

Research on the Role of Business Administration in Promoting Economic Development in the Context of Digital Economy

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Abstract

With the development of the economy, the traditional enterprise management mode and management concept can no longer meet the needs of the current enterprise development. In the changing economic environment, the management mode of enterprises needs to change, and business administration can meet the needs of current enterprise management changes and can promote the development of enterprises. As the "digital economy" becomes a new economic paradigm, enterprise information digitization has become a development trend, enterprises can only enhance their strength by actively integrating into the digital era, enterprises need to introduce Internet technology, implement "Internet + production", and improve the level of production and operation management. The digital economy is essentially a value revolution. This digital revolution is driven by the continuous innovation of digital technology, based on open knowledge, from the digitalization of manufacturing, management, and circulation to all economic fields including government macro-control, gradually forming an economic system. All regions shall, according to their own actual conditions, rationally set up business administration institutions, scientifically implement business administration functions, and continuously strengthen the effective supervision of market entities by business administration.

Keywords

Digital Economy; Business Administration; Enterprise Management; Path Exploration.

1. Preface

From the 2016 G20 Hangzhou Summit, the digital economy was defined as follows: "Digital economy refers to a series of economic activities that use digital knowledge and information as key production factors, modern information networks as important carriers, and effective use of information and communication technologies as an important driving force for efficiency improvement and economic structure optimization." "Since then, the digital economy has played an important role in promoting economic activities in research." The reason why "digital economy" is a new economic paradigm is because the endogenous structure, operation mechanism, overall scale and technological innovation of the digital economy are constantly innovating based on digital products, and at the same time highly affect and drive the change of enterprises, industries, industries, and even the operation mode of a country's economy. With the development of the economy, the traditional enterprise management mode and management concept can no longer meet the needs of the current enterprise development. In the changing economic environment, the management mode of enterprises needs to change, business administration can meet the current needs of enterprise management changes, can promote the development of enterprises, through the continuous optimization of management team capabilities, to achieve the development and transformation of enterprises, by enhancing the talent reserve of enterprises, and constantly improve the influence of Chinese enterprises, to achieve the organic integration of enterprises and markets. Not only that, business administration can also help the state to implement real-time supervision and regulation of the

market economy, and at the same time conduct research on enterprise economic management methods and theories, provide basic guidance for enterprise economic management and decision-making, and help enterprises become bigger and stronger. Under the background of digital economy, enterprise information digitization has become a development trend, enterprises can only enhance their strength by actively integrating into the digital era, enterprises need to introduce Internet technology, implement "Internet + production", and improve the level of production and operation management.

2. Factors Influencing the Development of the Digital Economy on Business Administration

2.1. Simplify the Handling Process and Better Serve the Enterprise

From the digitization of existing processes to the digitalization of designs. Design government operations in line with the strategic requirements of successful and continuous transformation, rethink, reengineer and simplify government operations, achieve an effective, sustainable and citizen-driven public sector, reduce the multi-departmental and multi-platform process of enterprise business, in the process, fully consider the potential of digital technology and data, provide a single entry point for the process, help enterprises save time and achieve the purpose of one-stop service.

2.2. Better Control Market Behavior through Data Analysis

Establish and complete credit commitment systems. Comprehensively establish a pre-entry credit commitment system for market entities, requiring market entities to make public commitments to the public in a standardized format, and will voluntarily accept restraints and punishments after illegal and untrustworthy operations. Credit commitments are included in the credit records of market entities, subject to social supervision, and used as a reference for supervision during and after the event.

Improve supervision mechanisms during and after the event. Innovate methods for the supervision of market operation and transaction behavior, promote the aggregation and integration and timely disclosure to the public of relevant market supervision data, statutory inspection and monitoring data, illegal and untrustworthy data, complaint and report data, and data that enterprises should disclose in accordance with laws and regulations in areas such as enterprise supervision, environmental governance, food and drug safety, consumer safety, production safety, and credit system establishment, encourage and guide enterprises to voluntarily publish more production and operation data, sales and logistics data, etc., build big data supervision models, and conduct correlation analysis, Timely grasp the business behavior, laws and characteristics of market entities, actively discover violations of laws and regulations, improve the government's ability to make scientific decisions and predict risks, and strengthen supervision of market entities during and after the event. Sort out and analyze the business trajectory of enterprises, comprehensively and objectively assess the operating conditions and credit ratings of enterprises, and achieve effective supervision. Establish information sharing platforms for administrative law enforcement and judicial, financial and other such information, and strengthen joint law enforcement capabilities.

2.3. Through the Platform Construction, It is Convenient to Collect and Process the Opinions of Enterprise Feedback

Establish and improve regulatory mechanisms, and promote the formation of an environment and mechanism for the whole society to participate in supervision. Through government information disclosure and data openness, and open sharing of social information resources, increase the transparency of market entities' production and business activities, and create

conditions for news media, industry organizations, stakeholder entities, and consumers to jointly participate in the supervision of market entities. Guide relevant parties to carry out market, industry, and social restraints and punishments for the illegal and untrustworthy, forming a regulatory pattern with the broad participation of the whole society. Through the platform reflection, department processing, efficient solution of the daily production and operation of the enterprise.

3. The Role of Digital Enterprise Management in Promoting Economic Development

Internet technology promotes the development of business models, and the innovation of business models accelerates the arrival of the digital economy era, and economic development in turn promotes technological progress, thus forming a virtuous circle.

3.1. Increase the Added Value of Your Work

After the implementation of digital management, the single, repetitive work within the enterprise will be eliminated, and the members of the organization will create value for the enterprise more actively and efficiently, thereby effectively improving the added value of work. The free flow of data information also enables each organization member to understand the operation information of the enterprise, and enhance the sense of responsibility and belonging of employees.

3.2. Improve the Quality of Products and Services

In terms of improving the quality of products and services, digital management also has a very positive effect, the relevant data collected by frontline employees in contact with users and customers can be fed back to the design and production departments in a timely manner, and the product and service information held by the design and production departments can also be transmitted to the front-line employees in real time. Digital management makes full use of the Internet to build a seamless communication channel for enterprises, consumers, partners, etc., to help enterprises better carry out marketing and promotion, and build a strong brand.

3.3. Effectively Communicate Corporate Culture

Digital management can effectively spread the corporate culture within the enterprise, spread the manager's management concept to every member of the organization, so that employees can actively exert their talents to achieve the strategic goals of the enterprise and promote the continuous development and growth of the enterprise. Digital management can optimize the business flow, logistics, capital flow and information flow of enterprises, so that enterprise decision makers can invest more resources and energy in the design of future development strategies of enterprises, laying a solid foundation for the success of enterprises.

3.4. Build a Digital Management System

Collecting, analyzing, applying and managing data, creating a digital management system, integrating digital management into corporate culture, and effectively implementing it in management practice, enterprises can show strong vitality and vitality in the fierce market competition, and create value for users at the same time, but also make themselves obtain huge returns.

3.5. Digital Management Meets Market Needs

The advantages of digital system with high efficiency and real-time will make the enterprise more in line with market demand, the concept of hierarchy between managers and employees will be weakened, the frequency of information exchange within the organization will be significantly increased, and the value of employees will be further reflected. Employees are no

longer just ordinary workers, but creators and sharers of knowledge, and will create value more actively in production practice. Value creation is the core driving force to promote the continuous development of an enterprise, and it is also an important symbol of a company's social responsibility.

4. The Current Development Dilemma of Digital Business Administration

4.1. Lack of Awareness of Business Administration

Management talent is the premise of the benign development of enterprises, the key to the synchronous development of enterprises and modern markets, lies in the investigation of the current situation, continuous improvement and development. However, at present, many enterprises lack a deep understanding of business administration, and enterprise business administration pays too much attention to the appearance of work, which has formal characteristics. Enterprises lack exploration of the timeliness of the business administration system, resulting in a decline in the quality of work of managers and low work efficiency.

4.2. The Business Administration System is Incomplete

Based on the current situation of enterprise business administration, there are many problems of poor application, which is due to the lack of a comprehensive business administration system. Enterprises are influenced by traditional management thinking, and there are serious formalization problems in business administration training, and too much evaluation of employees' management ability according to the principle of written assessment, but its authenticity is insufficient. At the same time, during the business administration training, some managers have a lack of correct attitude and are in a passive learning state. Business managers have insufficient understanding of business administration, and it is difficult to integrate scientific management concepts into enterprise management activities, which will also affect the overall effect of business administration.

4.3. The Digital Foundation is Uneven

Most enterprises in China are still beginners and explorers of digital transformation. Compared with mature markets such as Europe and the United States, the first problem faced by Chinese enterprises in the process of digital transformation is the problem of digital infrastructure. European and American countries started early in IT construction, from development strategy to planning and construction are relatively mature, enterprise digital infrastructure is relatively complete, regardless of Internet enterprises or traditional industry enterprises, there is not much gap in digitalization; In contrast, in the domestic market, due to congenital factors such as economic system and enterprise nature, coupled with the lack of forward-looking planning and effective deployment of digital infrastructure, the digital facilities of enterprises are still stuck in the stage of "enough is good". New enterprises born in the Internet economy have good digital infrastructure and become the driving force of digital transformation. Due to the different starting points of various companies, there is no common set of current standards and solutions for digital transformation, and each company needs to decide the direction of enterprises in the process of digital construction according to their own digital foundation, transformation prospects and transformation demand analysis.

5. Solutions to Digital Business Administration Dilemmas

5.1. Deepen Cloud Data Sharing

Deepen government data sharing and openness. Accelerate the construction of national data sharing and exchange platforms, establish data sharing and exchange mechanisms covering all levels and types of government departments and public departments, and promote the sharing

of government affairs data across regions, departments, and levels. Improve systems for categorized and open government data, formulate data opening processes and plans, and facilitate enterprises' access to and use of data in accordance with laws and regulations on the premise of protecting national security and public rights and interests. Orderly promote the opening and value-added development and utilization of public data, explore the "data finance" model linked to data contribution and fiscal expenditure, and gradually form a virtuous circle of open sharing of government data to promote the growth of local fiscal and tax revenues.

Motivate enterprises to open data. Establish mechanisms for the government to obtain enterprise data in accordance with laws and regulations, clarify the purpose, methods, and scope of the government's use of enterprise data, and standardize the government's use of enterprise data. Explore incentive mechanisms for enterprise data openness, incorporate the quality and contribution of open data into the enterprise data openness evaluation system, and provide support for tax deduction policies and reciprocal access to high-value public data for enterprises that actively open data. Establish data sharing supervision and accountability mechanisms, encourage public participation, give play to the supervisory role of social entities, and effectively protect the rights and interests of enterprises.

5.2. The Government has Established and Improved Promotion Mechanisms

Establish mechanisms for sharing government and enterprise data. Establish and complete a hierarchical classification system for data at the national level, separately classify government data and enterprise data, determine the sensitivity and security level of various types of data, and formulate a list of data sharing requirements. Establish a unified government-enterprise data docking and cooperation mechanism, clarify the rights and responsibilities of both sides for data sharing, and promote the formation of relevant rules and systems for government and enterprise data sharing. Establish a data sharing mechanism with deep enterprise participation, promote the transformation of government and enterprise data sharing from a government-led model to a pluralistic co-governance model in which the government cooperates with multiple social forces, and promote the two-way flow of data.

Improve the data resource management system. Improve national data resource management systems and mechanisms, formulate data management policies, norms and standards applicable to the big data environment, and ensure the orderly flow of data under a unified framework. Improve measures for the management of government data resources, establish and complete standard systems for data collection, transmission, storage, trading, sharing, and use, and promote efficient management and open sharing of government data. Formulate hierarchical and categorical data management measures by industry, guide enterprises to improve data management capabilities, and promote the sharing, flow, and use of social data.

5.3. Develop Digital Talent

By learning the experience of large enterprises in the industry, we can reasonably formulate the talent plan of the enterprise.

First of all, according to statistics, 77.5% of financial technology talents come from campus recruitment of fresh graduates, and the characteristics of strong learning ability, strong desire for knowledge, and high plasticity make it have unique advantages; In addition to technology giants, it is also necessary to step up joint efforts with typical enterprises in vertical fields, increase the integration of subject courses and new technologies, and develop related business-oriented science courses, so that talents in various industries and majors can have a scientific foundation and become a solid backing for the supply of talents.

Second, the company adheres to the internal talent optimization route. In fact, enterprises set up and cultivate expert consulting teams to improve the efficiency of intelligent transformation and talent training. At present, it is common in the industry that large factories export to the

outside world, and some professional managers from Huawei, Tencent, and Ali will summarize their own accumulated digital project cases and accurately output them after "diagnosis" for middle and lower enterprises, and many of them have developed rapidly in the industry and eventually become leaders.

Finally, be prepared to adapt to social changes at any time, so as to change the thinking and strategy of "finding talents" and "using talents". Whether it is the flexible employment advocated by China this year, or cross-border alliance, to a certain extent, it has added hope for enterprises in the dead end of lack of people. Since December 2019, HUAWEI CLOUD has organized and provided high-end training on digital talent applications at various bases, and Huawei, as a leafy plane tree, has attracted countless phoenixes, empowered and led hundreds of enterprises to explore new thinking in the digital economy, and has become an important window for digital talent training.

5.4. Establish a Correct Management Concept

With the continuous development of China's economy, the living environment of enterprises is also undergoing rapid changes. Chinese companies must grow in adapting to and challenging this change. First, Chinese enterprises must face a relatively imperfect environment in the process of their growth and learn to survive in this environment: second, Chinese enterprises must be soberly aware of which of the conditions on which they now rely for survival are backward and will inevitably change with the development of society, and must realize that any rent-seeking behavior that tries to maintain these conditions cannot save the enterprise in the long run, and enterprises should actively adapt to the challenges of market changes.

5.5. Empirical Analysis

5.5.1. Sample Selection

- (1) Sample selection: financial data of A-share listed companies from 2013 to 2018.
- (2) Data source: mainly from CSMAR company financial database.
- (3) Data processing: remove samples of financial industry, ST, *ST status and delisted companies and missing data, and Winsorize continuous variables at 1% and 99% quantiles.

5.5.2. Model Settings

$$Corporaate_{Governance} = \beta_0 + \beta_1 Economy_{Digitalization} + \sum controls + \sum IND + \sum Year + \epsilon_{ij}$$

5.5.3. Variable Description

Table 1. Information on the level of corporate governance

Principal component analysis results					KMO Test results	
Principal component	Feature root	Difference	Explain the proportions	Cumulative interpretation ratio	Top1	
Principal component1	2.9832	1.8533	0.4972	0.4972	Herfindahl10	0.6414
Principal component2	1.1299	0.1729	0.1883	0.6855	Herfindahl15	0.6385
Principal component3	0.9571	0.0835	0.1595	0.8450	Proportion	0.4842
Principal component4	0.8736	0.8175	0.1456	0.9906	Separation	0.7898
Principal component5	0.0561	0.0561	0.0094	1	Position	0.2501
Principal component6	0.0001	-	0	1	Overall	0.7071

Using the principal component analysis method for measurement, a set of basic variables containing corporate governance information was selected from the aspects of equity structure and managerial remuneration and incentives, including the shareholding ratio of the largest shareholder, the sum of the squares of the shareholding ratio of the top ten shareholders of the company, the sum of the squares of the shareholding ratio of the top five major shareholders of the company, the proportion of the total remuneration of the top three executives to the total remuneration of all executives, the level of separation of powers, and the actual controller's position as senior executives of listed companies, and extracted relevant information about the level of corporate governance.

5.5.4. Analysis Process

Table 2. Descriptive statistics

Variable	Number of observations	Mean	Standard deviation	Minimum	Median	Maximum
Corporate_Governance	13967	0.057	0.864	-2.743	0.196	1.457
Economy_Digitalization	13967	19.315	28.487	0	5.419	100
Opacity	13562	7.994	8.295	0.091	5.320	41.968
Irrationality	12646	8.780	3.244	1.513	8.897	16.851
Size	13967	22.217	1.267	19.671	22.055	26.075
ROA	13967	0.041	0.049	-0.148	0.037	0.195
Growth	13967	0.183	0.414	-0.502	0.109	2.712
SOE	13967	0.347	0.476	0	0	1
LEV	13967	0.417	0.201	0.048	0.406	0.879

5.5.5. Conclusion

The higher the degree of digital economy, the higher the level of corporate governance, and the degree of digital economy significantly improves the level of corporate governance.

6. Summary

Nowadays, the construction of global economic integration is gradually completed, the country's economic development has ushered in new opportunities, as the main body of maintaining market stability, the business administration department continues to improve its own capabilities, optimize responsibilities, and vigorously advocate innovative development. In order to thoroughly implement the work requirements of the State Administration for Industry and Commerce on rectifying market order, all regions should, according to their own actual conditions, rationally set up business administration institutions, scientifically implement business administration functions, and continuously strengthen the effective supervision of market entities by business administration. At the same time, it is also necessary to closely focus on the theme of regulating the order of the market economy, strengthen market supervision, give play to the tremendous role of macroeconomic regulation and control, ensure the correctness of supervision, and lay the foundation for the prosperity and development of the market. In the era of superposition and transformation of various elements, it is not only shaping new business, but also shaping new human beings, and shaping new civilization. In the face of the current severe and complex new situation at home and abroad, to promote the development of China's digital economy, we must adhere to the guidance of Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era, fully implement the spirit of the 19th National Congress of the Communist Party of China, reform the system and mechanism, guarantee resource elements, seize the commanding heights of the development of the global

digital economy with a high sense of political responsibility, and strive to build a modern economic system and a modern power with the digital economy as the core and the new economy as the lead.

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