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Research and Analysis on the Optimization Path of New Quality Productivity in Enterprise Business Management

Hejun Wang

Zhonghuibao Network Technology Co., Ltd., Beijing, 100176, China

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Abstract: This article focuses on the application of New Quality Productivity (NQP) in enterprise business management, aiming at exploring its optimization path and helping enterprises to enhance their competitiveness and achieve sustainable development. Through literature research, this article combs the related theories of NQP and enterprise business administration, and analyzes the present situation and problems by inductive deduction. It is found that the NQP has been applied in strategic planning, organizational structure and human resource management of enterprise business administration, but there are some problems such as cognitive deviation of ideas, technical application obstacles, talent shortage and unsuitable management system. Based on this, this article puts forward the targeted optimization path from the dimensions of concept renewal and strategic planning optimization, organizational structure and management model innovation, human resource management optimization, technology application and innovation ability improvement, and risk management and coping strategies. It is hoped that the research can provide reference for enterprises to realize the innovative development of business administration under the NQP background.

1. Introduction

Under the background of the accelerating process of global economic integration and the in-depth development of scientific and technological revolution and industrial transformation, enterprises are facing increasingly complex and changeable market environment and fierce competition challenges [1]. As a brand-new productivity form, NQP is profoundly changing the production and management mode and management mode of enterprises with its characteristics of innovation, high efficiency and leading, and has become a key force to promote the development of enterprises [2]. As the core link of enterprise operation management, enterprise business management aims to realize the rational allocation and efficient utilization of enterprise resources through scientific management concepts, methods and means, so as to achieve the strategic objectives of enterprises [3]. In this situation, it is of great significance to study the optimization path of NQP in enterprise business management.

Theoretically, although some achievements have been made in the research on NQP and business administration, it is still insufficient to integrate them deeply and systematically explore the optimization path of NQP in business administration [4]. This study is expected to enrich and

expand the theoretical system in this field and provide new perspectives and ideas for subsequent research. From a practical point of view, if enterprises can effectively apply NQP and optimize the path of business management, they can significantly improve operational efficiency, enhance innovation ability and market competitiveness, and achieve sustainable development. However, at present, most enterprises face many problems and challenges in the process of integrating new productivity into business management, such as cognitive deviation of ideas, obstacles in technology application, shortage of talents and so on. Therefore, it is a key problem for enterprises to deeply analyze the application status and problems of NQP in enterprise business management and explore feasible optimization paths.

Based on the basic theory of NQP and enterprise business administration, this article will comprehensively analyze the application status and existing problems of NQP in enterprise business administration; At the same time, it explores the optimization pathways for implementing NQP theory in enterprise management from multiple dimensions, including conceptual innovation, organizational restructuring, optimization of human resource systems, deepened technology application, and strengthened risk management.

2. The relationship between NQP and enterprise business management

NQP is a brand-new concept different from traditional productivity. It takes scientific and technological innovation as the core driving force, and relies on cutting-edge technologies such as artificial intelligence, big data and Internet of Things to realize the recombination and efficient allocation of production factors [5]. Its connotation is embodied in breaking through the shackles of traditional production mode and creating higher production efficiency and value. NQP is innovative, which constantly promotes new technologies, new industries and new formats; High efficiency, greatly shortening the production cycle, reducing costs and improving product quality; It also presents synergy, which promotes deep integration and cooperation between different industries and departments [6]. From the background, it is the product of the rapid development of science and technology and the intensification of global economic competition. With the continuous breakthrough of science and technology, the NQP is leading the economy to a higher quality and more resilient direction, and its development trend is unstoppable.

Business administration covers all levels of enterprise operation. From the basic concept, it aims to plan, organize, lead and control the resources and activities of enterprises. Its functions include strategic planning and defining the development direction and objectives of enterprises; Organize and manage, build a reasonable structure to ensure the orderly operation of enterprises; Human resource management, selecting, cultivating and motivating talents; Financial management to ensure the effective operation of funds [7]. Business administration plays a key role in the survival and development of enterprises. It enables enterprises to adapt to market changes, rationally allocate resources, coordinate the relationship between departments and improve overall operational efficiency. At the same time, the business administration of enterprises is closely related to the internal and external environment. The external environment, such as policies and regulations and market competition, affects the decision-making of enterprises, while the internal environment, such as corporate culture and organizational atmosphere, restricts the management effect.

NQP has an all-round impact on enterprise business management. Conceptually, it urges enterprises to change from traditional management to innovation-driven and digital management concept [8]. Enterprises should promote innovation in management models and build more flexible and efficient new management models such as digital operations. In terms of methods, accurate decision-making and fine management are realized with the help of new technologies. On the other hand, the business management practice of enterprises provides support for the development of new

productive forces. Reasonable strategic planning guides the application direction of new productivity technology, effective organizational management and human resource management provide guarantee for its implementation, and good financial management provides financial support. The two promote each other and jointly promote enterprises to achieve innovation, development and competitiveness.

3. Application status and problems of NQP in enterprise business management

(1) Application status

NQP has been applied in many fields of enterprise business management [9]. In terms of strategic planning, some enterprises began to analyze market trends with the help of big data to formulate more forward-looking development strategies. In the adjustment of organizational structure, some enterprises try to build a flat and networked organizational structure to improve the efficiency of information transmission and decision-making speed, and enhance the responsiveness of enterprises to market changes. In the field of human resource management, NQP urges enterprises to pay attention to the cultivation of employees' digital skills and provide employees with diversified learning resources through online training platforms. At the same time, the use of artificial intelligence technology for talent selection and performance evaluation, improve the scientific and accurate human resource management.

Table 1 visually presents the application degree of NQP in different industries in key links of enterprise business management:

Table 1: Comparison of Application Degree of NQP in Key Links of Enterprise Business Management across Different Industries

Industry	Strategic Planning (Proportion of Utilizing NQP Tools like Big Data)	Organizational Structure Adjustment (Proportion of Adopting New Structures)
Manufacturing Industry	39%	30%
Internet Industry	71%	62%
Service Industry	32%	25%

It can be seen that due to its industry characteristics, the Internet industry has a high degree of application of NQP, and it is ahead of other industries in strategic planning, organizational structure adjustment and human resource management. Because of the complexity of its own business, the manufacturing industry has applications, but the proportion needs to be improved, while the service industry has a relatively low degree of application.

(2) There are problems

Cognitive deviation of ideas: Many enterprises only have a superficial understanding of the NQP, and fail to deeply understand its importance to the overall reform of business administration. Some enterprises simply equate NQP with the application of new technology, ignoring the change of management concept and organizational culture that matches it. This kind of cognitive deviation leads enterprises to fail to give full play to their advantages when applying NQP.

Barriers to technology application: The application of new productivity-related technologies, such as artificial intelligence and big data, requires high technical threshold and cost investment. On the one hand, enterprises lack professional technical talents, so it is difficult to effectively develop and apply these technologies; On the other hand, the high cost of purchasing related technical equipment, software systems and later maintenance and upgrading makes some enterprises flinch.

Talent shortage dilemma: Under the background of NQP, enterprises need compound talents who know both business and digital skills. However, at present, the supply of such talents in the market is insufficient, and it is difficult for the internal training system of enterprises to train talents to meet the demand in a short period of time. This leads enterprises to face the bottleneck of talent

shortage when promoting the application of NQP in business management.

Management system is not suitable: The traditional enterprise management system is incompatible with the characteristics of rapid response and innovation drive required by NQP in terms of decision-making process, performance evaluation and incentive mechanism. For example, the tedious decision-making process may miss market opportunities, and a single performance evaluation index cannot fully motivate employees to innovate, which restricts the application and development of NQP in enterprises.

4. Optimization path of NQP in enterprise business management

(1) Concept renewal and strategic planning optimization

Enterprises need to establish the concepts of innovation drive and digital transformation to adapt to NQP. In strategic planning, analyze market trends with the help of big data and artificial intelligence, and clarify its own positioning. Table 2 shows the importance of different indicators when analyzing market trends:

Table 2: Market Trend Analysis Indicators and Weights Based on NQP

Analysis Indicator	Weight
Consumer Demand Change Trend	41%
Technological Innovation Trend	29%
Competitor Dynamics	18%
Policy and Regulatory Impact	12%

Through this table, enterprises can make innovation and digital strategies more scientifically based on the correlation analysis of NQP, such as increasing R&D investment and laying out emerging business areas.

(2) Innovation of organizational structure and management mode

The optimization of organizational structure should focus on building a flexible and agile new architecture, including innovative forms such as project-based systems and platform based management models. Taking the project system as an example, Figure 1 defines the composition of the project team. This architecture improves the response speed and collaborative efficiency, and at the same time, data drives management decision-making and improves the scientific decision-making.

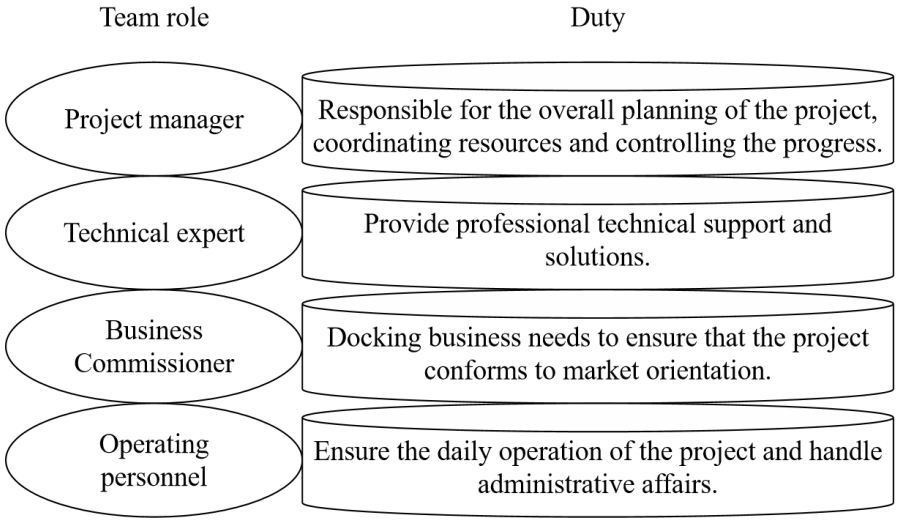

Figure 1 Roles and responsibilities of team members under the project system

(3) Optimization of human resource management

NQP requires talents to have interdisciplinary knowledge and digital skills. Enterprises should optimize recruitment standards and increase internal training. From the training content, it can be divided into general skills and professional skills training. Basic general skills training includes general abilities such as digital office software application; Professional skills training, covering specialized abilities such as big data analysis technology. Training methods include online courses and offline workshops. Through a reasonable training system, we can meet the demand of NQP for talents, encourage talents to innovate and inject vitality into the development of enterprises.

(4) Technology application and innovation ability improvement

The application of NQP related technologies can significantly improve the operational efficiency of enterprises, among which the deployment of IoT technology can achieve remote monitoring and intelligent scheduling of production equipment, effectively reducing operating costs and improving product quality. In the field of marketing, the application of big data analysis technology helps to achieve precise marketing strategies and significantly improve the input-output efficiency of marketing activities. Enterprises should strengthen innovation capacity building and encourage innovation in technology, management and business models. Establish an innovation incentive mechanism to reward teams or individuals who put forward innovative ideas and achieve results, create an innovative atmosphere, and promote the sustainable development of enterprises.

(5) Risk management and coping strategies

Identify risks in the application of NQP, such as technical risks and market risks. In view of technical risks, establish a technical evaluation and monitoring mechanism to regularly evaluate technical stability and safety; For market risks, strengthen market research and forecast, and adjust the strategy in time. Formulate risk response plans, clarify the response processes and responsible subjects when different risks occur, ensure that enterprises can respond quickly in the face of risks, reduce losses, and ensure the smooth application of NQP in enterprise business management.

5. Conclusion

This study focuses on the optimization path of NQP in enterprise business management. As a key force to promote the development of enterprises, NQP is profoundly changing the operation and management mode of enterprises. However, the current enterprises are facing many challenges in the application process. From the concept level, many enterprises have insufficient knowledge of NQP, which limits its comprehensive application; In terms of technology and talents, application obstacles and shortage dilemma coexist, which hinders the landing of NQP; In terms of management system, the traditional model is difficult to adapt to the demand of NQP. Aiming at these problems, this article puts forward a series of optimization paths. In terms of concept and strategic planning, update concepts and scientific layout with tools such as big data; Innovating organizational structure and management mode, constructing flexible agile architecture and data-driven decision-making mode; Human resource management focuses on the cultivation and encouragement of compound talents; Technology application and innovation ability promotion pay attention to related technology application and innovation atmosphere creation; Risk management emphasizes risk identification and the formulation of response plans.

Through these optimization paths, it is expected to help enterprises better integrate NQP and business management, improve operational efficiency, and enhance innovation ability and market competitiveness. This study enriches the relevant theoretical system and provides direction for enterprise practice.

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