

Discussion on Current Situation and Future Development Direction of Enterprise Business Administration

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Abstract

With the rapid development of market economy and economic globalization, many enterprises have emerged in China. This brings great development opportunities to Chinese enterprises, but the competition at home and abroad is becoming more and more fierce. In order to stabilize the heel and sustainable development in many enterprises, it is necessary for the managers of enterprises to carry out scientific management according to the changing situation of the market and the advantages of their own enterprises. Find the right direction for the development of enterprises, constantly innovate and improve the management system. At present, many domestic enterprises have some problems in business administration, which affects the development progress of enterprises. this article is to analyze the current situation of business administration of these enterprises and find corresponding solutions to promote the development of social economy.

Keywords

Business Administration; Development Status; Future Development Direction.

1. Introduction

With the continuous development of market economy in China, the competition between enterprises is becoming more and more intense. If we want to survive in many enterprises, we need business administration to manage enterprises, scientifically plan the development direction of enterprises, determine the development objectives of enterprises, allocate enterprise personnel reasonably, improve production efficiency and enable enterprises to develop continuously.

2. Overview of Business Administration

With the development of The Times and the progress of the society, the current social development speed is advancing by leaps and bounds, different industries are improving their own systems, planning the industry system. For example, the implementation of advanced business management system can improve the effective competitiveness of enterprises in the market. The strength of a company is not only reflected in the market value, but also the system structure and development of a company can be seen from the establishment of the business system. In the process of enterprise development, the business management system plays an important guiding role. Therefore, the enterprise should combine the corporate culture with the business management system. The senior management of the company should clearly recognize the business management system of the company, and set an example to the grass-

roots employees. Grass-roots employees should also learn relevant knowledge in this aspect when they enter the company for training, keep in mind the company's business management system, and be more skilled in daily work. Enterprise business management is simply to let the enterprise scientific management, the enterprise human resources and other aspects of the scientific distribution of resources. When an enterprise runs its internal business management system, it should let people with good skills in the field manage it. According to the actual situation of the company to develop the most consistent with the company's system, and in the use of the process of continuous improvement and repair, better put into the daily use of the enterprise. Business management can improve the management level of the company, enhance the market value of the company, promote the progress and development of the company.

3. Current Sit-on of Business Administration of Chinese Enterprises

3.1. Inadequate Enterprise Development Models

In order for the enterprise to be able to continue to develop, it is necessary for the enterprise managers to have a certain understanding of the relevant knowledge of business administration or have relevant business management experience. Such managers can lead the enterprise to continue to grow. Through investigation, it is found that the managers of some small and medium-sized enterprises in China do not have the management ability. They will only manage according to the management mode of other enterprises step by step, instead of finding a suitable management mode according to their own enterprise characteristics. They do not have a serious analysis and plan for the development of the enterprise. This is not conducive to the construction of enterprise culture, enterprises in the fierce competition in the market will not survive for a long time.

3.2. Business Management Model Lags Behind

There are many enterprises of the same type in our country's economic market. If we want to stand out among many enterprises of the same type, management is also very important. When enterprises produce products, they should first investigate the market, analyse the requirements and demand of products in today's market, and then start to produce products. Instead of blindly according to the previous production direction of mass production, do not update product specifications, resulting in the production of products do not meet the needs of the current market. the capital of the enterprise that the product cannot sell is very difficult to turn around, affect the next development of the enterprise.

3.3. Lack of Brand Awareness

In the process of continuous development, enterprises should pay attention to brand awareness, find suitable opportunities to develop their own brands on the road of development, and enterprise managers should set the development goals of enterprises in the longer term, rather than only pursuing immediate interests. In order to make enterprises stand tall in many enterprises, we must have our own brand, through the promotion of brands to improve the visibility of enterprises to bring longer-term economic benefits.

3.4. Lack of Professional Expertise

Professional talents are an important part of every enterprise. Enterprise managers should make clear the development direction of enterprises, and then convene some relevant technical talents to promote the development of enterprises. Although some enterprises recruit a lot of employees, but the core technical personnel have not been found, a large number of employees without professional knowledge to the development of the enterprise is not helpful, but also reduce the overall economy and efficiency of the enterprise.

4. Measures to Improve Business Administration of Chinese Enterprises

4.1. Effective Management System Established

Enterprise managers should formulate a set of management system suitable for their own situation, so that enterprise management is more standardized. We should make full use of enterprise resources and personnel distribution to improve the speed of enterprise development. In order to improve the work quality of employees, enterprises can formulate some reward and punishment system, urge the efficiency of employees, so that employees work harder. The planning of each department should be clear, different types of talents should be divided into different departments, and the division of labor of each department should be clarified. Avoid some employees to do the work of other departments, reduce the speed of work, affect the economic benefits of enterprises.

4.2. Focus on the Development of High-quality Personnel

In order to enable enterprises to develop efficiently, business administration is essential, but in order to implement business administration, there must be relevant High-quality talents. In order to make the business administration of the enterprise run normally in the enterprise, the enterprise should train the high quality talents with management ability according to its own situation, such as capital investment, the general direction of future development and its own positioning in the market, so as to realize the sustainable development of the enterprise.

4.3. Awareness and Spirit of Innovation

If you want to stabilize the long-term economic benefits of the enterprise, the most important thing is to constantly update their products, so that the enterprise products have been full of vitality. The business management personnel of the enterprise should put their own vision in the longer term. When formulating the development direction, they should constantly carry out field research on the market, understand the market demand, and improve their innovation consciousness. They cannot lead the enterprise to produce the products before a step-by-step. We should seize the changing law of the market, update the products in different periods, and constantly research new products, so that the development of the enterprise is more in line with the market demand and bring more benefits to the enterprise.

4.4. Internationalization

Although the domestic market is constantly expanding, there are more and more enterprises of the same type. It is a very good choice for enterprises to sell their products internationally. The competition in the domestic market is fierce and the products of the same type begin to saturate. Enterprises can sell their products to foreign markets while maintaining the domestic market. This can not only increase the economic profit of the enterprise, but also promote their own brand to foreign countries. Develop their own sales market, improve the visibility of enterprises, so that enterprises in the fierce competition in the market stand.

5. The Future Development of Enterprise Business Administration

5.1. Accurate Enterprise Positioning

Clearly recognize the core concept of enterprise business administration system, grasp the direction of market development in real time, formulate the corresponding development blueprint according to the actual situation of the company, perfect the business administration mode within the enterprise, and lead the enterprise to a higher level. In the current domestic open and world environment, enterprises should establish their own unique corporate appearance, improve the influence of enterprises in the international market, and enhance the influence of enterprises in the industry. In addition, in the process of development, enterprises

should always pay attention to the trend of market development, make a comprehensive investigation of the market, understand the rules of market development, and be familiar with market rules and regulations. At the same time, in the process of enhancing their own influence, enterprises should gradually optimize the corporate image established by enterprises, strengthen their own strength according to customized enterprise development plans, and conform to the current market development trend. Firmly grasp the market, leading enterprises to the international stage.

5.2. Enhance Corporate Integrity Awareness

Since ancient times, integrity is a premise of enterprise development, enterprise honesty and trust-keeping can obtain the trust of partners, so that the enterprise in a stable customer environment to continue to grow, benefit can be gradually improved, the company to better and more stable development. In addition, the enterprise's credibility will affect the market operating environment, improve the bad market atmosphere, and promote the harmonious and stable development of the society. On the other hand, the integrity of the enterprise will establish a good corporate image, integrity postcards can promote the stable development trend of the market, maintain a good social atmosphere, for the construction of socialist civilization in China.

5.3. Emphasis on the Development of Talent

Today is an era of rapid information dissemination and rapid social development. In today's society, talent reserve is also a strategic development. Whether the enterprise development speed and strength is strong depends on whether there is enough knowledge talent reserve in the enterprise. Enterprises should also pay attention to personnel training while improving their own competitiveness. Talents cultivated by enterprises themselves can get familiar with the internal working environment of the company more quickly and master the development business of the company. Learning based on the actual operating situation of the company will bring greater contributions to the development of the company.

5.4. Gradually Broaden the Business Platform

According to the actual investigation of relevant domestic departments, China's current business management model is still in the development period. But compared with the previous business management model, or more excellent. From the enterprise efficiency and development speed, there is a satisfactory answer. If we compare the current enterprise business management mode with the developed countries, the domestic management mode is still some distance from the completed work mode abroad. Enterprises need to improve from many aspects to increase their influence on the market and improve their position in the market. For example, grasp the market initiative, can not passively accept the direction of market development, actively collect market related knowledge. Understand the shortcomings of the enterprise itself, combined with the actual market resources, improve the enterprise's own management system. Speed up the development of the company, improve their own cultural conservation, faster integration of the market, to bring more benefits to enterprises.

5.5. Promoting the Internationalization of Enterprises

If an enterprise wants to grow and grow, it can not be complacent. We should learn more from foreign advanced knowledge and technology, improve the level of technology, connect with other excellent foreign enterprises, and exchange and study each other's advanced technology and culture. From the current market situation, we can see that the domestic market competition pressure is great, the competitors in all aspects are strong, and the market survival is difficult. Therefore, enterprises can put the strategic development direction abroad, open up territory for enterprise market and seek more resources.

5.6. Innovative Management Models

Nowadays, the times are developing and the society is progressing. Enterprises should conform to the trend of the times and innovate and improve constantly. According to the market requirements to make corresponding adjustments to enterprises, optimize the business model, to improve the previous business model. Each department establishes the corresponding mechanism, discusses the more efficient and convenient docking way, exerts the team cooperation superiority to the maximum. Regular discussion meetings, departments to improve the way of work and related solutions to promote the further development of the company.

5.7. Culture of Humanistic Care

In the process of continuous development, enterprises can not ignore the humanistic construction of enterprises, enterprises should care about the physical and mental health of employees, people-oriented. The humanistic construction of enterprises can not be in the same form as before, we should pay attention to the ideological construction of employees, and do work from the aspects of employee work, family, thought, health and so on. Relevant departments improve the corresponding working mechanism to create a good working environment and enhance the enthusiasm of employees. In addition, we can regularly carry out special activities for employees, organize employees to go out to play, company dinner, short-term holidays and so on, which can regulate the physical and mental health of employees. Enterprises must adhere to the people-oriented company development policy.

6. Conclusion

Enterprise management is very important to the development of an enterprise. if enterprises want to stand out in the competitive market, they must improve their business management level. In order to improve the brand awareness of enterprises, we must recruit talents with professional business administration ability to open the market. Take the enterprise brand to the international road, make full use of the enterprise resources, manage the work within the enterprise, promote the development of the market economy of our country, and improve the management level of the domestic enterprise.

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