training programs, mentorship systems, job rotations, etc. At the same time, small and medium-sized enterprises can also encourage employees to participate in external training and professional certifications to broaden the scope of knowledge and skills. In addition, small and medium-sized enterprises should establish an effective employee incentive mechanism. Employee motivation is a key factor in increasing employee satisfaction and loyalty. Small and medium-sized enterprises can design a reasonable salary system, including basic salary, performance bonus, welfare treatment, etc., and reward employees according to their contribution and performance. Additionally, establishing a good working atmosphere, providing promotion opportunities, and paying attention to the personal development needs of employees are also important incentives.

2.2 Strengthen financial and capital support

In order to alleviate the current situation of financing difficulties for small and medium-sized enterprises in China, the government and financial institutions should strengthen financing support for them and broaden their financing and investment channels. The lack of capital is the biggest obstacle to the development of small and medium-sized enterprises, so providing them with affordable and flexible financing channels is the key to their sustainable development. First, governments can develop more favorable and flexible lending policies. The government can reduce the cost and pressure of small and medium-sized enterprises financing by setting up a dedicated small and medium-sized enterprises loan scheme that provides low interest rates, long repayment terms and flexible repayment methods. In addition, the government can also provide guarantees or risk sharing for small and medium-sized enterprises to reduce the risk pressure on financial institutions and encourage financial institutions to provide more loans to small and medium-sized enterprises.

Second, governments and financial institutions can also encourage and support equity financing and venture capital by small and medium-sized enterprises. Equity financing and venture capital are important ways for small and medium-sized enterprises to obtain long-term funds, which can help enterprises achieve their goals of expanding scale and enhancing innovation capabilities. The government can set up venture capital funds to provide venture capital support to small and medium-sized enterprises. Financial institutions can develop equity financing business and provide consulting and services for equity financing for small and medium-sized enterprises.

3. Conclusion

To sum up, the difficulties in small and medium-sized enterprises business administration mainly focus on human resource management, capital and capital, management system and compliance with laws and regulations. By establishing a sound human resource management mechanism, strengthening funds and capital support, improving the management system and strengthening the awareness of laws and regulations, small and medium-sized enterprises can optimize the implementation of business administration, improve management efficiency and competitiveness, and achieve sustainable development.

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