

## **Exploring the Research on the Cultivation Path of Enterprise Business Management Talents under the Condition of Market Economy**

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**Abstract:** With the continuous advancement of the Internet economy and the “Mass Entrepreneurship and Innovation” program, the talent innovation model has become an important choice for many business management companies. From enterprise production and operation, finance, to personnel training and department management, the Internet economy has penetrated almost all areas of business development. From the perspective of the specific operating conditions of an enterprise, the realization of the overall operating purpose is extremely dependent on the internal human resources reserved, and it is an important way for an enterprise to effectively obtain economic benefits and increase its share in the market economy. To some extent, the effectiveness of business management personnel training is closely related to the future development of enterprises. Therefore, it is particularly important to study the path of business management personnel training based on the background of market economy.

### **1. Introduction**

In the daily operation and management activities of the enterprise, the relevant business management personnel of the enterprise have great support for it. Judging from the current development status of Chinese enterprises, the development of enterprises is affected to a certain extent by business management talents. Enterprises need to continue to pay attention to the scientific construction of business management personnel and the professional quality of talents. These are important factors that affect the long-term development of enterprises. At this stage, there are certain shortcomings in the training model of business management talents in Chinese enterprises. Only by combining actual conditions, corresponding effective solutions are put forward, and the model of business management talents in Chinese enterprises is constantly innovated, so as to stabilize the internal enterprise. At the same time, promote the improvement of external competitiveness [1].

### **2. The Connotation of Enterprise Business Management Personnel Training**

First of all, the business management of an enterprise specifically refers to the establishment of a system and a series of organizational frameworks, and the enterprise improves its operational efficiency within a certain period of time through routine activities such as business operation management, financial management, and human resource management, and Promote their own benign and healthy development [2]. The essence of enterprise business management is that whether the enterprise is in the growth period or in the development period, the management activities of the enterprise need to start from the enterprise as a whole, and fully grasp the lifeline of the future development of the enterprise.

Secondly, after understanding the enterprise's business management knowledge system and various connotations, it is also necessary to know the fundamental purpose of the enterprise to train business management talents. The training of business management talents for enterprises refers to the establishment of certain business management goals based on the business development strategy of the enterprise and the current business model, and the goal-oriented training of professional businesses that meet the needs of the business development strategy and promote sound development manager. At present, there are two traditional ways for enterprises to train business management talents. The first method is local training. The target of this method is the personnel in the business

management system. In the specific business management training process, business management students need to systematically learn career planning knowledge, professional management skills, and at the same time accept the company's regular training and assessment plan requires that the business management knowledge system be mastered within the planned time. The second way is cooperative training. This form is mainly due to the insufficient allocation of enterprises and the inability to train business management talents through the first method, or at this stage, the local training methods applied by enterprises cannot meet the needs of enterprises for the quality of management talents. In addition, it is important to note that in the daily operation of the company, whether it is in the first form or the second form of training, in the actual training process, it is necessary to pay attention to the ultimate goal of training. Better contribute to the management activities of the enterprise [3]. Therefore, it is necessary to take the business management of the enterprise as the specific training basis, and put the core of the entire training work on the aspect of talent training quality.

### **3. The Role of Cultivating Enterprise Business Management Talents**

#### **3.1 Improve Efficiency and Reduce Costs**

The application of business management talents in the enterprise can realize the reasonable planning of the enterprise work process, avoid unnecessary processes in the actual operation process, and optimize and improve the overall work quality and efficiency of the enterprise management personnel. At the same time, various resources of the enterprise can be rationally allocated, various tasks can be allocated more scientifically, and unreasonable task allocation can be reduced as much as possible, which will increase the risk of production and operation of the enterprise.

#### **3.2 Clarify the Development Goals of the Company**

In addition to focusing on improving the company's work efficiency and rationally allocating resources in daily operations, the business management personnel of the enterprise also need to conduct in-depth investigation and analysis of the actual market situation in the same industry, and have a clear understanding of the overall future development trend of the industry in the same industry [4]. Judgment, and then based on this, comprehensively consider various factors, including the current operating status of the enterprise, and comprehensively determine the next phase of development strategy and direction of the enterprise. If a company has problems in its regular business activities, the company's business management personnel can quickly analyze the crux of the problem and make reasonable adjustments to the company's business strategies and objectives in a timely manner.

#### **3.3 Improve Management Staff Efficiency and Staff Enthusiasm**

Based on the rational use of specific methods and methods, business management personnel can systematically plan the specific responsibilities and responsibilities of each department, and at the same time accelerate the completion of the active construction of related rewards and punishment systems within the enterprise, and plan the career development direction of employees in detail. It can stimulate the enthusiasm and initiative of employees to participate in management work, and promote the overall improvement of overall work efficiency [5]. When employees lose their work passion and goals, they can form effective guidelines; when employees are not satisfied with the current salary level, system optimization and adjustment should be combined with employees' work performance to enhance employees' sense of identity with the company. I am proud of being a part of the company and volunteer to contribute to the development of the company.

#### **3.4 Coordinate the Capital Situation of the Enterprise to Ensure the Smooth Operation of the Capital**

Financial funds have a great impact on the survival of an enterprise. If an enterprise has a capital chain problem during its operation, it will have an indelible impact on the survival and future development of the enterprise. In their daily work, a qualified and professional enterprise business

management talent needs to pay special attention to the specific capital flow of the enterprise and conduct dynamic monitoring at any time. Once the abnormal capital operation is found, the relevant responsible personnel should be contacted in time.

#### 4. An Effective Path for Enterprise Business Management Personnel Training under the Market Economy

##### 4.1 Cultivate the Innovative Consciousness and Innovative Ability of Enterprise Business Management Talents

The development motivation of an enterprise comes from innovation [6]. If an enterprise wants to maintain a progressive and stable development trend forever, it needs to start from the perspective of innovation and continue to innovate in terms of development awareness and development capabilities to inject fresh impetus and blood into the enterprise. As a modern enterprise, it has a comprehensive understanding and understanding of cultivating business management talents' innovative ability and awareness. In the market economy, it learns to identify and process massive amounts of information [3]. In the specific development process of the training work, the professional training system should be used as the basis to support the development of various practical activities with a strong theoretical basis. In the repeated practice process, be good at the flexible use of advanced things and concepts in market information. Taking the actual situation of the enterprise as the standard, the establishment of a professional and characteristic management training system, and on the basis of combining with the requirements of different positions and different functions of the enterprise, the mutual relationship is systematically optimized and perfected, and the relationship is targeted, Purposefully formulate relevant training plans, as shown in Figure 2.

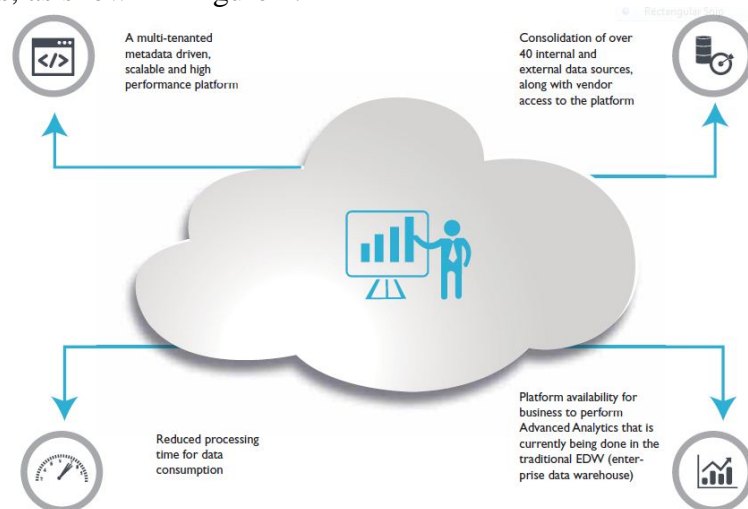


Fig.1 Market Economy-Oriented Training of Business Management Talents

##### 4.2 The Market Economy Requires a Mode of Thinking Based on Horizontal Thinking

“Vertical thinking” is a way of thinking that companies have insisted on for a long time. When thinking about problems, it is mainly a logical thinking formed on the basis of the original three-dimensional structure. The horizontal thinking is an effective breakthrough in the original thinking order, and the solution to the problem takes a new dimension as the starting point. From the perspective of logical methods and principles, horizontal thinking uses unconventional logical methods to solve problems, which is often ignored by traditional thinking. Horizontal thinking is a kind of unconventional and obviously illogical thinking. In fact, illogical here does not mean that it does not conform to objective logic, but that we have closed the known subjective logic in the process of growing up. Therefore, if an enterprise wants to use horizontal thinking to break the original business management talent training logic and methods, it needs to combine market economy technology to enrich and perfect horizontal thinking mode [7]. In the process of enterprise business

management personnel training, the training of talents should go beyond the traditional thinking training and management mode, fully stimulate the imagination and innovation ability of employees in the process of management practice, activate management thinking, and accelerate the realization of the connection between various management elements. It promotes the formation of a multi-angle thinking mode, thereby promoting the overall improvement of the quality and efficiency of enterprise business management personnel training.

#### **4.3 On-the-Job Training is an Important Starting Point for Improving the Quality of Talents in the Industrial and Commercial Sector**

The one is to accelerate the construction of modern training positions. The development of training needs to be based on the construction of positions, and the core training base should be built closely around the relevant cadres of the business administration department, so as to promote the complete function of the training center and the improvement of the facilities. Develop professionals to supervise the related costs, venues, content, teachers and funds during the training process, and build a systematic and comprehensive training base network within the enterprise's business management system. At the same time, in addition to strengthening the construction of "hardware", we should also conduct systematic exploration and research on "software development" under the background of the new economic normal, so as to realize the construction of a distance education network platform and form a connected distance education. The network platform is connected to the enterprise network platform at the top and personally associated with the employees at the bottom.

The second is to innovate traditional training methods. In the specific process of training work, the innovation of training methods is particularly critical. It is necessary to accelerate the transformation of traditional passive training methods and extensive training methods, and actively promote related training work through active exploration of the characteristics of cadre positions and the inherent laws of cadre education. Unfold. Following the ideas of "what is missing" and "what to learn?", organize and carry out various training activities, such as job rotation, exchanges, organization and training, study and inspection, etc., which are not applicable to "not applicable" and "not enough". Effectively solve the outstanding problems of " ", and strive to create conditions for cadres and employees to become talents and to develop, and to continuously improve the competence and quality of the cadre team. Accelerate the active development of targeted training and entrusted training in enterprises, and select and send outstanding backbones of business administration departments to go to schools for theoretical study, and go to other outstanding enterprises for professional skills learning. It also encourages cadres and employees to actively participate in various professional title education and academic education offered within the enterprise, so as to promote the full implementation of the policy of cadres and employees participating in school and training. Organize all staff to conduct large-scale training to ensure the level and category of training, actively develop network-based training platforms, develop learning classrooms or related testing software, and realize interactive, seminar-style training methods in the enterprise Comprehensive promotion.

The third is to establish a training incentive mechanism. Accelerate the completion of the establishment and improvement of relevant training mechanisms, and form corresponding training evaluation and assessment mechanisms. Starting from a management perspective, we will comprehensively supervise the training process of enterprise business management personnel, establish education and training files, systematically assess the results of each training, record employee examination results in a file, and use historical examination results as employee promotions and rewards and allowances. Such standards ensure the full play of the final training and learning effect.

#### **4.4 Encourage Companies to Use the Internet to Reform Talent Training**

In the context of market economy, the market has increasingly higher requirements for business management talents. In addition, to a certain extent, it also provides new training methods and methods for talent training. The human resource management of many companies is only carried out by the business management department alone, which is not conducive to the development of the company. Under the market economy, all employees of the company should be strengthened to

participate in the business management work. For example, employees can use Weibo, WeChat, and corporate WeChat. Participate in business management activities in these ways such as official accounts, supervise human resource management in a timely manner, and provide suggestions for solving problems. Under the market economy, enterprises should pay attention to human resource management, improve the talent incentive system, and seize the opportunities brought by the market economy.

## 5. Summary

To sum up, in today's increasingly fierce market competition, in order to ensure that companies stand out in the huge market, they should start from the perspective of talents, and gradually digest market competition through the formulation of different talent levels. In the context of the market economy, the cultivation of business management talents in enterprises is a major trend in the process of talent competition. It is necessary to actively cultivate the innovative awareness and ability of business management talents, think in a horizontal thinking mode, and strengthen the understanding of business management talents [8]. Encourage companies to use the Internet to reform talent training. Only in this way can the efficiency of corporate talent management be improved and the company will always remain invincible in the fierce competition.

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