

Research on the Future Development Direction and Management Mode of Enterprise Business Administration

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Abstract: At this stage, the quality of business administration is not high, and it is difficult for enterprises to make a clear positioning of business management. This has affected the overall work effect and it is difficult to meet the objective needs of enterprise business management development. Therefore, in view of the business management objectives, it is necessary for enterprises to combine their successful experiences, enhance their correct understanding of business administration, improve the level of business management through effective and effective methods, and strive to lay a solid foundation for the subsequent development of business management.

1. Introduction

It is necessary for enterprises to establish a rational control system to guide and standardize the orderly development of business administration, establish a scientific work mechanism, combine advanced experience, fully take into account the characteristics of the development of the times, and use scientific methods to carry out business management. Accurately conduct its own positioning, do market analysis and market research, dig deep into the market, effectively enhance the effect of business administration, find loopholes in the working mechanism and actively improve it so that it can develop in a better direction.

2. The shortcomings in the business management of enterprises at the present stage

2.1 Low management quality

Enterprises carrying out business management work with high-level management quality as the goal, management quality will have an important impact on the market competitiveness of enterprises. At present, most enterprises in China obviously lack the awareness of developing customers and coordinating communication customers, which leads to the production and operation of enterprises. The various links of the company cannot be effectively connected, and the business management mechanism of the enterprise is too formalized, which seriously affects the development of the enterprise. In addition, most enterprises still adhere to the management concept of benefit first, and neglect the management work. This is also an important reason for the low quality of industrial and commercial management in China. The business management work cannot directly create benefits, which causes the management personnel of the company to ignore. This work cannot deeply analyze the deficiencies in the business management work, so that these problems can be gradually accumulated and bring hidden dangers to the development of business operations.

2.2 The management concept is relatively backward

At present, China is experiencing the reform of the market economic system. Facing this social background, the improvement of the market competitiveness of enterprises should depend on the application of modernization and advanced development concepts, improve the business management technology, improve the business management process, and promote the gradual improvement of corporate management. . However, it is undeniable that most of the business and management personnel in Chinese enterprises lack professional quality and their personal abilities

are poor. The idea of “big pot rice” is more serious. The goal of the work is to regard the fixed salary, and the management concept cannot be updated with the times. Enterprise management always follows the backward business philosophy, and can not correctly position the development of the enterprise in combination with the actual situation of the enterprise. This management concept is very unfavorable for the development of the enterprise.

2.3 The market development ability is seriously insufficient

In order to fully meet the market demand, the development of the enterprise must formulate a more reasonable development plan based on the characteristics of the market, set a scientific enterprise development goal, and choose an enterprise business management mode that suits its own characteristics. At this stage, the development of most enterprises in China neglects the market development work. The production link and the sales link are seriously out of line. The production efficiency of the enterprise is not high. At the same time, the sales capacity needs to be strengthened. The root cause of this phenomenon is that it is difficult for enterprises to do it correctly. Out of its own positioning, lack of understanding of the market, it is difficult to keep up with the pace of social development, and finally eliminated in society.

3. The future trend of business management

3.1 Improve the integrity

In the near future, the healthy development of the market is closely related to the integrity of the company. Therefore, enterprises should focus on building their own credibility image and building a credible enterprise. In the long run, the credibility of each enterprise will continue to improve, and a good market economic order will surely form, which will promote the healthy and orderly development of the market. Therefore, the future development trend of enterprise business management is to carry out relevant solutions to the current issue of integrity.

3.2 Establish a reasonable financial management system

The economic profits of any company are directly related to the financial situation. The quality of financial work will directly determine the individual profit level of the employees. Therefore, the development of the company is largely determined by a high-level financial management team. It is necessary for enterprises to formulate a scientific financial management system, strictly implement various systems in financial work, and bring higher profits to enterprises through reasonable financial management.

3.3 Emphasis on human-centered management

In the future, business management is not a performance appraisal. It includes humane care for employees, employees as the core of enterprise development, understanding of employees in various aspects, actively solving various problems encountered by employees, and helping employees. Solve the worries, make it work harder, and improve the quality of production and operation. At the same time, employees should be provided with opportunities to continuously improve themselves, such as working with universities to set up on-the-job training courses for employees, to achieve an overall improvement in the overall quality of employees, and to provide practical opportunities for employees to be good at theoretical knowledge and practical work. Fully combined, the aim is to cultivate high-level talents who are qualified for business management in the new era.

4. The construction of a scientific enterprise business management model

If you want to improve the quality of business administration and obtain better business management results, you must combine relevant experience, give a correct understanding of business management, understand the important role of business management in the development of enterprises, and work in business management. It is fully integrated with the daily management

work to explore more reliable business management methods and improve the overall work results. The related specific measures mainly include the following:

4.1 Create an advanced management model

Enterprises should first give a correct understanding of business management, build a modern business management model, fully consider the future development needs of enterprises, and formulate more reasonable business management plans and programs to meet the needs of all aspects of work, establish an industrial and commercial management system, and strengthen management effects. At the same time, we should focus on establishing a more detailed work system, taking into account the specific characteristics and needs of all aspects of management work, and the plan should be comprehensive and detailed.

First of all, establish a transformation model of enterprise transformation, formulate a comprehensive transformation strategy according to its own sustainable development needs, apply business management methods to guide the transformation and development of enterprises, and further accelerate the improvement of traditional advantages of enterprises.

Secondly, the implementation of reasonable business management in enterprises will effectively enhance the company's own strength. By analyzing the characteristics of the market economy system, comparing its own economic development model with the previous economic system, and grasping the characteristics of the market competition environment, the pressure on the company's own development will be faced. With a clearer understanding, the application of effective measures to rationally improve the effectiveness of business management, to ensure that the company's own competitiveness has been significantly improved.

Finally, fully combine the characteristics of the social and economic system, promote the supervision and management of industrial and commercial management in enterprises, effectively play the role of supervision and management, ensure a fair atmosphere of competition, and accelerate the scale and sustainable development of enterprises.

4.2 Focus on the construction of talent team

The effect of business administration depends to a large extent on the professionalism and overall quality of the talent team. It is necessary for enterprises to establish a high-level talent team, effectively improve the effect of business management, and keep pace with the development of the times. Enterprises should raise the recruitment standards for management talents and employ a large number of outstanding talents with business management experience. Enterprises should also organize regular training of business management talents, including advanced business management concepts, so that they can successfully complete business management tasks and improve work results. In addition, we should pay attention to doing ideological education for business management personnel, comprehensively improve their professional ethics, and promote the implementation of enterprise business management.

4.3 Focus on building integrity

To promote business management in enterprises, we should first raise the awareness of honesty. In the face of rapid economic development, enterprises should gradually improve their economic systems and keep pace with the development of the market economy. Enterprises should improve the propaganda of integrity construction, and integrity will be carried out in all work links to ensure that all departments and positions can give a correct understanding of the development of integrity, and efficiently complete various work requirements and tasks.

4.4 Improve the quality of financial management work

At this stage, corporate financial management plays an important role in enterprise development, and financial management is an important part of business management. Therefore, in order to ensure efficient industrial and commercial management, enterprises must start with financial management, establish a scientific financial management system based on the characteristics of the enterprise, further improve the financial management and control program, and cater to the

requirements of the development of the times. First of all, the establishment of a reasonable financial management system should be an important reference for supervising financial staff to improve the level of financial management. Second, the financial management department must fully summarize the experience of business management, and innovate more effective and suitable for enterprises. The financial management model is used to enhance the effectiveness of financial management and ensure the quality and efficiency of the business management of enterprises.

5. Conclusion

In summary, this article focuses on the significance of business management, and hopes that by improving the effect of business management and catering to the development of the market economy, the orderly advancement of business management will also win higher profits for enterprises. However, the institutional reform of enterprises cannot be completed overnight. This is a process of twists and turns and spiraling. Therefore, this paper expounds the future development direction of business administration. The business management work is not realized in the short term, but should be improved and improved as the long-term work of the enterprise.

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