

# Explore the Strategy to Improve the Level of Business Administration under the New Economic Environment

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## Abstract

**Under the impetus of the new social and economic form, if an enterprise wants to further obtain long-term and stable development, it means that it must constantly improve its market competitiveness in practice, and continuously improving the modern business management level is the most important measure for the long-term development of an enterprise.**

## Keywords

**Under The New Economic Environment; Business Management Level; Strategy Research.**

## 1. Introduction:

Business administration mainly refers to the combination of applied management, accounting knowledge and technical economics principles, Through the empirical research on the current market situation of the company, this paper analyzes and discusses the universal problems existing in the company's system reform and management and production operation, and puts forward systematic solutions, so as to further promote the further independent reform, upgrading and development of domestic enterprises. This paper focuses on the deep-seated problems existing in the current industrial and commercial development stage of enterprises, and puts forward specific strategies to further improve the standardization level of China's industrial and commercial management.

## 2. The Important Practical Significance of Strengthening Business Administration of Enterprises

Under the economic background of the development of Chinese enterprises in the new era, a perfect Chinese modern quality business management system can really improve the management level of Chinese enterprises in fundamental theory, thus improving the economic benefits of contemporary Chinese enterprises. Quality and business management of Chinese enterprises, For the overall strategic importance of enterprises to carry out operations, Generally, it can reflect the following advantages relatively intensively: First, it can systematically improve the overall and comprehensive product management, operation and organizational efficiency of the whole manufacturing group of Chinese enterprises from all directions, and also directly promote the production enterprises to truly achieve the maximum product creation and maximize economies of scale; Second, it can rapidly improve the competitiveness and comprehensive product strength of domestic enterprises in the market economy environment of the modern world. After China joined the global economic integration strategy construction, it will accelerate China's comprehensive reform and opening up, and the whole industrial society and economic development of China will also step into a brand-new historical era of development, and enterprises need to face a fierce competitive environment in international competition. Only when enterprises fully combine the general trend of China's social economy and development, and carry out comprehensive industrial and commercial management reform and adjustment with goals and pertinence, can they further enhance the

international comprehensive economic competitiveness of domestic enterprises and lay an important foundation for creating conditions for the rapid and sustainable development of domestic enterprises' internationalization [1].

### **3. The Current Problems in China's Industrial and Commercial Management System**

#### **3.1. The Business Management System Needs to be Improved**

Under the background of China's new open social market economy environment, enterprises should improve and strengthen the core and comprehensive brand strength of their brands mainly in the process of product operation and management, which specifically explains the significance of strengthening their own business management behavior. In order to effectively improve the effectiveness of business management, targeted proposed and promulgated some effective business management mechanism. However, because the new industrial and commercial administration concept established by some companies still has some backwardness, the new industrial and commercial administration mechanism of companies that may be developed on the basis of this concept often has no independent innovation ability, and cannot quickly adapt to the new changes in the international socialist market development environment. Moreover, the new corporate business administration system they finally established is also backward, which is not conducive to the all-round development of the industrial and commercial administrative functions of the whole company. The defects of China's enterprise management mode are mainly reflected in the following two points:

First, due to the constraints of the traditional mode, the personnel training structure of enterprise management and industrial and commercial administration lacks effectiveness, and the staff and managers often lack a good information exchange platform and emotional communication, which makes the training of enterprise management and industrial and commercial administration personnel ineffective. In addition, the evaluation results of small and medium-sized enterprises in the industrial and commercial administration departments have also appeared the problem of simplification of standards. In the past, the single evaluation mechanism system of small and medium-sized enterprises' business performance has obviously failed to meet the requirements of current enterprises. Second, because some small and medium-sized enterprises excessively rely solely on the mature development, operation and management mode in the past, Without systematic consideration, the factors that hinder the harmonious and healthy development between small and medium-sized enterprises and their own companies have led to the lack of innovation in their own thinking mode of operation and management of small and medium-sized enterprises, which will inevitably lead to the lack of core competitiveness in the management of small and medium-sized enterprises, and even directly cause huge economic losses to enterprises.

#### **3.2. The Comprehensive Quality of Business Administrators Needs to be Improved**

At present, in the practice of carrying out the reform of business administration education in some enterprises, there is still no active and effective recruitment and training of specialized industrial and commercial administrators with corresponding professional qualities. Not only is the total number of full-time personnel in enterprise business administration education relatively small, but also the comprehensive quality level of existing enterprise business administration related talents needs to be further improved. In this case, it will not only be unable to effectively promote the business management of the company, but also directly and seriously affect the business management benefits of the company.

### **3.3. Failure to Highlight the Dominant Position of Enterprise Employees**

In the daily operation activities of enterprises in China, the business administration behavior and the internal democratic management of modern enterprises are in the same important position. However, when some enterprises specifically implement various work items of internal business administration, The staff of relevant enterprises still lack the necessary right to independently examine and decide cases, and the business operators themselves and managers are also responsible for handling the daily affairs of business administration of enterprises, which will undoubtedly lead to the low efficiency of business administration of the company.

## **4. The Measures for Enterprises to Improve the Level of Business Administration**

### **4.1. Comprehensively and Comprehensively Improve the Overall Professional Quality of Business Administrators in Chinese Enterprises**

Under the current new normal social market economy environment, it is still difficult for enterprises to manage business. Only by persisting in continuous training and improving the comprehensive professional quality of grass-roots business administrators can we achieve a better and more stable operation effect of social enterprise governance in practice. Therefore, enterprises should first make clear the scientific importance of carrying out business administration study system, On this basis, A series of special trainings on the basic qualities of various industrial and commercial administrators should be carried out regularly, Ensure that students can learn the most advanced business administration learning concepts and institutional measures through active training, and at the same time, carry out independent innovation of various business administration training mechanisms in combination with the actual needs of the operation and development of Chinese enterprises in practice, so as to fundamentally further improve the employee business management level of Chinese enterprises.

### **4.2. Improve the Management System and Establish a Good Style of Work**

In order to effectively achieve the high stability and continuity of enterprise development goals, the management of the company must actively formulate a set of reasonable, scientific and efficient management system. The business management system of the company should be a working system that forms a relatively strict and fixed management chain and can communicate and interact with each other well. An effective management system with clear and effective management rewards and punishments, which can be observed by managers and implemented in place, can truly ensure that the basic work of the company has rules to follow and no one is specific, which has some particularly important practical significance. In order to ensure the strict implementation of the effective management system, enterprise managers must first ensure its scientific nature, have a strong enough external organization, strengthen the external supervision and inspection of the whole process of the company's business activities and internal management, and establish a good and efficient enterprise work style [2].

### **4.3. Implement the Rules and Regulations of Business Administration**

Enterprise management further emphasizes the unity of internal and external mutual restriction, supervision and management transparency requirements, we should focus on strengthening the quality of management rules and regulations and the efficiency of administrative work, and at the same time urge all employees to fully grasp these management systems in practice, so as to make efforts to fully implement various management systems in practice. Enterprises should also truly realize the humanized management of employees, so

that employees can feel the sense of collective belonging. When formulating various management systems, they should pay more attention to their respective economic interests, and seriously think about various problems from the perspective of each employee to prevent them from having various arbitrary or dictatorial mistakes.

#### **4.4. Build an Efficient Management Team**

The development and trend of informationization in the new social and economic environment inevitably requires relevant enterprises to pay attention to optimizing the allocation of relevant human knowledge, improving the professional comprehensive skills of relevant senior managers, and establishing an efficient and capable professional management elite team. Therefore, the management should clearly realize the positive role of the establishment of information technology talents in the construction and development of the work team of the information industry and commerce administration department, and must increase investment in science and technology, and establish a high-tech talents team that has mastered the key technologies of management information technology development and enterprise data quality management as soon as possible. Excellent management researchers among management team members, He must be an innovative talent with the consciousness of modern technical means and the ability of scientific and technological innovation thinking, be able to make good use of modern advanced technology, have a vision that is not limited by traditional thinking methods, and be willing and actively accept all kinds of fresh and interesting people, things, knowledge information and challenges in society. In addition to actively training professional management cadres within the team, Every year, enterprise leaders themselves can meet the actual strategic development needs put forward according to their own business administration and departmental management, Facing the unit and society, we actively and extensively recruit a large number of high-quality professional and economic management technical talents engaged in various economic all-round post management, and actively create conditions to inject a large number of high-quality fresh talents into the management team and its internal organizations, enrich the overall strength and enhance the overall quality of the team [3].

### **5. Concluding Remarks**

To sum up, under the new social business environment, enterprise managers should actively innovate models and advanced business development concepts, and gradually create new conditions to meet the objective needs of the globalization of socialist market economy, and improve the professional level of business management of enterprise managers in China, to better realize business management functions. The focus of this measure includes training an excellent business professional manager, To improve the comprehensive decision-making ability of managers and their enterprises, And be good at formulating scientific and reasonable internal management activity planning objectives and business plans for the whole company group, At the same time, we should also pay attention to creating a good environment and pleasant working atmosphere of the group, so as to enhance the sense of belonging to each employee, so that enterprises can always maintain a relatively favorable position in the competitive and orderly international market enterprise competition system.

### **References**

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