

An Analysis of the present situation and Development Direction of Enterprise Business Administration

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Abstract: As far as the present stage is concerned, with the deepening of China's reform and opening up, China's market economy system is constantly being improved, and for the sustainable development of our enterprises, our enterprises should adhere to the laws and regulations, and innovate the internal business model of enterprises. This is the demand of the development of the times, but also the demand of social progress, if with the change of the times and society, but no change in the internal business model of the enterprise, then naturally will be abandoned by the times. In order to achieve the survival and development of enterprises, enterprises must take some measures to protect them. In enterprise management, the importance of business administration is beyond doubt, and business administration can improve the effectiveness of enterprise management to a great extent. This article mainly revolves around the enterprise business administration present situation and the development carries on the analysis and the discussion.

1. The concept of enterprise business administration

In the daily management of enterprises, enterprise business management can play a very important role, because enterprise business management is combined with the actual situation of the enterprise and the development trend of the enterprise, the enterprise has made the most beneficial measures to the enterprise at present. In addition to management measures, business administration also includes many contents, such as management means and management system, as well as management mode. If enterprises want to get sustainable development, they should first abide by the relevant laws and regulations formulated by the state, and pay attention to the changes of the market at the same time, and adjust with the changes of the market. And the policies formulated by the state that are conducive to the long-term development of enterprises can actually be regarded as enterprises. The theoretical basis of industry development can also be used as the development orientation of enterprises and lead enterprises to the road of sustainable development. With the development of the times, the economic development of our country is becoming more and more rapid. In order for our enterprises to solve the problems encountered in the process of development smoothly, it is necessary to promote the normal development of the production and management of enterprises with the help of industrial and commercial administration.

The practicability of enterprise business administration is very strong, enterprises can also make adjustments to the decisions of enterprises with the help of business administration, and the efficiency and quality of business administration will also directly affect the development of enterprises. Therefore, in the process of sustainable development of enterprises, business administration is essential. At this stage, the scope of business administration has become more and more large. in the process of enterprise production and operation, business administration has been able to help enterprises standardize their daily operation, but also to help enterprises manage their daily work. At the same time, business administration can also help enterprises to develop more stably and ensure that enterprises can operate at the lowest level. This is the biggest operating profit.

2. The Current Problems in Business Administration of Business Administration

2.1 Low level of management

At present, the level of science and technology in our country has reached a certain height, although there is still a lot of room for progress, but for the development of Chinese enterprises, it has played a great role in promoting the development of Chinese enterprises. Therefore, the management of Chinese enterprises has also received more opportunities, but the opportunity also means that enterprises will face more risks and challenges. If the enterprise wants to get a place in the market and get sustainable development, then the enterprise must have high quality management strategy and high quality decision level. Only when the management level of the enterprise is improved, the management system is perfect and the management system is reasonable, can the enterprise be able to have a high quality management strategy and a high quality decision level. Enough to go longer and more smoothly. However, at this stage, there are still many problems in the actual management process of many enterprises, and some enterprises are not aware of the importance of business administration, so on the road of sustainable development of enterprises, there are still many problems to be solved. These outstanding problems have brought great obstacles to the management and development of enterprises. Only by solving these problems can enterprises usher in a better tomorrow.

2.2 The scientific nature of management is poor.

At the present stage, the most serious problem in the management of the enterprise is that the fine management cannot be realized, and the fine management cannot be realized, mainly because the management of the enterprise is not aware of the importance of the business administration of the enterprise, and the enterprise is in the process of development, Business administration is essential, and the management of the enterprise must pay more attention to the business administration, and the management level should be improved. The role of business administration is only to be paid much attention to be able to play a better role, and the business management mode can play a role, and whether the business administration has enough attention to the business administration. If the role of business administration is neglected for a long time, the development of the enterprise must be made To have a certain impact, the omission of the business administration is equivalent to the fact that the enterprise's present situation is not taken into account in the formulation of an enterprise development strategy, and there is no practice based on the strategy developed according to the actual situation. The enterprise cannot copy the strategic plan of other successful enterprises, because the development of different enterprises and the situation of different enterprises are different, and the strategic plan of copying other enterprises may lead to the anti-effect appearance.

2.3 We can't carry out the construction of civilization.

At this stage, if enterprises want to get healthier and longer-term development, then enterprises must pay as much attention to social benefits as they attach importance to economic benefits, only socially responsible enterprises can take a longer term in society, and employees within enterprises should also have a certain spirit of corporate culture, and only when employees recognize the corporate culture, can they be willing to help enterprises take a longer term. Corporate culture is the spiritual nourishment of enterprise development. With corporate culture, an enterprise has a value core, and corporate culture can guide enterprises to find the correct direction of development at a critical moment.

3. The Development Strategy of Business Administration in the Enterprise

3.1 Establish a sense of good faith

Enterprises must have the sense of good faith in order to ensure the smooth progress of the strategic objectives. At the same time, enterprises must follow the rules of market operation,

maintain the stable operation of the market economy, help the society to build a healthy and orderly social environment, and further build socialist spiritual civilization.

3.2 Improve the level of financial management

In order to make the enterprise run more stably, then first of all, we should ensure the quality of the financial management of the enterprise, because the financial management involves all the links of the operation of the enterprise, and the relationship between the financial management and the staff is also very close, so the development of the enterprise can also be reflected in the financial management, and the financial management is closely related to the vital interests of the staff. Enterprises must actively build a high-quality and high-level professional financial management team, professional financial management team can bring better development to the enterprise.

3.3 Strengthening personnel management

An enterprise is composed of people, so the enterprise must pay attention to the self-improvement and development of the staff. Therefore, enterprises should understand the development of employees and help them solve the problems of self-development.

3.4 Improve that competitive level of the enterprise

With the gradual entry of Chinese enterprises into the international market, more and more domestic products are exported to foreign countries, and the Chinese market is already saturated, so it is necessary to vigorously develop more international markets to meet the development needs of enterprises.

4. Conclusion

To sum up, this paper expounds the present situation of enterprise business administration. Only by paying attention to enterprise business management can we ensure the sustainable development of enterprises, and only by paying attention to enterprise business management can we improve the market competitiveness of enterprises. Enterprises must also actively build high-quality and high-level staff, and promote the development of enterprises through high-quality and high-level staff. At the same time, enterprises should also attach importance to the establishment of corporate culture, through corporate culture to mobilize the enthusiasm of employees, but also so that employees continue to improve and improve themselves, when employees get a certain growth, then the enterprise is bound to achieve a certain development.

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