

Analysis of Business Administration Innovation and Economic Growth Motive Force in Digital Economy Era

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Abstract: Digital economy has become the core driving force of economic development, which has profoundly changed the traditional economic model and enterprise management field. The purpose of this paper is to deeply explore the innovation path of business administration in the digital economy era and its mechanism for economic growth. Through the comprehensive use of theoretical analysis and other methods, this paper combs the basic theories of digital economy and business administration, and analyzes the influence of digital economy on business administration. It is found that business management can be innovated from three aspects: management concept, mode and means, such as establishing the concept of customer-centered and open collaboration, promoting flat organizational structure and project management, adopting digital marketing and intelligent operation management. These innovations can significantly stimulate market vitality, optimize resource allocation, promote industrial upgrading, and finally inject strong impetus into economic growth. This study provides a theoretical reference for the innovation and development of business administration and economic growth in the digital economy era, and helps enterprises and policy makers better adapt to the needs of the digital economy era.

1. Introduction

Driven by the rapid development of information technology, digital economy has become the key driving force of global economic development [1]. The advent of the digital economy era not only reshapes the traditional economic development model, but also has a far-reaching impact on the field of business administration [2]. In this context, it is of great theoretical and practical significance to deeply explore the business management innovation and its relationship with the driving force of economic growth in the digital economy era [3].

From a theoretical perspective, the traditional business administration theory faces many challenges and opportunities under the impact of the wave of digital economy [4]. How to innovate and expand the theory of business administration in the new economic form has become an urgent problem for academic circles [5]. Although the existing research has discussed the digital economy or business administration respectively, it is still insufficient to combine them closely and deeply analyze their influence on the driving force of economic growth.

From a practical point of view, enterprises, as the main body of market economy, are facing a

more complicated and changeable competitive environment in the digital economy era [6]. The innovation of business management is directly related to the survival and development of enterprises, and then affects the vitality and growth momentum of the entire economic system [7]. For example, problems such as lagging management concepts and rigid management models may lead enterprises to miss the development opportunities brought by the digital economy. Therefore, through innovative business management, enterprises can better adapt to the requirements of the digital economy era, enhance their competitiveness and promote economic growth.

The purpose of this paper is to explore the path of business management innovation in the era of digital economy and how this innovation affects the driving force of economic growth. It is expected that this research can provide new ideas for the development of relevant theories, provide useful reference for enterprise practice and policy formulation, help the coordinated development of digital economy and business management, and stimulate new impetus for economic growth.

2. Digital economy and basic theory of business administration

Digital economy takes digital knowledge and information as key production factors, modern information network as an important carrier, and realizes economic transformation and growth through deep integration of digital technology and real economy [8]. Its characteristics are remarkable and highly innovative, which constantly promotes new industries, new formats and new models, such as big data, cloud computing, artificial intelligence and other emerging fields [9]. It has strong permeability, and digital technology can penetrate into all aspects of traditional industries, promote the digital transformation of traditional industries, and improve production efficiency and product quality. It also presents a wide coverage, and the influence of the digital economy covers the whole world, breaking the geographical restrictions and building a global digital market.

Business administration refers to a series of management activities such as planning, organizing, leading and controlling the production and operation activities of enterprises [10]. Its basic function includes planning function, that is, setting goals and strategies for enterprises and planning development paths. Organizational function is to rationally allocate enterprise resources and build an efficient organizational structure. The leadership function aims to motivate employees and guide the team towards the enterprise goals. The control function is to monitor the operation process of the enterprise, detect the deviation in time and correct it to ensure that the operation of the enterprise is in line with the predetermined plan.

The development of digital economy has changed the external environment of business administration. On the one hand, the market competition is more intense, and enterprises need to respond to market changes quickly. On the other hand, consumer demand tends to be personalized and diversified, prompting enterprises to adjust their management strategies [11]. In terms of management concept, it urges enterprises to change from traditional product-oriented to customer-oriented. The optimization of enterprise management mode should promote the transformation of organizational structure from traditional hierarchical management to flat and networked management, which will effectively improve the efficiency of information transmission and decision-making response speed. In terms of management means, digital technology provides enterprises with more accurate data analysis, more efficient supply chain management and other tools to help enterprises optimize their operations.

3. Innovation path of business administration in digital economy era

3.1. Management concept innovation

In the era of digital economy, enterprises need to change from the traditional management

concept to the concept of adapting to digital development. The traditional product-oriented concept is difficult to meet the increasingly personalized and diversified needs of consumers. Enterprises should establish a customer-centric concept, dig deep into customer needs, accurately grasp customer preferences and provide customized products and services through big data analysis and other means. At the same time, enterprises should uphold the concept of openness and collaboration, break enterprise boundaries, and build a symbiotic and win-win ecosystem with suppliers and partners. For example, some Internet companies have cooperated with financial institutions to launch innovative financial service products to achieve mutual benefit and win-win results.

3.2. Management model innovation

The traditional hierarchical organizational structure is slow in information transmission and inefficient in decision-making. In the era of digital economy, enterprises should promote the flattening of organizational structure and reduce intermediate levels, so that information can be quickly transmitted between high-level and grassroots. This can improve the response speed of enterprises to market changes and enhance the flexibility and adaptability of enterprises.

Enterprises should take the project as the core to manage, set up cross-departmental project teams, integrate resources according to specific project objectives, and improve resource utilization efficiency and innovation ability. After the project is completed, team members can regroup according to the new project requirements. This flexible management mode helps to stimulate the creativity and enthusiasm of employees.

3.3. Management innovation

Digital marketing: The application of digital marketing channels should cover major communication media such as social media platforms, search engines, and short video platforms, and achieve efficient reach to target customer groups through precise advertising placement and customized content marketing strategies. For example, using big data to analyze consumers' browsing behavior, purchase history and other information can realize personalized advertisement push and improve marketing effect.

Intelligent operation management: The application of advanced technologies such as artificial intelligence and the Internet of Things will drive the intelligent transformation of enterprise operations. In the production process, intelligent equipment and sensors are used to monitor the production process in real time, optimize the production process, and improve product quality and production efficiency. In supply chain management, we use big data to forecast demand, realize accurate procurement and inventory management, and reduce costs.

In order to more intuitively show the differences in some aspects between the traditional business administration and the innovative business administration in the digital economy era, this paper specially arranges the following Table 1:

Table 1: Comparison of Traditional and Digital Economy Era Business Administration

Comparison Item	Traditional Business Administration	Business Administration Innovation in Digital Economy Era
Management Philosophy	Product-centered, focusing on internal management	Customer-centered, emphasizing open collaboration
Organizational Structure	Hierarchical, with many levels	Flat, with fewer levels
Marketing Methods	Traditional media advertising, offline promotion, etc.	Digital marketing, precise push
Operation Management	Mainly based on human experience, with low efficiency	Intelligent operation, with real-time monitoring and optimization

Table 1 clearly shows the differences before and after the innovation of business administration in the era of digital economy. Only by adapting to these changes and actively innovating management concepts, models and means can enterprises gain competitive advantages in the wave of digital economy, promote their own development and inject new impetus into economic growth.

4. The mechanism of industrial and commercial management innovation on the driving force of economic growth

4.1. Stimulate market vitality

Business management innovation can attract more market participants by optimizing enterprise operations, thus stimulating market vitality. Under the traditional business management mode, the operating efficiency of enterprises is limited, and the barriers to market entry are relatively high, which limits the release of market vitality. Innovative business management, such as adopting digital marketing means, reduces the marketing cost of enterprises and enables more small and medium-sized enterprises to participate in market competition.

Taking a regional market as an example, the market activity index of traditional enterprises and innovative business management enterprises is compared, and Table 2 is obtained. As can be seen from Table 2, enterprises with innovative business management mode are more prominent in acquiring new customers, repurchasing customers and increasing market share, which has promoted the overall vitality of the market and created a favorable market environment for economic growth.

Table 2: Comparison of Market Activity of Enterprises under Different Business Administration Models

Enterprise Type	New Customer Acquisition Rate (Monthly Average)	Customer Repurchase Rate (Half-year)	Market Share Growth Rate (Annual)
Enterprises under Traditional Business Administration Model	5%	30%	3%
Enterprises under Innovative Business Administration Model	12%	45%	8%

4.2. Optimize the allocation of resources

Innovation in business administration helps enterprises identify market demand more accurately, thus optimizing resource allocation. Under the traditional mode, resource allocation may be wasted or inefficient due to information asymmetry and delayed decision-making. The innovative management mode, using big data analysis and other means, can achieve efficient allocation of resources. Table 3 presents the comparative analysis results of the efficiency of traditional and innovative modes in the allocation of production resources.

Table 3: Comparison of Production Resource Utilization Efficiency of Enterprises under Different Business Administration Models

Resource Type	Resource Utilization Rate of Enterprises under Traditional Business Administration Model	Resource Utilization Rate of Enterprises under Innovative Business Administration Model
Raw Materials	70%	85%
Human Resources	65%	78%
Equipment	68%	82%

From Table 3, it can be seen that enterprises with innovative business management mode are higher than traditional enterprises in the utilization rate of various production resources. This

efficient allocation of resources enables limited resources to create more economic value and promote economic growth.

4.3. Promote industrial upgrading

Through business management innovation, enterprises can adopt new technologies and models, and then promote the upgrading of the whole industry. Innovative management concept urges enterprises to increase R&D investment and enhance the added value of products; Innovative management mode is helpful for enterprises to integrate industrial chain resources and realize coordinated industrial development. In the process of upgrading from traditional manufacturing to intelligent manufacturing, enterprises adopting innovative business management mode are obviously faster than those adopting traditional management mode in the process of industrial upgrading. By introducing intelligent production management means, innovative enterprises can improve production efficiency and product quality, drive the whole industry to high-end development, and provide a new source of power for economic growth. To sum up, business management innovation has injected strong impetus into economic growth from stimulating market vitality, optimizing resource allocation and promoting industrial upgrading.

5. Conclusions

In the wave of digital economy, there is a close interaction and mutual promotion between business management innovation and economic growth momentum. Through the deep excavation of relevant basic theories, it is clear that the digital economy will impact and reshape business administration in all directions with its unique high innovation, strong penetration and wide coverage. On the path of business management innovation, the management concept has changed from the traditional product-oriented to the customer-oriented and emphasized open collaboration, thus realizing the innovation of the concept. The management mode has changed to flat organizational structure and project management, which has improved the flexibility and efficiency of management. With the help of digital marketing and intelligent operation management, management tools have realized technical empowerment. This series of innovation paths are intertwined to form an organic whole and jointly promote the reform of business administration in the digital economy era. From the perspective of the mechanism of economic growth, business management innovation exerts its strength from three aspects: stimulating market vitality, optimizing resource allocation and promoting industrial upgrading. The stimulation of market vitality requires attracting more market entities to participate, thereby significantly enhancing market activity; Optimizing resource allocation can effectively reduce resource waste and continuously improve resource utilization efficiency; The promotion of industrial development will facilitate technological upgrading and structural optimization, achieving overall progress in the industry.

To sum up, enterprises should actively carry out business management innovation, and the government needs to create a favorable policy environment, fully release the potential of business management innovation to promote economic growth in the digital economy era, and achieve sustainable and high-quality economic development. In the future, with the continuous progress of digital technology, there are still many directions worth exploring in order to continuously adapt to the new needs of economic development.

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