

Analysis on the Future Development Direction and Management Model of Enterprise Business Administration

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Abstract: To a great extent, the business management of an enterprise determines the direction of its development and the future development of the enterprise. The survival and development of enterprises are closely related to their own construction and scientific management. Business administration plays a great role in promoting the healthy and sustainable development of enterprises. From the current situation, enterprises are facing fierce industry competition and establishing their own existing management model. If we want to develop and grow and not be eliminated by the market, it is necessary to improve our own operation level and development efficiency. Only by adapting to the market economy can we achieve greater advantages in market competition. Therefore, the means of business administration is indispensable. The staff of the enterprise must make full use of this means to solve the problems brought about by the challenges, enable the enterprise's economy to develop well, and accelerate the construction of enterprises, through in-depth discussion on the characteristics of business management and potential problems in the enterprise, and discover its future development direction and adapts to the management mode inside and outside the enterprise.

1. Introduction

In the process of daily operation of enterprises, business administration is the basis and premise of all kinds of business management activities, and plays an important role in the development of enterprises [1]. New markets need to be opened up and developed, and most enterprises do not have the consciousness and thinking of actively exploiting new markets. Their business models are old and backward. Enterprises began to fear the market and adhere to the market economy. In the actual process of enterprise management and operation, it really meets the needs of users and actively develops products based on market trends [2]. To formulate the training plan of business administration talents in time, it is necessary to meet the development needs of internal management departments and adopt effective learning courses. New requirements have also been put forward for Business Administration of enterprises. The quality of enterprise business management directly affects the formulation of enterprise development goals and strategies, and is an indispensable part of the current enterprise [3]. Doing a good job in the industrial and commercial management of enterprises has become an important demand for enterprise development, but most of China's current enterprises do not have this level of management capability [4]. However, it should not be overlooked that business management itself contains a variety of complex management processes, and companies should focus on in-depth research to ensure that comprehensive measures are taken to compensate for certain vulnerabilities or ills involved in the management process. To improve the level of business management, we must first change the concept of business leadership, and establish a sound business management system to coordinate the relationship between production and market, so that enterprises can have a place in the fierce market competition environment [5].

Enterprise management mainly refers to business management, strategic development and management, human resources management and financial management. Faced with the increasingly fierce competition in the social market, enterprises must attach great importance to industrial and commercial management, carry out objective and scientific regulation and control, so that it can

achieve long-term survival [6]. Many management systems formulated by enterprises are also from the perspective of planned economy. Such systems can not be implemented in the market economy environment, so when implementing the management system, they will be hindered by various kinds. On the premise of fully exploring the specific mode applicable to business administration, enterprises will have more prominent competitive advantages, renew their ideas and change their own cognitive biases in the current period [7]. To build a socialist market economy, however, in essence, our market openness is not enough. In the actual process of business management, it is difficult to control the development of enterprises through the scientific means of business management [8]. Corporate culture is an important part of condensing a company. Only by synchronizing economic benefits with social benefits will it realize the all-round development of the enterprise and form a guiding and promoting role from the inside to the outside. Enterprise business management is mainly aimed at the standardization of production and operation activities, and seeks development direction according to the actual situation of enterprise development and market demand. Business management is the foundation and guidance of the daily affairs of the enterprise [9]. To ensure that managers have their own sense of innovation, they need to create a good learning space for them, continue to innovate and reform in practice, and finally strengthen the enterprise to build an applied knowledge system. Fully recognize the importance of these factors to the development of the enterprise, and let the company continue to form new management concepts in the process of continuous development, so as to realize the excessive management of the traditional management mode to the innovative and learning management mode [10].

2. Materials and Methods

Business administration is the core knowledge of management. Based on the research and analysis of corresponding management ideas and engineering technology, it has the characteristics of integration. When measuring the economic benefits of enterprises, the most important indicator is the profits of enterprises, and the ultimate goal of strategic financial management of enterprises is to obtain the greatest profits with the least investment, which should also be the ultimate goal of financial budget management of enterprises. It should include a multi-level management model. From the current situation, enterprises should pay more attention to the overall transformation and improvement of industrial and commercial management in order to properly deal with the current market competition. Business administration has also injected new elements and contents, its regulatory role is not limited to things management, its role involves all aspects of the enterprise, comprehensive, professional, need professional management means to match it. Enterprises should carry out the reform of the management and control system according to the problems arising in the industrial and commercial management, combine the market, clarify the future development path of the enterprise, and correctly adjust the direction of enterprise development, and closely integrate the development of the enterprise with the development of the industry. Enterprises are not simply operating and producing, but need to combine the market situation and industry development, and combine their own conditions to formulate correct economic development. A correct understanding of the future development direction of enterprise business management, and the choice of a management model that adapts to enterprise development and competition can promote the enterprise to remain invincible in the future competition.

The direction of development is the core of an enterprise. Every enterprise should firmly establish its own development direction. Enterprises will neglect management in the process of imperceptible influence. Faced with the significant impact of informationization, if enterprises fail to introduce new means of informationization, they will tend to be eliminated by competition. The benefits created cannot meet the actual development needs of enterprises, prompting most enterprises to formulate long-term development goals and gradually assume more responsibilities. For modern social enterprises, only by putting their production, sales and management colleagues at the strategic core position of enterprise development, can enterprises gradually establish their own advantages in market competition and promote better development of enterprises. In other words, the initiative is the core of enterprise development and the source of enterprise profit acquisition

and development. This unique capacity for autonomy. Faced with this situation, enterprises must keep pace with the times, change managers' existing management concepts, provide managers with more opportunities for communication and learning, and constantly improve their existing management knowledge structure system. The survival pressure of enterprises is also strengthening. Business management can improve the competitiveness of enterprises, and at the same time promote the transformation of enterprises. The direction of enterprise development is inevitably to establish clear powers and responsibilities and manage modern management systems. Enterprises must clearly grasp the market development trend and formulate correct development plans and plans. It is important to standardize the development model of the enterprise and promote the development of the enterprise. In the process of continuous development of the enterprise, we must pay attention to the development of our own corporate culture, create a brand culture that belongs to the enterprise, and make our own development have certain characteristics, so that we can win with the characteristics in the fierce competition, The strategy analysis of optimized development is shown in Table 1 and Figure 1.

Table 1 Strategic Analysis of Optimizing Development

	Optimization	Equity
Improving internal management	3.62	2.98
Emphasis on corporate governance	2.71	2.05

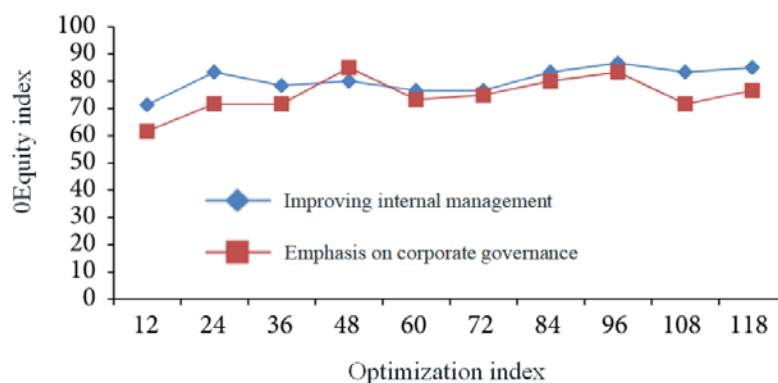


Figure 1 Strategic Analysis of Optimizing Development

In the process of exploring business management mode, enterprises must focus on the development and planning of enterprises, which must pay attention to the construction of enterprise talent team and combine the development of enterprises with the management of human resources. It also needs some advanced training ideas and concepts to ensure that managers update their knowledge level, keep pace with the development of the times, and eventually gradually integrate into the modern development market. Similarly, it depends on the humanistic care of the employees of the enterprise, from the aspects of life, thought, feelings and so on, to deal with these problems will help the employees to devote themselves to work, so as to ensure the high efficiency and quality of the production and operation of the enterprise. The application of enterprise management in enterprises is to regard enterprises as a unified economic organization, and to better adapt to market competition and development through economic management and enterprise management. Demonstrate the work and function of each employee. Secondly, it is the industrial and commercial management system. The enterprise business management model must rely on the construction of the industrial and commercial management system. In the construction process, it is necessary not only to ensure the seriousness and integrity of the industrial and commercial management system, but also to ensure that the enthusiasm and participation of the enterprise staff can be fully mobilized. In the management process, it also includes corporate culture construction and social responsibility activities. These management activities involve the daily operation of enterprise development, and also the long-term development of the enterprise. Therefore, only by ensuring the integrity of the organizational structure of the enterprise, can we coordinate the strengths of various departments,

deeply integrate the various resources of the enterprise, make the work of the enterprise more standardized, and find problems in the management of the enterprise, targeted. Improve it.

3. Result Analysis and Discussion

Strategic management is one of the main contents of business administration. Strategic management refers to the establishment of a long-term development plan and the determination of the development direction of an enterprise around its own development goals. On one side, the production, operation and financial management of an enterprise are closely related, and financial management and the development of every employee within the enterprise are closely linked. On the premise of properly dealing with various levels of risk, enterprises will make feasible market decisions or market strategies according to local conditions. In addition, if enterprises are faced with some uncertain potential risks, they should also keep rational. Enterprises are not simple operation and production, but also need to make correct economic development ideas and directions according to market situation and industry development. At the same time, there are many enterprises in the society that consider the operating efficiency as the only indicator of their survival, and they do not pay enough attention to the operation and management of enterprises. This kind of conceptual error will not only lead to the lack of effective management in the daily operation of the enterprise, but also cause the company to play its own advantages in the current market competition. Avoid unnecessary troubles in the future management process, and hinder the healthy and sustainable development of the company.

If the enterprise does not have a high degree of integrity of the internal organizational structure, then it is likely to manifest itself as a weak competitive strength. Therefore, in order to promote the new type of business management. Enterprises need to constantly realize the importance of enterprise management strategy, and can constantly optimize the internal management process from different perspectives to promote their own long-term development. Business administration plays an important role in the transformation of enterprises because it is the key to occupy the market and achieve better economic benefits. In the enterprise strategic management, we need to analyze and control all kinds of risks, such as the possible risks in the process of strategy formulation, implementation and control. Affected by the quality of enterprise managers, inaccurate positioning of enterprises, and changes in the external environment of enterprises, the development strategy of enterprises may face various risks. In the market, it is not competitive. In order to give full play to the role of business administration, it is necessary to build a management mechanism and effectively coordinate the relationship between production and market. It should be based on the market and can be flexibly adjusted according to changes in the market. Especially since joining the international trade organization, the links between domestic and foreign companies have become increasingly close. Effectively improve the management level of enterprises and enhance their competitiveness. In addition, in the process of continuously exploring new business management modes, enterprises should try to consider the problems in a comprehensive way and solve the problems existing in the business management of enterprises.

The idea of enterprise management and development has also been effectively updated, mainly because the enterprise is no longer a simple operation and production, but also in the process of development, combined with the development of the market and the industry as a whole, to formulate its own development ideas and clear its own development direction. If an enterprise needs to optimize its daily business planning for a specific period of time, the key is to implement market orientation to ensure that it can closely integrate with the current market competition position to give a feasible daily business planning. Only by using resources reasonably and avoiding the waste of resources, can we solve the problems related to social development effectively. Different administrative bodies should have different rights and powers. At the same time, different management risks and development risks should be undertaken. Establish a clear system of powers and responsibilities and a modern management system. It has an inevitable connection with the development direction of the enterprise. Only by clearly defining the market and grasping the development trend of the market can the company develop a correct development plan and the

overall planning of the enterprise. Fully combine the needs of the work functions of various departments and departments of the enterprise, and fully combine theory with practice. The enterprise should optimize the allocation of business management personnel and combine the development needs of enterprises. In the assessment system, rewards should be the main focus, so as to improve the enthusiasm of the department. In addition, the promotion system can promote the development of employees, so enterprises should formulate a reasonable promotion system according to the strategic goals of their own development.

4. Conclusion

In this paper, the future development direction and management mode of enterprise business management are analyzed. In the process of the continuous development of enterprises, we must pay attention to the business management of enterprises, and constantly explore better business management mode in the light of the lack of social development. Enterprise management is closely related to the cultivation of talents. In the future development of enterprises, the key issue is to ensure the innovative characteristics of talents themselves. Only by correctly understanding the future development direction of enterprise management and choosing the management mode suitable for enterprise development and competition can the enterprise enhance its future competitive advantage. Enterprises can make more profits through rational and efficient business management. However, the enterprise system innovation is not achieved overnight, it is a long-term development process. Business management skills need to be exercised and increased in practice. Only by correctly understanding the economic benefits of business management, and through the application and popularization of relevant management knowledge, can we grasp the correct direction of future development. Optimize the use of various resources already in the enterprise. Furthermore, we will continue to improve our own international competitiveness, gradually integrate with internationalization, and constantly open up overseas markets, breaking the limits of many domestic products reaching saturation. In the future stage of practice, enterprises and their relevant departments should start to cooperate closely to jointly explore new technological measures applicable to business management, optimize management efficiency and provide a full range of daily operational guarantees for enterprises.

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