

Discussion on the Future Development Direction of Enterprise Business Administration

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ABSTRACT. In recent years, the market environment has been in dynamic changes, which brings opportunities and challenges to the development of enterprises. All walks of life have broad prospects for development, and the competition among enterprises is becoming increasingly fierce. In this case, the level of business administration determines the competitiveness of enterprises. Enterprises need to recognize the importance of business administration, do a good job in the analysis of the current situation of business administration, clear the existing problems, formulate targeted solutions and make clear the future development direction.

KEYWORDS: Enterprise, Business administration, Future development direction

1. Introduction

Enterprises do not have a comprehensive understanding of their own business administration at present, and they think that the current business administration of enterprises in China has been in a perfect level of modernization. In fact, through the analysis of the market economy and enterprise management, there are still many problems in the current commerce management, such as enterprise's unclear self-positioning, failure of the operation mode of the enterprise to conform to the development of the enterprise, and there are also problems in the market competition and management level. In the fierce market competition environment, the management status quo is not conducive to the sustainable development of enterprises, and there is still a large gap between the expected development goals and the current situation. While learning from foreign experience, enterprises also need to carry out certain reform and innovation according to the characteristics of domestic market economy and their own development, strengthen the information construction, pay attention to brand building, update the management concept and mechanism, take it as the main future development direction, and gradually eliminate the problems existing in the business administration.

2. Analysis on the Current Situation of Business Administration in Enterprises

2.1 Enterprise's Unclear Self-Positioning

Through analyzing the types of enterprises in China, we can find that most of the manufacturing enterprises in the domestic market make profits and promote the development of enterprises by obtaining various processing orders. But this kind of enterprise lacks its own core technology and products, and does not have a good brand to arouse its popularity. In the process of development, enterprises are not clear about their own positioning. It is difficult to obtain more market share and improve the core competitiveness of enterprises only relying on processing and production. This kind of enterprises are difficult to survive in the fierce market environment and in the process of economic development, they are easy to be eliminated.

2.2 Problems in Market Competitiveness and Management Level

With the continuous development of the times and the continuous changes of the market environment, the competition among enterprises has changed from the original quality competition to the present talent competition and technology competition. The talent strength, management level and science and technology level of an enterprise

determine its market competitiveness. Management determines the quality of talents, science and technology. However, at present, in most of the domestic enterprises, various departments lack effective communication and contact, and is in the self-appointed state, leading to the management, the work is carried out very slowly and the efficiency is not high. The lack of a perfect management system, rough management system and rigid management method affect the internal operation of enterprises. Especially in the context of the new economic situation, the management level of enterprises affects the promotion of the competitiveness of enterprises.

2.3 Problems in Enterprise Operation Mode

In the process of operation and development, due to the weak ability of market development and protection, enterprises have no efficient market research work. Therefore, it is difficult to grasp the market demand in time and adjust the production mode according to the market demand. As a result, many products of enterprises are difficult to meet the needs of market development, and market development is facing many difficulties. In addition, enterprises lack an effective brand influence, failing to attract more consumers. In the process of operation, enterprises ignore the relationship between logistics management and enterprise operation, lacking a perfect logistics system. This operation mode has seriously affected the development of enterprises.

3. Future Development Direction of Enterprise Business Administration

3.1 Update Information Equipment and Promote Information Construction

Entering the Internet era, the competition among enterprises has gradually changed into the competition of science and technology. Enterprises should promote the introduction of information technology, update information equipment, and have enough hardware foundation as the support and guarantee of enterprise internal management and development. In the future development, information technology will be constantly updated, and all kinds of software and hardware based on information technology will be constantly developed, which provides a certain guarantee for the development of enterprise business administration. Enterprises can build a perfect business administration information system with the help of Internet, Internet of Things, cloud computing, big data, artificial intelligence and other information technologies. In this system, each department subsystem is included, which is convenient for all departments to strengthen communication and contact. The data information generated in the operation process is transmitted to the information platform in time, and integrated and analyzed by the business administrative department, completing efficient management work, and the specific situation of the enterprise operation in recent period can be grasped. At the same time, business administration personnel are also required to conduct in-depth market research, use information equipment to analyze and process the market data, find out the risks in the market economy environment, and help enterprises avoid risks and serious economic losses. Each department introduces information equipment according to their own needs, and carries out work with the help of information technology. The intrusion detection system should be improved to make the whole network system more secure and protect the business secrets of the enterprise.

3.2 Update Administration Concept and Mechanism

At the present stage, there are many problems in the business administration of enterprises. One of the reasons is that the executive levels in enterprise have relatively backward management concept, and they do not pay attention to the construction of business administration, resulting in the imperfect internal management mechanism. In the future development, in order to eliminate these problems, enterprises can start from this aspect to update the management concept and mechanism, change the inherent management thinking of the executive levels, realize the importance and urgency of enterprise transformation, actively learn some advanced management ideas and knowledge, do a good job in the market environment analysis, clear self-positioning of the enterprise, master the future development direction of the enterprise and the demand of the market environment, and lead the enterprise to actively transform. According to the development direction of enterprises, enterprises should vigorously construct the business administration and give certain strength support to the development of business administration. In terms of management mechanism, enterprises need to constantly explore and build a set of modern management system in line with the development of enterprises, pay attention to adjusting the management organization framework to ensure the rationality of the results, adjust the enterprise's operation mode according to the market demand, improve the enterprise's ability of developing and grasping market, so as to improve the enterprise's business administration level. In terms of construction of management system, enterprises need to pay attention to the implementation of the people-oriented concept, ensure the binding and humanization of the management system. At the same time of carrying out efficient business administration work, enterprises can provide a good working environment for employees, condense staff's strength, unify staff's thinking, guide employees to integrate their own development goals with enterprise development goals, and improve the core

competitiveness of the enterprise, and promote the rapid development of enterprise.

3.3 Pay Attention to Brand Building

In the fierce market competition environment, enterprises need to have their own brand image, expand brand influence, so as to open up the market and attract more consumers. Therefore, in the future development, enterprises need to have the awareness and concept of brand image building, analyze the market, understand the market demand, integrate this demand into the development and construction of enterprises, give full play to the creativity of enterprises and create a good brand image, expand the influence of enterprise brand through a variety of effective marketing models, do a good job in products, open up the market, so as to improve the competitiveness of enterprises and obtain more effective resources. Based on this, in the business administration work, enterprises should constantly improve the relevant mechanism and methods of brand image building, and improve the degree of attention of business administration personnel. Business administration personnel are required to formulate a sound management plan in combination with the development of enterprises and market economy, strengthen the management of brand image building and brand image maintenance to meet the development needs of enterprises.

3.4 Strengthen the Introduction and Training of Business Administration Talents

In the future development, the strength of talents determines the competitive level of enterprises. Therefore, the development of business administration is inseparable from the support of talents. Enterprises should pay attention to the introduction of talents, do a good job in training existing staff, and improve the comprehensive quality of management team. In terms of talent introduction, enterprises need to pay more attention to analyzing the talents needed by their own development and business administration, strengthen the communication with colleges and universities, directionally cultivate comprehensive talents of business management required by enterprises to meet the talent needs of enterprises. In terms of personnel training, it is necessary to carry out training for the existing business administration staff, formulate reasonable training plans according to the needs of enterprise development, update the knowledge reserves and management ideas of the staff, focus on the cultivation of financial management, business philosophy, capital planning, production and operation mode, which can not only provide strength support for the development of enterprises, but also make the business administration of enterprises meet the requirements of current market development, improving the competitive advantage of enterprises. In addition, enterprise managers also need to have a strong sense and ability of innovation and apply to their work, innovate the work content and working mechanism of business administration, use new ideas to optimize the work of business administration, and ensure that the development of enterprises closely follow the development of economic market.

4. Conclusion

In a word, at present, in most enterprises of China, the business administration work is imperfect and there are many problems, such as lack of an effective management mode and operation mechanism, unclear self-positioning and so on, which seriously affect the development of enterprises and their competitiveness in the market. Enterprises should recognize the importance of business administration, take appropriate measures to actively make up for the existing problems, promote the rapid transformation of enterprises from the original closed state to the open business state, broaden and develop market, combine the market demand to build a business system and mode, and introduce high-quality talents to provide important strength support for business administration.

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