

Research on the Correlation between Business Administration and Enterprise Development under the Background of Value Chain Restructuring

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Abstract: The core goal of this paper is to explore the close relationship and interaction mechanism between business administration and enterprise development under the background of value chain reconstruction. Firstly, this paper explains the prominent position of value chain reconstruction in the global economic environment, and the key role of business administration in helping enterprises adapt to this change. Then, this paper analyzes the theoretical and practical significance of studying this topic for deepening the understanding of enterprise development strategy, improving management efficiency and promoting sustainable economic development. Then, combined with the value chain theory, the actual model of value chain reconstruction and its relationship with strategic management, this paper deeply discusses the practical application and mechanism of business administration in the process of value chain reconstruction; It also expounds the key role of business administration in promoting the reconstruction of enterprise value chain and enhancing competitiveness. It is found that by optimizing the management process, broadening the cooperation network and strengthening the cultivation and introduction of talents, business administration can effectively help enterprises to meet the challenge of value chain reconstruction, seize the development opportunity and realize the transformation and upgrading of enterprises.

1. Introduction

In the current macro-environment of global economic integration, the transformation and upgrading of enterprises and the improvement of market adaptability are increasingly dependent on the reconstruction of value chain [1]. The rapid progress of science and technology, the diversification of consumer demand and the continuous change of global competition pattern make the old value chain model unable to meet the needs of sustainable growth of enterprises [2]. The reconstruction of value chain requires enterprises to optimize their internal production processes, and it also involves the positioning and strategic layout of enterprises in the global value chain [3]. It is the key for enterprises to enhance their competitiveness and achieve long-term development. As the link between enterprise strategy and daily operation, business administration plays an extremely important role in helping enterprises adapt to this change [4]. With the help of scientific

management methods and strategies, business administration can help enterprises effectively face the challenge of value chain reconstruction, seize opportunities and realize the optimal allocation of resources.

Studying this topic has far-reaching theoretical and practical significance for gaining a deep insight into enterprise development strategy, improving management efficiency and promoting sustainable economic development [5]. Theoretically, an in-depth study of the relationship between value chain reconstruction and business administration can enrich and expand the theoretical framework in the fields of enterprise strategic management and organizational change, and provide a new perspective and thinking path for academic research. In practice, this study is helpful for enterprise decision makers to better understand the law of value chain reconstruction, formulate scientific and reasonable management strategies, improve the management level and operational efficiency of enterprises, and thus occupy a favorable position in market competition.

The goal of this paper is to explore how business administration affects the development of enterprises under the background of value chain reconstruction, and to reveal the interaction mechanism between them. Specifically, the article will analyze the new challenges that the value chain reconstruction poses to the enterprise management model and discuss how enterprises can adapt to market changes and enhance their core competitiveness through business management innovation.

2. Theoretical basis and practical development of value chain reconstruction

2.1. Value chain theory

Value chain theory is an important part of modern enterprise management theory. It was first proposed by Michael Porter. This theory emphasizes that the process of enterprise creating value does not exist in isolation, but consists of a series of interrelated activities. These activities together form the enterprise's value chain [6]. The value chain includes basic activities and supporting activities. Basic activities such as production, sales and service are directly related to the production and delivery of products, while supporting activities such as research and development, procurement and human resource management provide necessary support and guarantee for basic activities [7]. The value chain theory reveals the internal mechanism of enterprise creating value, and provides a new perspective for enterprise managers to analyze the competitive advantage of enterprises and optimize the allocation of resources. Through in-depth understanding of all links in the value chain, enterprises can more accurately locate their position in the market and find the key points to enhance value and enhance competitiveness.

2.2. Practice mode of value chain reconstruction

With the constant change of market environment, value chain reconstruction has become an inevitable choice for enterprises to adapt to the new environment and seek new development. In practice, the value chain reconstruction presents a variety of models [8]. A common mode is to extend the value chain, that is, enterprises integrate more resources and services by expanding upstream or downstream to enhance their control and influence on the market. The other mode is to optimize the value chain: enterprises improve the efficiency and benefit of all links in the value chain, reduce costs and improve product quality and service level through technological innovation and process improvement. Some enterprises choose to reconstruct the structure of the value chain, and improve the flexibility and response speed of the value chain by adjusting the organizational structure and changing the business model. These practice modes have their own characteristics, and enterprises need to choose the most suitable path of value chain reconstruction according to

their actual situation and market environment.

2.3. Value chain reconstruction and strategic management

There is a close relationship between value chain reconstruction and strategic management [9]. Strategic management is a process for enterprises to formulate long-term development goals, plan development paths and allocate resources, and value chain reconstruction is an important means for enterprises to achieve strategic goals. Under the framework of strategic management, enterprises need to analyze and evaluate the value chain in depth, clarify the advantages and disadvantages of each link of the value chain, and find out the key factors that affect the competitiveness of enterprises. Then through the reconstruction of the value chain, enterprises can optimize the allocation of resources, enhance their core competitiveness, and achieve the strategic goals. The reconstruction of value chain will also affect the strategic management of enterprises in turn, requiring enterprises to constantly adjust and optimize their strategic planning to adapt to the changes and challenges brought about by the reconstruction of value chain. Therefore, enterprises must fully consider the needs and requirements of strategic management when reconstructing the value chain to ensure the synergy and consistency between them.

3. Function and mechanism of business administration in value chain reconstruction

3.1. Core concepts and functions of business administration

As a comprehensive management discipline, the core of business administration lies in planning, organizing, leading and controlling various activities in the process of enterprise operation by using modern management theories and methods. The functions of business administration are extensive and in-depth, including strategic management of making enterprise development strategy and planning long-term development path, as well as production management, marketing, human resource management, financial management and other aspects in daily operation. Through the exertion of these functions, business administration can ensure the effective allocation of enterprise resources and enhance the operational efficiency and market competitiveness of enterprises. The core idea of business administration is to emphasize the scientific, systematic and innovative nature of management, and to promote enterprises to adapt to market changes and achieve sustainable development through management innovation.

3.2. The specific application of business administration in value chain reconstruction

In the process of value chain reconstruction, business administration plays a vital role. Through the function of strategic management, business administration helps enterprises to analyze the market environment, evaluate their own strength, and formulate the strategy of value chain reconstruction in line with the long-term development of enterprises. This includes determining the direction, goal, steps and timetable of value chain reconstruction to ensure the orderly reconstruction process. At the same time, in the specific implementation process of value chain reconstruction, business administration uses functions such as production management, marketing and human resource management to optimize and integrate all links of the value chain. The specific application and objectives of business administration in value chain reconstruction are shown in Table 1.

Table 1 shows the specific applications of business administration in value chain reconstruction through functional fields such as production management, marketing and human resource management, and the specific goals these applications aim to achieve. Based on this, we can

optimize and integrate all aspects of the value chain, and promote enterprises to achieve the strategic goal of value chain reconstruction.

Table 1 Specific Applications and Goals of Business Administration in Value Chain Restructuring

Functional Area	Specific Applications	Specific Goals
Production Management	Optimize production processes, improve production efficiency, reduce costs	Enhance production efficiency, strengthen enterprise competitiveness
Marketing	Adjust market strategies, enhance brand influence, expand market share	Expand market share, increase brand awareness
Human Resource Management	Optimize personnel allocation, improve employee skills, stimulate team vitality	Build an efficient team, promote enterprise innovation and development

3.3. Interaction between business administration and enterprise development

There is a close interaction between enterprise growth and business management. Business administration provides a solid support and guarantee for the growth of enterprises. With the help of systematic management methods and strategies, business management can help enterprises adapt to market fluctuations, enhance their competitiveness and maintain their growth momentum. Especially in the context of value chain reconstruction, the importance of business administration is more prominent. It can help enterprises to effectively complete the transformation and promotion of value chain and lay a solid foundation for the long-term development of enterprises. The growth of enterprises has also brought new demands and challenges to business administration. Faced with the continuous changes in the market and the expansion of enterprise scale, business management must continue to innovate and optimize to meet the new needs of enterprise development. Thus, the relationship between business administration and enterprise development is mutual promotion and interdependence. Together, they have promoted the sustained growth and progress of enterprises.

4. Strategic suggestions on business administration and enterprise development under the background of value chain reconstruction

4.1. Enterprise-level strategic recommendations

In the context of value chain reorganization, it is particularly critical for enterprises to adjust their business management strategies. First of all, enterprises need to master the value chain theory deeply, clearly define their position in the value chain, and improve their internal processes and technological innovation capabilities to improve the cooperative effect of all links in the value chain. At the same time, enterprises should actively expand external cooperation, establish closer cooperative relations with suppliers, customers and even competitors, and jointly build a more efficient and flexible value chain network. In addition, enterprises need to pay attention to talent training and introduction, build a business management team with cross-disciplinary knowledge and be able to cope with complex market environment, and provide intellectual support for value chain reconstruction. In marketing, enterprises should effectively use digital tools to effectively enhance market insight, accurately target customer groups, and realize personalized and efficient marketing activities.

4.2. Government and policy support measures

In the process of promoting value chain reorganization and industrial and commercial management innovation, the role of government and its policies is particularly critical and indispensable. As a macroeconomic regulator, the government should actively formulate and

implement a series of relevant policies to encourage enterprises to continuously increase their R&D investment. For example, Table 2 shows the key role played by the government in promoting value chain restructuring and business management innovation, and the specific measures taken to achieve these goals.

Table 2 The Role of Government in Promoting Value Chain Restructuring and Business Administration Innovation

Aspect of Government's Role	Specific Measures
Formulating and Implementing Policies	Encouraging enterprises to increase R&D investment, supporting the application and promotion of new technologies and models
Providing Policy Support	Offering policy guarantees for value chain restructuring, promoting enterprise transformation and upgrading
Improving the Business Environment	Simplifying administrative approval processes, reducing operational burdens on enterprises, stimulating market vitality
Strengthening Cooperation in Talent Cultivation	Collaborating with higher education institutions and research units to establish a cultivation system for business administration talents
Supplying High-Quality Management Talents	Providing enterprises with business administration talents who have an international perspective and innovative capabilities
Building International Exchange Platforms	Assisting enterprises in exploring international markets, participating in global value chain competition and cooperation, enhancing international competitiveness

5. Conclusions

This study deeply analyzes the close relationship between business administration and enterprise growth under the background of value chain reconstruction, and summarizes the core viewpoints and research results. The research shows that the reconstruction of value chain has become the only way for enterprises to enhance their competitiveness and pursue sustainable development in the current situation of intensified global competition and dynamic changes in market environment. As the link between enterprise strategy and implementation, business administration plays an indispensable role in promoting the reconstruction of value chain. By refining the internal management process, expanding the external cooperation network and strengthening the development and introduction of talents, business administration can effectively help enterprises to meet the challenges of value chain reconstruction, seize the opportunity and complete the transformation and upgrading.

The persistence of scientific and technological progress and the complexity of market environment make the reconstruction of value chain become the normal state of enterprise development. Future business management research will pay more attention to practical application, and explore how to innovate management role in value chain reconstruction and enhance the competitiveness and adaptability of enterprises. Digitalization and intelligent technology will play a more critical role in value chain reconstruction, and business administration research will focus on how to use these technologies to optimize business processes, improve decision-making efficiency and improve customer experience. In addition, sustainable development and corporate social responsibility will also become important trends in business management research. While pursuing profits, enterprises will also pay more attention to environmental protection and social well-being in order to realize the double promotion of economic and social benefits.

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