

Research and analysis of the future development direction and management mode of enterprise business management

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Abstract: With the continuous development and progress of my country's economy and society at present, further changes have taken place in the management of enterprises. The current management of the enterprise has also achieved a better improvement in efficiency. In the actual process of business management and development, many companies still have many problems in their development. The company has not improved its own management and related systems, and has not paid much attention to management. The traditional operating principle of prioritizing the development of relevant interests is still used for development, which has led to many management loopholes in the development of enterprises. The article is based on specific analysis and exploration of the future development direction of enterprise business management, and makes detailed strategic analysis and discussion on the exploration of enterprise management mode, which can provide relevant scientific reference opinions and help for the current enterprise development.

1. Introduction

The current economic and social continuous development and progress have also brought more challenges to the development of Chinese enterprises. Therefore, if the current enterprise wants to achieve better development and progress, it needs to fully cater to the current market economy development trend and make continuous adjustments and reforms to its own business conditions. Companies need to continuously improve their own systems and management measures, and make improvements in the face of business management related models, so that companies can achieve better progress and adjustments in the process of business management, and companies need to make improvements based on their actual development conditions. The application of the business management model makes management more modern and scientific, gains a priority competitive position and conditions in the market economy, and promotes the realization of long-term stable and long-term development of enterprises.

2. Overview of the main connotations of business management

To analyze in a certain sense, business management mainly refers to the scientific and professional management of the daily business projects and activities of the company through certain special professional methods and means, and the technical aspects of the business management process and the daily routine of the company's employees. Activities are managed and regulated ^[1]. In the course of implementing comprehensive business management for itself, enterprises need to conduct full analysis and careful thinking in combination with the economic benefits they can produce. Analyze the economic benefits that the enterprise can produce and the long-term development of the comprehensive enterprise, pay attention to the actual development of the enterprise, and implement a more scientific management of the enterprise. Help yourself to realize the healthy operation and development of the enterprise under the scientific management model and the application of informatization, and promote the better upgrade and transformation of the enterprise. It can also enable enterprises to continuously improve their own market

competitiveness and gain competitive advantages to achieve long-term and stable development. On the other hand, business management mainly includes the management of the enterprise's own finance, operation management and human resources. In the management process of many aspects, the enterprise needs to pay full attention to its own reasonable arrangements and management work based on the enterprise. Culture is used for analysis, so that the company can achieve better development and progress under a good and healthy management environment during the development process, and employees can better obey adjustments and arrangements under the company's regulations to achieve better work and progress.

3. Analysis of the problems and status quo in the current process of enterprise business management

3.1 The company lacks a clear understanding and positioning of itself

Among the many enterprises in my country's current society, most of them are mainly production enterprises and processing enterprises. In the development process of these enterprises, they often rely on other brands and some foreign orders to process themselves. The improvement and adjustment of corporate management ^[2]. However, if an enterprise wants to have its own long-term and stable management model, it needs to re-define its own development and have a clear understanding of its own positioning in the process of social development. A management model that suits its own business management can help companies operate better. Under the influence of a good environment and a kind of scientific management, enterprises can achieve better development. However, in many companies in the current society, companies cannot achieve their own precise positioning and have a clear self-awareness, which makes them lack of a set of professional models suitable for their own operations in the process of corporate business management, resulting in low management effects. The low quality makes the development of the enterprise stagnant.

3.2 Low level of business management and traditional management concepts are backward

Whether an enterprise can have its own core competitiveness in the process of development, and obtain the core competitiveness to stand out in the competition with enterprises in the same industry, to a large extent depends on the effectiveness of the business management of the enterprise. Therefore, the low level of business management of enterprises will cause many loopholes in management, and there will be many problems in actual business operations and operations, which will result in enterprises not being able to obtain their own core competitiveness. Cannot stand out in the development process of market economy. At the same time, the relevant personnel of the company and the knowledge gaps in the management concept have caused the company to simply focus on the economic benefits of its own development in the management process, instead of paying attention to social benefits and other aspects of development, leading the company Unable to achieve long-term and stable development. In addition, with the continuous development and progress of the current era, our country has entered the era of informationization. If companies cannot achieve better improvements in their own technological level and follow the trend of the development of the times to carry out innovative development and improvement, then companies are very easy Being eliminated by the market economy, unable to obtain its own core competitiveness.

4. Analysis and exploration of model strategies for optimizing business management of enterprises

4.1 The enterprise develops market-oriented management and development planning

The development strategy of an enterprise has played a decisive role in the development of the enterprise itself, and has an important role in the development of the market economy. Therefore, if an enterprise wants to achieve continuous improvement and adjustment of its own business management model, it needs to promote its own competitiveness. Realize the optimal allocation and

integration of resources in the process of market economy, thereby continuously optimizing its own management. At the same time, companies also need to design strategies and plans that meet their own management based on their actual development. Continuously improve and enhance the mode and effect of business management, create a good business management environment to improve efficiency in the work process, thereby promoting the economic and social benefits of the enterprise to be better improved.

4.2 Improve the internal organizational structure of the company

If the enterprise is not perfect in its internal organizational structure, it will make the enterprise reduce its core competitiveness in the process of development. If the company does not stand out in the competition with many companies and gain its own core competitiveness, then many problems and drawbacks will arise in the development of the company. Therefore, the company needs to continuously optimize and adjust the internal corporate structure and the work process. The framework, in the continuous improvement process, enables the company to establish a good corporate operation method and create a good and healthy corporate development atmosphere in the daily operation and management, so that employees can make better progress in the actual work process. At the same time, companies can implement relevant evaluation mechanisms for employees, and score and assess their work and performance. Develop relevant management indicators to enable employees to continuously adjust their work during the work process. Let the company achieve a better level of improvement in the management process of its employees, and promote the company to enter a deeper stage of development.

4.3 Enterprises intensify the introduction of talents and promote innovation

In the current business development process of business management, talents are a very important factor for enterprises. If an enterprise lacks the support of talents in the development process, then many problems will arise in the overall development and management process of the enterprise. Therefore, enterprises need to pay attention to their own training of business talent management and to introduce more talents for better and more scientific management, so that enterprises can better meet the needs of talents, and further promote the development and improvement of enterprises. In addition, in view of the incoordination of the company's demand for talents and the work arrangements of various departments, companies also need to make scientific adjustments and allocations in talent management to promote better allocation and continuous improvement of their own skills. At the same time, enterprises also need to pay attention to their own innovation and development. Under the background of continuous improvement in the current new era, enterprises also need to carry out continuous innovation and improvement in science and technology.

5. Conclusion

To sum up, under the current market-oriented development of enterprise development, companies need to re-examine their own development and continuously improve their own business management level to adapt to the current market-oriented competition trend of corporate development. In the current business management process of most enterprises, there are still many problems. Enterprises need to have a clear positioning and a clear understanding of themselves, and continuously improve their own business management level.

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