

Original Research Article

Research on the Role of Business Administration in Enterprise Transformation

Yuncheng Shang*

Tianrenxin Financial Company. E-mail: shangyc@163.com

Abstract: Business administration plays an important role in the development of enterprises in transition. It can provide correct development direction for enterprises, give corresponding scientific guidance, and improve the core competitiveness of enterprises, which is conducive to the stable development of China's market economy and improve China's comprehensive strength. This article puts forward the research on the role of business administration in enterprise transformation. By analyzing the content and characteristics of business administration, it points out the role of business administration in enterprise transformation and market economy development, so that enterprises can face up to the role of business administration and actively cooperate to provide a strong guarantee for their own development.

Keywords: Business Administration; Enterprise Transformation; Action; Strategy

1. Introduction

The department in charge of business administration is the market regulator, which plays an important role in the development of enterprises. In the new era, China's market is facing great challenges, which have a great impact on the transformation of all walks of life. Chinese government's service work is constantly being built and deepened. For enterprises in transition, the industrial and commercial administration departments should play an important role, enhance the support for enterprise transformation, supervise the illegal business means of enterprises in combination with the corresponding national laws and regulations, and support legitimate enterprises to ensure smooth transformation of enterprises and smooth operation of market economy. Facing the development and transformation of different enterprises, the industrial and commercial administration should formulate different assistance policies to protect the legitimate rights and interests of enterprises, and help the rapid transformation and stable development of Chinese enterprises.

2. Analysis of business administration

The administrative department of industry and commerce is an important department for maintaining the market and economic development in China. Its essence is to help enterprises develop healthily, help them get out of trouble when facing problems, provide help in the operation and management of enterprises, improve the management system of enterprises, and enable enterprises to operate stably, thus promoting the development of China's economy.

2.1 Analysis on the contents of business administration

Business administration is a department that supervises the operation and management behavior of enterprises existing in China's market, and maintains the orderly development of market economy through administrative and legal

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means. Its work includes many aspects, such as drafting industrial and commercial policies and regulations, supervising enterprises to register in accordance with laws and regulations, etc. In addition, it also protects the rights and interests of contracts, trademarks and other documents with legal benefits, and provides business strategies for enterprise development. The right of industrial and commercial administration to supervise the business behavior of enterprises is the power of law enforcement and the basis of law enforcement, which is an important guarantee to standardize the business behavior of enterprises. In the market economy, many enterprises always ignore moral quality and always have the luck to wander on the edge of breaking the law, making and selling fake goods, which seriously threatens the development of market economy, causing a lot of losses to enterprises operating according to law, disrupting the market order and seriously affecting the development of enterprises and markets. The administrative department for industry and commerce can severely punish acts that seriously undermine the market order according to its own power and in combination with relevant market laws and regulations, and strictly investigate and control acts that damage the interests of other enterprises. It can be seen that strict law enforcement by the industrial and commercial administrative departments is an effective way to promote the normal development of enterprises and market economy, and is also an important guarantee to protect China's market economy.

2.2 Job characteristics

Business administration is based on national economic construction, follows the leadership and line of the Communist Party of China, and provides supervision services for the development of market economy. Its work content is comprehensive, relevant, procedural and detached. Comprehensiveness means that the industrial and commercial administration contains many contents and involves many aspects, and the management process has certain integrity and unity. It also maintains the business behavior of market subjects by legal means and administrative means, ensures the legitimate interests of enterprises, and links the national macro-control to all links of the market economy. The industrial and commercial administration must be carried out according to national regulations and laws, which has certain procedural characteristics. There is no subordinate relationship with China's market economy, and it only restricts and regulates the behavior of enterprises.

3. The role of business administration in enterprise development

At present, most enterprises in China are in the critical period of transformation, and they all want to seize the new opportunities for development. However, there will be certain risks in the process of exploring new opportunities, and the role of business administration can help enterprises effectively avoid risks, so that enterprises can successfully complete the transformation and achieve steady development.

3.1 To effectively maintain market competition order

With the continuous progress of society, China's science and technology have developed rapidly, and the emerging business model of Internet economy has gradually penetrated into people's lives, which has led many traditional enterprises to be forced to participate in the Internet economic competition. A variety of new business models are gradually formed. Because of the concept of cross-border, two enterprises that have no connection at all form cooperation and competition, which has a certain threat to the market economy. Under such circumstances, it is necessary for the industrial and commercial departments to play their role in maintaining market order. For example, four years ago, "bike-sharing" gradually developed in people's lives, and in a short period of time, the enterprises cooperating with it had already raised the financing amount to 2 billion, bringing bike-sharing to all parts of the country, which caused chaos. At this time, the industrial and commercial administrative departments played an important supervisory role, effectively controlling the urban chaos and avoiding the seriousness of the situation. It can be seen that the administrative department of industry and commerce plays an important role in the development of market economy. Therefore, during the transition period, enterprises will inevitably bring certain impacts on the market economy, which requires the industrial and commercial administrative departments to issue corresponding policies, strengthen the supervision of

the business behavior of market enterprises, and avoid excessive market saturation caused by a large amount of investment, thus affecting the development and orderly progress of the market economy. Stable market order also plays a certain role in the development and transformation of enterprises, which can make enterprises safely pass through the dangerous period of transformation.

3.2 Provide scientific guidance for enterprise development

At the present stage, in the process of development, Chinese enterprises will actively or passively enter the transformation, and then face a series of challenges, which will lead to chaos in the internal organization or management of enterprises, which will not only have a certain impact on the development of enterprises, but also directly affect the smooth operation of China's market economy, which will bring China's market into an unfavorable situation, eventually affecting China's economic level and weakening China's competitive strength. The industrial and commercial administration department is the maker and supervisor of industrial and commercial administration policies and regulations. It can fully grasp the business and management problems faced by enterprises through market research, analyze the factors affecting the stable development of the current market economy, and propose corresponding solutions to these problems, thus providing a reasonable guiding direction for the development of enterprises and enabling enterprises to successfully complete the transformation. For example, in the process of enterprise transformation, the industrial and commercial administrative departments should strengthen the human resources management of enterprises, and educate and guide the market subjects in various ways so that enterprises can face the human resources changes in the new era. The administrative department for industry and commerce will also supervise and regulate the behavior of the subjects within the market from a macro perspective, and adjust the competition among the subjects with the help of the local market development situation and relevant regulations to ensure fair competition among enterprises, so that all market activities are within the controllable range. For the development of market economy, it can not only maintain order, but also reduce the pressure of policies for the development of enterprises, so that all the energy of enterprises can be used to study how to face challenges, which is beneficial to the development and progress of Chinese enterprises. In addition, the industrial and commercial administration department can also provide policy advantages for enterprises in transition, so that enterprises can approach the normative industry standards when carrying out various activities, and promote the integrity and unity of enterprise transformation in China. For example, the administrative department of industry and commerce can guide the development of industrial manufacturing to animal husbandry, realize the industrial chain, promote the connection between various industries and promote the integration of market economy by formulating the supporting policies for machinery and equipment related to animal husbandry.

3.3 Conducive to enterprises to enhance their core competitiveness

In order to adapt to the development of the times and the trend of society, most enterprises in China have joined in the process of transformation, which is a great challenge for the production and operation of enterprises. In the stage of enterprise transformation, good social economy and market environment can promote the development of enterprises. However, in the process of enterprise development, there will be fierce market competition, which will lead to obstacles to the development of enterprises and make the development effect of enterprises unsatisfactory. From the perspective of the current market economy, Chinese enterprises will face big problems when they are undergoing transformation. How to grasp the opportunities and successfully meet the challenges is a problem that every enterprise needs to study. As long as the enterprise is successfully transformed, it will gain greater economic benefits in the future development and be able to stand in the market environment for a long time. However, the market competition is fierce, and many enterprises will fall into an unfavorable development situation and cause economic damage. The task of the industrial and commercial administration department is to avoid such a situation and protect the development of the enterprise. The administrative department of industry and commerce needs to carry out strict supervision in the market environment, find and solve problems, ensure the smooth operation of the market economy environment, and provide a good development environment for enterprises. This will promote the transformation of enterprises, and it will also help en-

terprises to enjoy legal rights and gain greater economic benefits. The administrative department for industry and commerce should strictly supervise and punish the illegal behaviors in the market environment in combination with laws, regulations and relevant policies of the state, which can effectively regulate the development of market economy and the business behavior of enterprises, reduce worries for the development and transformation of enterprises, and then help enterprises to improve their product quality and management level, make full use of resources, enhance their own economic benefits and competitive strength, and obtain long-term stable development. Through the supervision work of the industrial and commercial administration department, the market environment can be fully purified, the bad behaviors and illegal behaviors in the market environment can be effectively reduced and avoided, and enterprises can be helped to establish the management concept of abiding by laws and operating according to law. Only in this way can we effectively enhance the core competitiveness of enterprises, and have a certain ability to face fierce market competition and realize the sustainable development of enterprises.

4. Conclusion

With the continuous development of China's economy and social progress, Chinese enterprises have to undergo transformation due to the comprehensive influence of various factors. Many enterprises will face unprecedented challenges during the transformation period. It is these challenges that bring new opportunities for enterprise development and promote the development of enterprises and market economy to a certain extent. However, in the actual enterprise transformation, they will also be affected by unfavorable factors, which will lead to chaos within enterprises and further affect their development. Business administration is an important way to solve this problem formally. Therefore, it is necessary to attach importance to the role of business administration, strengthen the functions of supervision and regulation, enable enterprises to have the ability to cope with challenges and promote the smooth operation of China's economy.

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