

Analysis on the Development Mode of Business Administration in the Era of Network Economy

Ye Leifeng

Suzhou Tourism and Finance Institute, 215104, China

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Abstract: The development of science and technology has promoted the world to enter the information age, the rise of computer and Internet has pushed our country into the era of network economy, and the arrival of the era of network economy has also brought great challenges to all kinds of industries in our country. The same is true in the business administration industry. The traditional business administration model is gradually derailed with the development trend of the world. Obviously, it can no longer adapt to the current development trend of the network economy, and it is also disadvantageous to the long-term development of the industry. The level of business administration is not only related to the future development and development prospect of the industry itself, but also affects the smooth operation of the national economy. In order to ensure the normal development of the industry and realize the business administration. It is very necessary to innovate the idea and management mode. Based on the actual situation of business administration under the background of network economy in China, this paper makes a brief analysis of its development countermeasures.

1. Introduction

With the development of network economy and the strengthening of economic globalization, but the strengthening of these trends has also increased the difficulty of business administration, in order to ensure the normal development of the industry and ensure the smooth operation of the national economy. It is very necessary to change the management concept and carry out the innovation of management mode, and business administration is not a simple concept, it is more like a complex system, including a lot of specific components. How to adapt to the market economy under the network economy and better realize the supervision function is the problem that the industry staff should think about [1]. On the one hand, it is very necessary to strengthen the innovation of business administration mode. On the one hand, it is necessary to pay attention to the innovation of business administration mode. Depending on the innovation of the concept, on the other hand, we should also pay attention to the change of management mode. It can not only ensure the normal development of market economy, but also create new vitality for the development of our national economy.

2. An Overview of Network Economy

The rise of network economy is also due to computer and network, because the rise of computer and network provides corresponding technical support for the development of network economy. Network economy can also be said to be information economy, or Internet economy, because the Internet and information data have become an important medium in the development of this economic model. Different from the traditional economic model, the development of network economy realizes the production and sale of commodities with the help of network, which not only reduces the cost of labor force, but also greatly improves the work efficiency. At the same time, it also creates a new labor force for the development of the industry, which is not only to reduce the operating costs of enterprises. It is often helpful, so it is a huge opportunity for all kinds of industries. However, the development of the network economy is a double-edged sword, which not only brings opportunities, but also brings great challenges to the business administration industry of

our country. The development of network economy increases the unstable factors of the industry, thus increasing the difficulty of business administration [2]. Of course, as long as the relevant departments are aware of the backwardness of the management model and timely check and fill gaps, then difficulties can also be turned into opportunities and create convenient conditions for business administration.

3. The Significance of Network Economy to the Development of Business Administration

3.1. Innovate management mode

There is obviously a great difference between the business administration mode of the network economy and the traditional business administration mode. It can be said that the emergence and development of the network economy and the development of the business administration industry are mutually promoting relations. Business administration can protect the development of network economy, and the emergence and development of network economy can speed up the innovation of business administration mode, which is conducive to creating new labor force for the development of the industry and improving the work efficiency of business administration industry. Of course, it is also very beneficial to the long-term development of the business administration industry.

3.2. Change the concept of management

Compared with the western developed countries, there is still a huge gap in the efficiency of industrial and commercial administration in our country, which will not only affect the development of the relevant industries, but also is not conducive to the establishment of the normal market order, nor is it conducive to the smooth operation of our national economy. It can be said that a large part of the reasons are due to the backwardness of the concept of business administration in our country, and the emergence of the network economy provides a certain turnaround, because the computer network can provide a reference for the innovation of the management concept. It also plays a great role in promoting the change of the concept of business administration in China [3].

3.3. Reduce management costs

The traditional business administration needs a lot of labor, at the same time, the work efficiency is also relatively low, which greatly increases the cost of business administration, which is very disadvantageous to the development of the industry [4]. Under the network economy, this situation has been solved to a great extent, and the management work, which usually requires manpower to complete, can be solved through the computer network, which can not only take a complete process. It can also improve the efficiency of management, which is of great help to the long-term and stable development of business administration departments.

3.4. Timely access to information

The role of information data in the business administration industry has always been huge, especially in the network economy, which can not only greatly promote the process of business administration, but also provide data support for business administration. Be able to strengthen the reasoning of business administration [5]. In the past business administration process, due to technological backwardness and other reasons, the statistical process of information data is more difficult, but also easy to cause incomplete information data. In the context of the network economy, we can solve this problem very well. The utilization of computer network can not only greatly improve the speed of obtaining information. At the same time, it can also ensure the integrity of information data.

4. Countermeasures for the Development of Business Administration under the Network Economy

4.1. Changing the concept of business administration

The emergence of network economy not only creates development opportunities, but also gives rise to a series of unstable factors. With the emergence of these unstable factors, it is more urgent to change the concept of business administration. Combined with the actual situation of business administration in our country, the previous management experience and lessons should be sorted out and analyzed, and on the basis of combining with the actual situation, Combined with the reality in the development of various industries, the concept of business administration should be changed accordingly, not only with the actual development of business administration and related industries in China, but also with the development situation and international situation of related industries. Not only should we manage the current development of the industry, We should try our best to create conditions for the future development of the industry and protect the long-term development of the industry. In changing the concept of business administration, we should adhere to a principle, that is, to strengthen the use of the network economy, but also to serve the smooth development of the network economy [6].

4.2. Perfecting the mechanism of business administration

Perfecting the business administration mechanism is also an important prerequisite to ensure the efficiency of business administration. Because the concept of business administration in our country started early, the traditional concept of business administration is deeply rooted in people's hearts, which leads to the imperfection of business administration mechanism in our country. Therefore, it is necessary to effectively realize the perfection of the business administration mechanism [7]. Of course, in the process of perfecting the management mechanism, we should also pay attention to the summary and research of the development of the mechanism, and at the same time, we can also learn from the advanced management mechanism from the western developed countries. However, because the national conditions of our country are still quite different from those of the western countries, we should also pay attention to the innovation of our own mechanism in the process of perfection. . On the one hand, the perfection of the management mechanism should investigate the original management mechanism and have a detailed understanding, so that we can know where the defects of the mechanism are, so as to take effective measures in time. Supervision is a very important part of the management mechanism, so we should also promote the supervision work, and the promotion of supervision work should strengthen the improvement of the relevant mechanism.

4.3. Improving the relevant rules and regulations

The improvement of the relevant legal system makes the work of business administration have laws to follow, can greatly enhance the rationality of the work, but also make the process of work promotion more standardized and more reasonable. Thus it can be seen that it is necessary to improve the relevant rules and regulations [8]. In today's changing world, the rules and regulations of the past have been unable to meet the requirements of business administration, and they are unable to cope with the new problems arising in the development of industry and commerce. Therefore, the rules and regulations of the business administration departments should also keep pace with the times. Constantly improve. In the process of making regulations, we should also adhere to a principle, that is, everything is for enterprises to better serve the broad masses of the people. Of course. In the process of rules and regulations, we should not learn to adapt to the actual situation and specific problems of industry development, and learn to solve the practical problems in the development of the industry by scientific and reasonable methods.

4.4. Strengthening the function of business administration

In all kinds of industries in our country, the management function of business administration has been gradually desalinated, which has caused certain hindrance to the work of industry and

commerce administration, so in the process of exercising the function of industry and commerce administration department, we must strengthen the strengthening of management function. Especially in the context of network economy, the dilution of management functions will not only affect the work efficiency of the relevant departments, but also is not conducive to the establishment of a good public image of the business administration departments. Therefore, in the process of business administration, on the one hand, we should play the role of management, on the other hand, we should also play the role of supervision. The department of industry and commerce administration is the guide of the development of market economy in our country, for the sake of the industry of our country. For good development, the relevant departments must actively exercise their management functions and adhere to the concept of serving the people, so as to strengthen the functions of the industrial and commercial administration departments of our country and contribute to the sustainable development of the relevant economic industries in our country.

4.5. Improving the quality of managers

The business administration staff are in the core position in the management work, which has the extremely important influence on the management efficiency, but combined with the actual situation of the business administration in our country, the comprehensive quality of the management personnel is still relatively low. Even the situation of law enforcement in violation of regulations often occurs, on the one hand, it has a negative impact on the industrial and commercial administration departments, on the other hand, it is not conducive to the long-term development of the industrial and commercial administration departments in our country. Therefore, it is necessary to effectively improve the quality of the staff of the management departments. Generally speaking, there are the following methods: first of all, we can control the entry threshold of managers, and fundamentally improve the quality of personnel in the business administration industry; Secondly, we can strengthen the treatment of workers. The training strength of the staff should be both pre-and post-job training, and the content of the training should not only include professional knowledge, but also attach importance to the cultivation of staff professional ethics and social responsibility. After all, the original intention of business administration is to protect the consumer rights and interests of the people. In addition, we should also pay attention to the cultivation of staff computer network technology, at the same time, we should conform to the trend of network economy, establish relevant information technology management departments, and make full use of network technology to serve business administration. After all, in the network economy environment, staff should also learn to keep pace with the times.

4.6. Enriching the way of business administration

In the past, the way of business administration is often relatively single, and the process of exercising management functions is also more traditional, but this management method is only applicable to the past business administration work, in the context of the network economy, This way of management has been difficult to play an ideal management effect, so it is very necessary to enrich the way of business administration. The development of network economy has created conditions for a series of illegal acts, such as network fraud, infringement and so on. It has brought great trouble to the development of the industry, so it is urgent to enrich the way of business administration. In the process of enriching the way of business administration, we must first have the spirit of innovation, and secondly, we should have the spirit of innovation. Combined with the actual situation of industry development under the network economy, different management measures should be taken for different industries with the help of computer network.

5. Conclusion

From the above description, we can see that the business administration industry under the network economy is facing great opportunities and challenges, because the development of the business administration industry and the development of the industry are two aspects of the same problem. By improving the work efficiency of the business administration industry, we can create a

new development point for the development of the industry, and the development of the industry can also inject new vitality into the business administration department. In order to ensure the smooth operation of the national economy, the state needs to give greater support and policy assistance to the business administration industry, as well as in the relevant industries. It is necessary to strengthen the recognition of the business administration work and actively cooperate with the management work. All in all, for the sake of with the long-term development of related industries in China, the business administration department should bear the corresponding management responsibility.

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