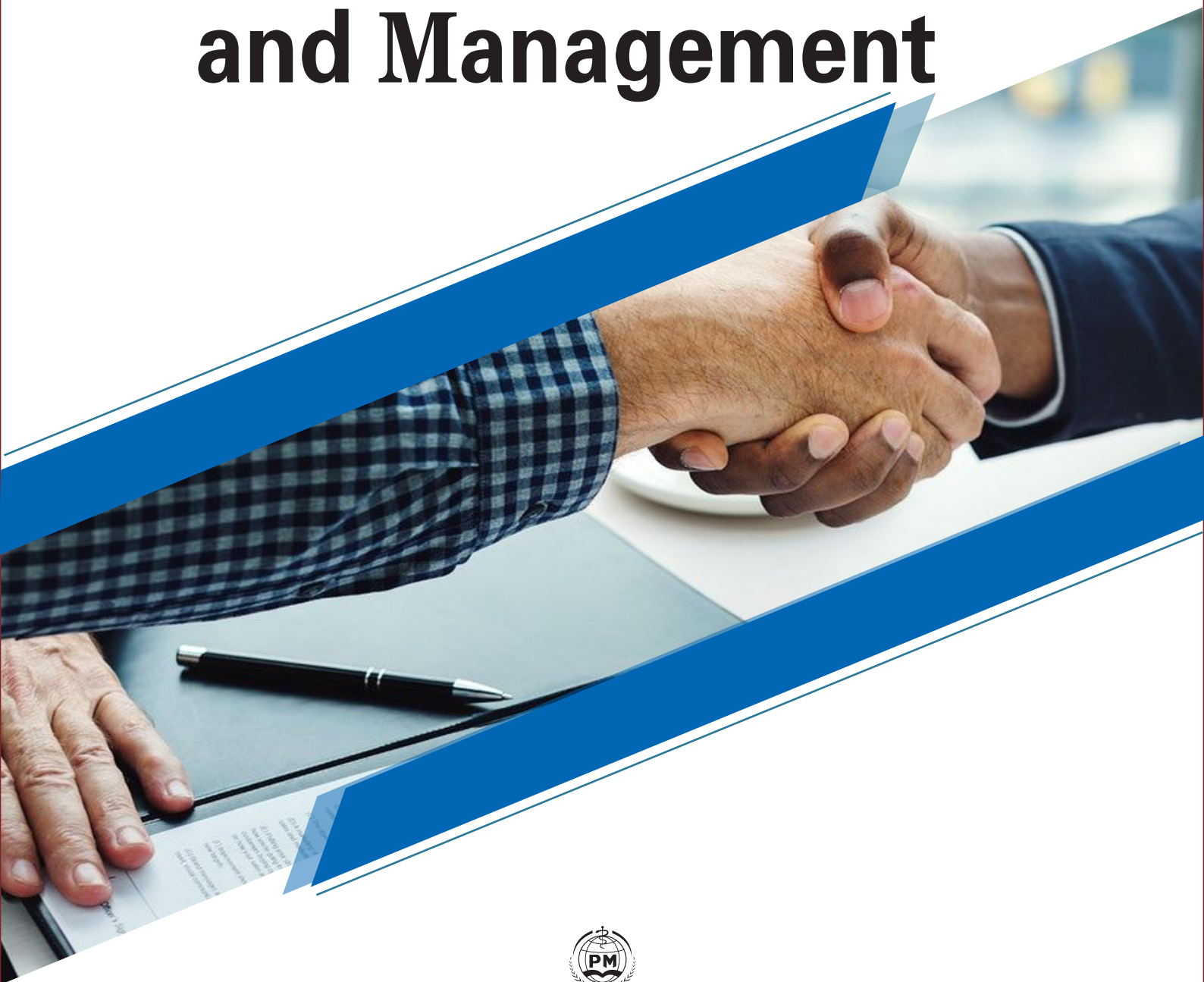


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Original Research Article

How Could Huawei Grow to the Largest Telecommunication Service Providing Company in Burma

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Abstract: From the point of telecommunication service providing, the paper analyzed three critical factors which help Huawei become the largest provider in Burma. They are models of operation, modern project management method, and corporation culture. Burmese project is only a microcosm of Huawei's overseas business. It is also a perfect interpretation of the overseas development history of a Chinese private enterprise that is full of fighting spirit.

Keywords: Huawei; Telecommunication Service; Burma

1. Basic introduction and background of Huawei company

1.1 About Huawei

Founded in 1987 by Ren Zhengfei, Huawei Technologies Co., Ltd. has grown from an original communications product agent to a supplier of communication network technology research and development, production and sales. Huawei's products mainly involve switching networks, transmission networks, wireless and wired fixed access networks and data communication networks, and wireless terminal products. Huawei can continuously innovate according to the needs of customers, providing cost-effective ICT solutions and services to telecom operators and enterprise consumers in all countries. Nearly one-third of the population in more than 150 countries around the world use Huawei products. Huawei has now become the world's leading supplier of communications equipment and smart phone manufacturers^[1].

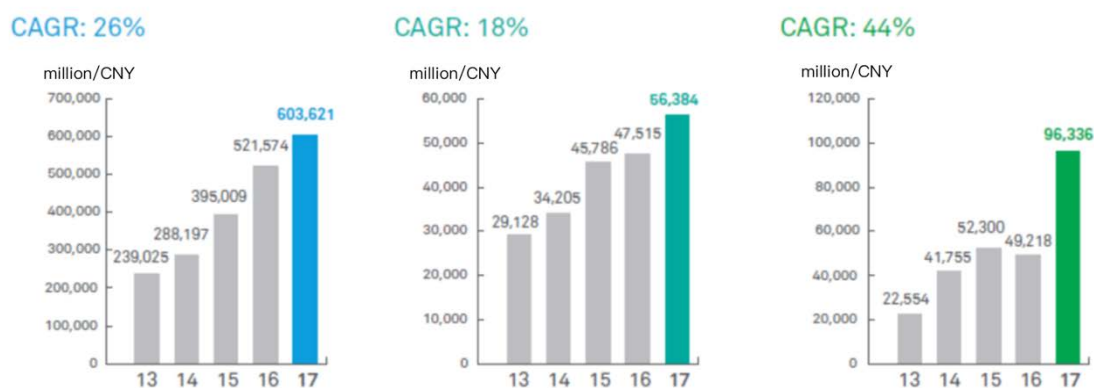


Figure 1. Huawei profits comparison^[2].

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In recent years, Huawei got great profits and maintained good operation conditions. **Figure 1** shows the financial status of Huawei.

1.2 Service scope in Burma

Based on its strong technical foundation, Huawei provides almost all possible communication service types for Myanmar. On the basis of infrastructure construction services, Huawei has rapidly developed wireless access, fixed intervention, core network, transmission network, data communication and Huawei's terminal multi-dimensional integrated communication network. In addition, Huawei also established the School of Information and Network Technology at the Ding Yin University of Technology in Yangon in 2016. It encourages students to participate in Huawei's vocational and technical certifications and cultivates talents for the society by teaching Huawei courses to universities free of charge.

2. Models of operation in Burma

2.1 Providing equipment at low rate to win tenders

Huawei actively responded to the national "The Belt and Road" and "Going out" strategies, and won the bidding project of communication networks in many countries through strong business operation methods and good brand image. In these developing countries, Huawei can consider the problem in the long run from the perspective of operators, and provide operators with comprehensive maintenance services for the next ten years to ensure the stability of the communication network. The premise of all this is that Huawei has won most or even all of its targets with almost absolute price advantage, which has reduced a large investment budget for operators in the later stage of operation and maintenance. Based on equipment upgrade services, operators share profits together. This forward-looking vision undoubtedly demonstrates Huawei's strategic vision and achieves the goal of maintaining long-term business cooperation by establishing Huawei standards.

2.2 Managing contractor model in portfolio implementation

Managing contractor and construction management are two common ways which are used in the construction industry recently; different way is suitable to specific scenario according to its own characteristics. But the scope of the definitions becomes less clear in order to meet the unique requirements of customers. Under construction management model, the contractor will be responsible for nearly all work, and it is his responsibility to create the contract relationship with different subcontractors and take the liability of the work quality. But under managing contractor model, the contractor will manage all relatives on site and arrange the work properly to complete the construction work on time and ensure the quality as well.

But for Huawei, who plays a role as a managing contractor, should manage the work well and ensure to accomplish the client's target, certainly the contractor will not conduct the construction work himself, all the construction work will be done by kinds of subcontractors including the tower erection team, CW team and TE installation team, power team and so on.

2.2.1 Self design and specification making to show the unique professions

As the world's largest supplier of communication equipment, Huawei has a very advanced technology and management level in the manufacture and maintenance of communication equipment. But for a complex large-scale infrastructure construction project, a single management method and technology is clearly not up to the complexity of the project. As a managing contractor, Huawei assists owners in selecting the contractors of each branch by means of bidding, and employs professional base station civil engineers to form their own design team, based on the level of actual terrain and infrastructure with dozens of different equipment combination scenarios, and matching the complex and complex indoor and outdoor base station design, reflecting the characteristics of local conditions. For example, in a base station in a city, it is considered that the location of the base station is built on the roof to match the roof-top to save land area, and there is a continuous supply of electricity in the city, which is almost never designed about considering

solar panel power. For base stations in remote locations or outdated villages, considering the strong sea breeze and humid climate erosion, and the altitude at which the base station is located, the corresponding design spray and solar power are combined with the power supply of DG. Different types of SST and GWT are matched to ensure uninterrupted communication signals.

After the design is completed, the design team will also give a detailed SOP. The SOP will describe the various specification requirements as clearly as possible, and display them in the form of a chart (see **Figure 2** for partial SOP).

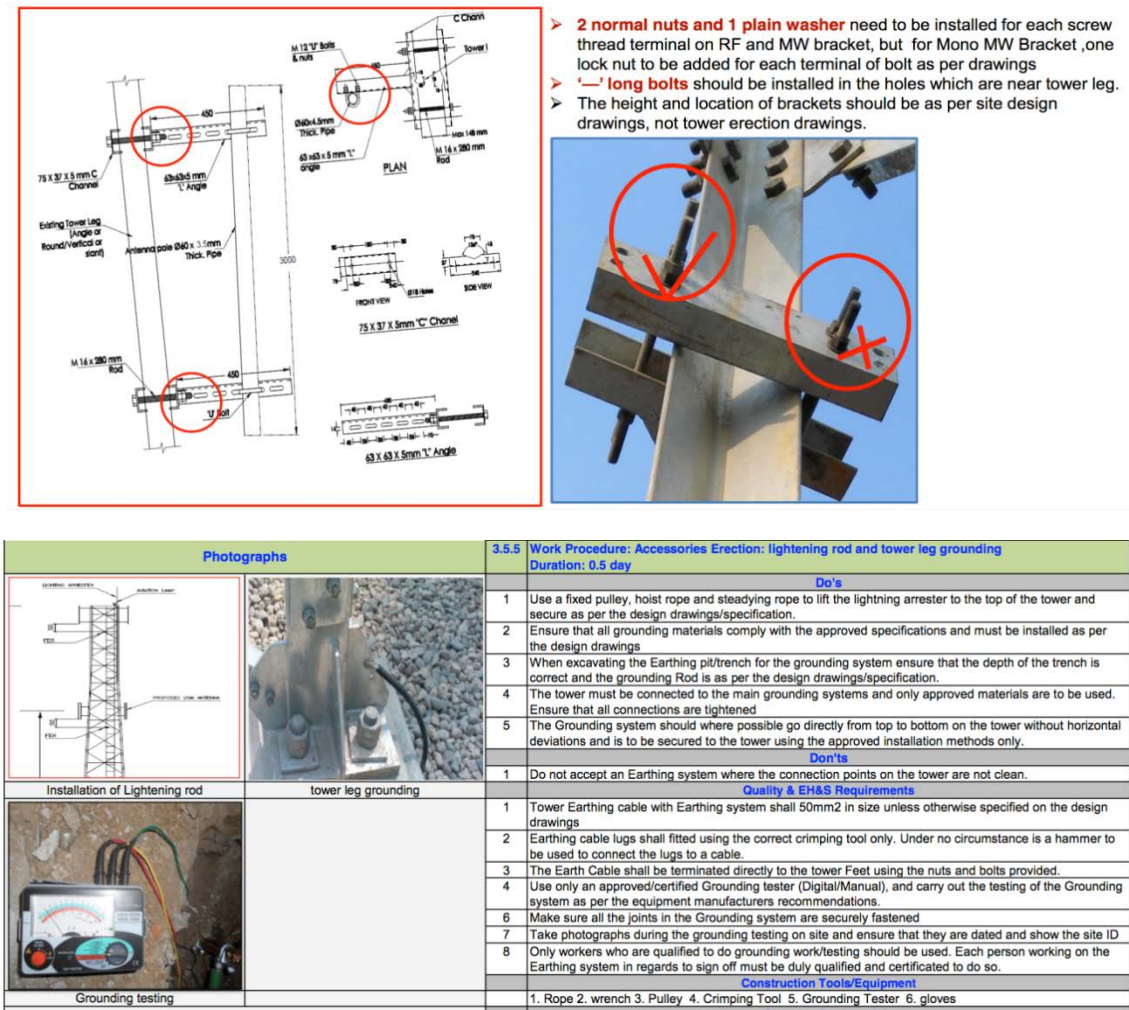


Figure 2. Partial SOP for SST work.

2.2.2 Construction work to be sub-contracted including CW & TE works

For the most important CW work and TE work in the construction of base stations, Huawei is undoubtedly out-sourcing all of them, but Huawei’s filtering of subcontractors is also extremely strict. It is necessary to consider not only the size of the subcontracting enterprise and the level of market possession, but also its technical expertise, funding level and qualifications. Huawei’s own professional consulting company searches all the companies that meet the requirements in the industry, establishes subcontractor management files, conducts measurement and evaluation of subcontractors, and combines the performance of subcontractors and Huawei’s past business cooperation to select global golden suppliers and excellent suppliers, and the poor performers were blacklisted, and then cut off from doing business with them.

In this background, a large number of Chinese companies responding to the “The Belt and Road” and “Going out” calls by the Chinese government, with their strong asset background and long-term business experience, and quickly established a cooperative relationship with Huawei and occupied almost all of the overseas market. The communication

tower supplier represented by Shandong Luneng Taishan, the equipment installation and civil construction providers represented by China Communications Service (CCSI), several state-owned enterprises including Petro China and Sinopec have quickly joined forces and quickly seized the overseas market.

2.2.3 Own equipment to be served in all contracts

As we all know, Huawei has been expanding overseas since 2008, and the largest part of its overseas revenue comes from equipment sales. Huawei started from the sales of telephone switches, and now has strong communication equipment research and development and production capacity. Independent innovation has undoubtedly become Huawei's most precious wealth in the era of knowledge economy. In the previous overseas projects, Huawei always appeared in the presence of equipment suppliers in the face of the operators of various countries. In the fierce market competition, the risk of being replaced by customers and main contractors was at any time. Manufacturers such as ZTE, Ericsson, Siemens and Nokia have become Huawei's most troublesome competitors. Nowadays, Huawei, which is not to be outdone, often appears in the international engineering contracting market as the main contractor, from "selected by others" to "select others". The biggest advantage is that it can establish the long-term equipment sales channels by setting up Huawei's standards. Once Huawei's standards are set up overseas, operators will be bound from this point of time, so that Huawei equipment must also be used when upgrading equipment and upgrading operations.

2.3 Operation and maintenance

Of course, in order to maximize profits and enhance the competitiveness of Huawei's overseas companies, Huawei has established a local team and trained local engineers to stabilize overseas markets. After the establishment of a mature overseas representative office, there are often only a few Chinese employees, and the rest are local employees. In this way, the labor cost is greatly saved, and the emergency response capability of the representative office is also raised.

3. Modern project management methods to be used based on ISDP

3.1 Safety management

Safety issues are of the utmost importance in any construction. To ensure safety and quality, Huawei has established a specialized QEHS (quality, environment, health and safety) leadership team to comprehensively plan, organize, lead, coordinate and control safety. From the worker health checklist to be completed on the daily construction site to the daily construction work risk prediction table, not only the on-site supervision engineer needs to give detailed instructions to each worker, but also to upload photos to the system in the form of a QEHS leading group in the second inspection evaluation. During the construction process, Huawei also has strict requirements on the production tools and personal protective equipment (PPE) used by workers. For example, the safety helmet must comply with the EN397 standard, and the safety shoes must be with steel plates to meet the relevant British standards. Even before each engineer or worker joins the Huawei construction team, he has to undergo a series of Huawei training and get the Huawei-certified QEHS certificate through Huawei exams to become a part of Huawei's construction team.

3.2 Quality control

In order to comprehensively and timely control the quality and safety of the project, and to engage in the combination of pre-control, in-process control and post-event control to ensure the quality and safety of the project, Huawei not only strictly requires the construction according to the drawings and specifications, such as strictly controlling the water-cement ratio to ensure the slump test cannot be used in engineering. When the Tower erection is completed, and the first level of tower is not completed, the verticality of the tower is checked by the theodolite and the offset is corrected in time.

3.3 Schedule control

Under normal circumstances, the civil engineering project duration of each base station is 45 days, and the equip-

ment installation time is 4 days, plus other materials transportation and inspection and debugging time, etc. Huawei guarantees that a base station must be completed within two months. It seemed impossible to accomplish but the Huawei project team has achieved this through effective communication and coordination and advanced management methods, saving customers' time and costs, and earning a reputation and market for themselves.

3.4 Supplier management

Huawei is able to guarantee the outstanding delivery of its overseas business, thanks to its strong global supplier. For the management of these suppliers, Huawei has established a series of effective supplier management methods, including regional evaluations and global evaluations. Those suppliers who have repeatedly received Huawei's red or yellow card warning will be eliminated with no hesitation. For those new companies that want to become part of Huawei's supply chain, Huawei will also give it a corresponding evaluation period, and the company that has passed the evaluation will eventually become a Huawei supplier.

In order to ensure the progress of the project, Huawei has a logistics and warehousing center all over the world, and its logistics management capability is also second to none in the industry. Each time the inventory turnover rate (ITO) is shortened, it can save the company 100 million yuan in cost, which requires the information exchange of representative offices, customers, suppliers and logistics centers to be timely and effective.

3.5 Integrated delivery planning

In the management of large projects, Huawei can clarify the customer's equipment installation plan, and designate reasonable procurement and construction plans based on this, and focus on materials, resource integration and risk management on the basis of upgrading ITO. Through scientific analysis of the configuration of all parties, comprehensive optimization to promote fairness and efficiency, enhance the ability of large project integration delivery management, and export targeted decision-making processes.

3.6 All-in-one integrated management

In order to improve its project management efficiency, Huawei is the first to cooperate with Japan Telecom KDDI in the Myanmar Network Expansion MPT-KSGM Phase 4 project to launch integrated project management software ISDP (integrated service delivery platform), which makes that purchase, logistics, and construction, progress payment, security management, quality control and schedule control are all integrated into one software, and greatly promotes the business interaction between Huawei and suppliers.

4. The corporation culture of Huawei

4.1 The intrinsic value of Huawei

Huawei's ability to achieve such great achievements is inextricably linked to Huawei's corporate culture. Ren Zhengfei, a soldier from the military, played the military's strict discipline and fighting spirit in the management of enterprises. This is also the root of the "wolf" culture. It is this kind of quality that creates the spirit of not afraid of suffering and hardships, which has made Huawei's rapid development and expansion. Huawei's overseas road has emerged in Africa, to survive and developing in the business gaps of Western companies, emulate China's revolutionary road of "the countryside surrounds the city, arms seized political power". As long as the contract can be signed, and there is engineering, Huawei will go there with no doubt. In the chaos of the wars and rain of bullets, it can always be seen that the Huawei engineers in the war zone. In this way, overcoming all kinds of difficulties and obstacles, Huawei finally won more and more overseas orders and gradually occupied the global market.

4.2 The art of multi-cultural management in Burma

To carry out construction projects overseas, not only various political and economic risks, but also complex cultural diversity should be taken into consideration. According to the religious culture of the project site, cross-cultural project management needs to be carried out, not only to fully respect the culture, customs and religious beliefs of the host

country, but also to combine corporate culture with foreign cultures to give employees a sense of belonging. If no attention is paid to the details in management, local employees and Chinese employees may have conflicts because of small things.

5. Conclusion

In short, Huawei's communications construction project in Myanmar is only a microcosm of its extensive overseas business. The history of Huawei's growth in Myanmar is a perfect interpretation of the overseas development history of a Chinese private enterprise that is full of fighting spirit. We believe that Huawei, which is constantly advancing with the times, will continue to lead the world in the communications industry.

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Original Research Article

Understandings of the Transformation of Financial Management Mode in Enterprise Groups

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Abstract: Sharing economy has been promoted under the background of rapid social development. Meanwhile, financial management modes in enterprise groups have been transformed accordingly to make improvements in financial management, which brings critical impacts on investment decisions. Therefore, the transformation of financial management mode must be free from the traditional mode and should be conducive to the transformation development of financial management. Therefore, this article puts forward several understandings on the transformation of financial management mode for reference.

Keywords: Financial Management in Enterprise Groups; Transformation; Understandings

With the rapid development of science and technology and market economy, competitions among various industries are becoming increasingly fierce. All enterprises and institutions are undergoing transformation and upgrading, and turning into changing and innovating traditional financial management. In the process of transformation, the financial management presents a multi-dimensional mode, which is convenient for financial managers to conduct a comprehensive analysis, and to standardize and uniformly manage financial management to promote the development of enterprise financial management.

1. Types of financial management mode

1.1 Traditional mode

Under the traditional financial management mode, enterprises will set up their own financial department, recruit financial personnel and open special financial accounts for management. Financial personnel will first settle accounts separately, then the financial work will be managed by managers, and financial budget will be controlled. Instead of monitoring the specific situation of financial operation in real time, this method takes the way of reporting the superiors and then determines the implementation differences and budget targets. This method is greatly lagging. Financial managers need to set up separate funds to carry out fund management work, and manage them from the enterprise level. However, they still can't realize real-time scheduling and management, which leads to low using efficacy^[1].

1.2 Financial shared service center

Financial shared service is to give full play to the functions of company's financial accounting and other aspects, such as a large number of repetitive processing and centralized processing by using financial management information. In this way, scale effect can be achieved, repetitive application can be avoided, and the efficiency of enterprise financial management can be promoted and the operating costs of enterprises can be reduced. Currently, the financial shared ser-

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vice is a new management mode for enterprises, which has been widely promoted both inside and outside many enterprises. As a relatively mature management mode, the financial shared service center uses modern information technology to build a shared management system, integrates financial data, and realizes financial data sharing at enterprise's level.

1.3 Finance company

Finance company is a non-financial institution, aiming to improve the ability of financial control and capital management of enterprises, and meanwhile help to improve the efficiency and quality of capital management. Finance company is run by independent legal entities and hold independent financial accounting to provide services for enterprises. As an independent legal entity, a finance company undertakes the internal and external work of enterprises and creates larger economic benefits. China has high requirements for the establishment of finance companies, and makes clear requirements in the field of registered capital, total assets and net assets income^[2].

2. Suggestions on the transformation of financial management mode

The establishment of financial management institutions can scientifically define the contents of financial management.

Firstly, it is necessary to strengthen the management of financial institutions. People regard the essence of financial management as accounting in the stage of socialist market economy. However, under the market economy, the management system of enterprises has been gradually established, and financial management has become a part of the financial work of enterprises. It is a functional activity of modern enterprises, which not only needs to deal with financial relations, but also needs to show the value movement of management. Accounting does not belong to functional management, but a comprehensive financial information service department. It plays a critical role in the modern enterprise support system. Therefore, the construction of modern financial management system should be divided into management department and accounting department. Both of the two departments should be ensured to perform their respective duties and work together^[3].

Secondly, it is necessary to redefine the content of financial management, and improve its quality on this basis. Many changes have taken place in the content of financial management currently, mainly from the previous transactional processing, capital raising, tax form evaluation, tax declaration, cost control, accounting control, budget control, internal audit, financial supervision, etc. It transforms the basic financial operation process, enterprise risk assessment, and operational analysis of added value, etc., to construct the performance management mode and strategic work of the whole enterprise. During this process, it is an important condition to first improve the basic financial process. The improvement of basic financial management process includes procurement, integrated supply chain information system and cost procurement control, etc., all of which need to ensure accuracy. Meanwhile, it is necessary to do well in assessing the business risks of enterprises. Risk assessment and business opportunities of enterprises refer to the growth lever of income in a great sense. Therefore, it is necessary to make sure the confirming, creating and maintaining work have been properly done. In the risk management of enterprises, financial personnel must participate extensively, and establish a process that can measure and control the risk. For example, in Microsoft, the risks of enterprises are regulated by an integrated committee. It uses the operation mode of internal risk consultation, and appoints risk managers in developments of operation, sales, and product research in enterprises. In corporate management, risk managers, being as a tool, aims at enhancing managers insight into future results and improving the company's ability to deal with related situations^[4].

3. Further strengthening the construction and quality management of financial personnel

Financial personnel must have many core skills, including quantitative analysis skills, performance measurement skills, and information management skills. Constructions will then start within the specialized financial management

department, and the organizational transformation ability and comprehensive information analysis ability will be upgraded. However, to better adapt to the needs of the modern market, financial personnel need to make some improvements in these aspects, including the market knowledge of products, the ability of leadership, the quality of individuals and the correlation between various links. The quality of individuals is very important. They should not only strengthen their own knowledge, but also communicate frequently with managers, procurement staff, customers, suppliers, and so on. In this way, they can fully grasp the relevant knowledge of the industry, the best procurement plan, relevant negotiation skills and communication skills. With such abilities in the future, financial personnel are able to measure the cost and benefit of the procurement process, and to work with department managers to formulate and improve the procurement process.

There will be more work contents for financial department in the future. So it is necessary to start the transformation of the whole business organization to solve many problems, including the definition of skills, personnel recruitment, training, performance measurement and personnel management, and so on.

4. Construction of financial information system in enterprise groups

Financial modernization of information technology is to promote the integration of enterprise financial and business management. In such method, fund management, supervision and control, risk avoidance can be provided with a more solid guarantee, and enterprise information management can be realized. When building enterprise financial information system, it is a major trend to use unified computer financial software to integrate financial information and business processes in the future, which is also the key to success. In this case, enterprises must take it as the breakthrough point. By starting with the problems that are needed to be solved, enterprises can take financial management as the main support, and strengthening the management of weak links. Meanwhile, enterprises can vigorously promote computer software technology, and realize the integration of finance and business. At the same time, they should strengthen supervision and management, do well in risk management and control, accelerate the turnover of funds, and improve the efficiency of the use of funds. In addition, it is necessary to plan and co-ordinate the development law and process of computer technology, and makes a practical implementation layout. Firstly, enterprises should to choose state-recognized financial management software to realize the comprehensive accounting computerization management, which needs to be managed as the basic work of accounting. Secondly, it is necessary to further promote the financial and business integration management, establish a unified management platform, use integrated management software, and solidify the effective rules and regulations of enterprises into the application management procedures. These are not only to realize the informationization and digitalization of sales, supply and production relations in the financial system, but also to realize data sharing and standardize and efficiently manage financial management, such as budget, settlement and monitoring. Thirdly, it is necessary to develop advanced ERP software, actively absorb advanced ideas and experiences both at home and abroad, reform the internal management mode of enterprises and optimize and adjust the production structure of enterprises. Moreover, it is also helpful to combine all internal production, supplier resources and user needs to promote enterprises to achieve comprehensive information management.

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Original Research Article

Research on the Role of Business Administration in Enterprise Transformation

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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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Original Research Article

The Role and Strategy of Business Administration in the Development of Scientific and Technological Innovation in Enterprises

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Abstract: The development of enterprises can not be separated from the role of business administration. In order to realize scientific and technological innovation, enterprises should strengthen the level and quality of business administration. Through the reform and innovation of business administration, enterprises can improve their own strength and have sufficient foundation to face the market competition.

Keywords: Enterprise Development; Scientific and Technological Innovation; Business Administration

1. Introduction

Under the background of the new era, improving the management ability of industrial and commercial enterprises can promote China's economic development. In today's fierce market competition, enterprises not only need to ensure their own survival skills, but also need to focus on long-term development, constantly reform and innovate their own business philosophy and business model, strengthen their own management level and ability, and have comprehensive strength to stand in the market competition, so as to develop steadily for a long time. As an industrial and commercial enterprise, the first thing to do is to organize an innovative and professional talent team to improve the overall management level. Secondly, they should formulate a sound industrial and commercial management system and mechanism, so that the work of managers can have a certain basis and ensure that the efficiency of management can be steadily improved. In addition, the enterprise's risk management and control ability needs to be improved, and the enterprise managers need to analyze the risks according to the market development trend and their own actual situation, and plan effective avoidance schemes to ensure the healthy and stable development of the enterprise.

2. The concept and current situation of business administration

2.1 Concept

Business administration refers to the standardized management of the main body and behavior of the market economy according to relevant laws and regulations, so as to keep the orderly and harmonious development of the market economy. Market economy includes all aspects of enterprise management, while administration can inspect market activities and effectively restrain operation behavior, so that enterprises can develop steadily and well in the market. China's industrial and commercial administration has a long history. After the reform and opening up, in order for China's economy to meet the needs of the development of the times and meet the international standards, it constantly carries out innovation and reform, puts forward relevant policies, and establishes an industrial and commercial

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administration mechanism with Chinese characteristics. Facing the new situation of economic market transformation at home and abroad, China's market economy, proceeding from reality, gives full play to the initiative of the industrial and commercial system, optimizes the business procedures of enterprises, and promotes enterprises to adapt to the development of the new era and have more substantial strength. The reform and innovation of industrial and commercial management mechanism has a good role in promoting China's economic development, and also brings new opportunities for China's economic development.

2.2 The status quo of business administration

2.2.1 Inconsistency between the business management concept of the enterprise and the actual development

China's market economy environment is changing complex, and the competitive pressure is increasing for enterprises, which puts forward new requirements for business administration. Although many enterprises have made corresponding improvements and optimizations according to the actual development situation, there is still a certain gap between the current business administration and the development needs of enterprises. In the process of management, it is deeply influenced by traditional ideas, which leads to the management being more modular, unable to adapt to the production and operation of enterprises, and lacking the courage of innovation and reform, resulting in the failure of industrial and commercial management to play its fundamental role. In carrying out the work, the relevant work is innovated and adjusted without combining with the actual market environment. The overall management thought is relatively backward and lacks certain innovation, which will limit the development of business administration to a great extent and have a negative impact on the management system of enterprises. In addition, the scale of enterprises is constantly expanding, and the industrial and commercial management system is not changed in time, which leads to many loopholes and defects in the management process and affects the development of enterprises.

2.2.2 Lack of professional talents in business administration

Business administration plays a very important role in the development of enterprises. Most enterprises will attach importance to the cultivation of business administration talents. However, as far as the development of business administration students is concerned, there are more junior management talents, while middle and senior management talents are relatively scarce. Although the basic knowledge of junior management talents is also very comprehensive, the practical application ability is relatively scarce, and it is impossible to formulate an efficient development plan in combination with the development needs of enterprises in practical work, nor to formulate an appropriate plan for the design of enterprise management activities, which will bring a certain lag to the development of enterprises.

2.2.3 Single and backward industrial and commercial management system

With the continuous development of China's economy, the role and function of business administration have been improved to some extent. In this case, business administration is facing new challenges and opportunities, with its scope of work being virtually expanded. Therefore, it is necessary to actively take effective measures to make up for and improve the weak links of business administration and strengthen the advantages. However, the current business administration has always adhered to the principle of different standards in different regions. An enterprise is divided into different regions, and the actual situation of each department is also different, which will promote the work of each department to a certain extent, but it will raise great difficulties for the overall management of the enterprise, and there will also be problems of regional protection. According to China's actual situation, it is necessary to formulate corresponding management policies to promote China's economic development and push enterprises to internationalization.

3. The role of business administration in promoting scientific and technological innovation of enterprises

3.1 To improve the importance of scientific and technological innovation of enterprises

Scientific and technological innovation of enterprises can be understood as the development of enterprises, which can directly affect the future development and operation of enterprises, that's why enterprises should pay attention to it.

While attaching importance to scientific and technological innovation, enterprise managers also need to strengthen employees' attention to innovation. Through training and knowledge contests, they can enhance employees' innovative thinking and construct a good cultural atmosphere for enterprises. From the perspective of enterprise management, enterprises should abide by the principle of comprehensiveness, adopt a correct attitude towards the technological innovation of enterprises, and promote the smooth degree of enterprise innovation in a reasonable and scientific way.

3.2 To enrich the talent reserve

The development of talents is the development of enterprises. Only when the skills of talents reach the level of enterprise development can enterprises develop steadily and well. Therefore, to realize scientific and technological innovation, enterprises must strengthen the cultivation and introduction of talents and realize the development of enterprises. They need to introduce relevant talents in business administration to avoid mistakes in major decisions, so that the daily management of enterprises can be carried out smoothly, and the development of enterprises is gradually on the rise. In addition, enterprises also need to strengthen the training of existing employees, carry out courses on scientific and technological innovation, improve their enthusiasm for learning, and provide enough space for their development, so that the overall strength of the enterprise can be developed, and employees can accumulate relatively abundant knowledge reserves and vocational skills, improve their comprehensive strength and overall quality, which is conducive to the management of managers and provides necessary guarantee for scientific and technological innovation of enterprises.

3.3 The role of enterprise funds

Scientific and technological innovation can promote the development of enterprises to a certain extent. To realize scientific and technological innovation, it is necessary to invest a lot of time and money, and enough capital is needed to realize the effectiveness of business administration. The investment direction of scientific and technological innovation also includes investment in relevant personnel. Therefore, while increasing project investment, it is also necessary to ensure the improvement of the labor remuneration level of scientific and technological innovation employees, and promote the innovation and reform of employees by means of incentives and rewards, so as to provide power for scientific and technological innovation of enterprises.

3.4 To strengthen the monitoring of the product quality of enterprises

Enterprises' scientific and technological innovation is bound to form new scientific and technological products. After the products are produced, it is necessary to carry out technical inspection on the products to ensure that they have certain effectiveness. However, the mechanical equipment and production technology used by many enterprises can no longer meet the development needs of society, which leads to the backward production of enterprises. Therefore, enterprises should strengthen research, form new scientific research achievements and enhance the production efficiency of enterprises in the process of development, so that scientific and technological innovation products can promote the development of enterprises.

4. Strategies for optimizing business administration

4.1 To strengthen the management and innovation awareness of managers

Under the background of the present era, enterprises should give full play to their own values and advantages, constantly innovate and optimize their business models, and improve their competitive strength in response to the fierce market economy. Enterprises should strengthen their influence in society and improve their comprehensive strength. The primary task of business administration in enterprises is to establish a standardized management concept for employees of enterprises and strengthen the innovation of management work. Enterprises can combine new management concepts and management methods, so that they can better adapt to social and economic development, seize the favorable factors and conditions for their own development, give full play to their own management advantages, combine in-

ternal and external enterprises, find problems in time in management, analyze the causes of problems, and then solve problems and improve the efficiency of enterprise management. If an enterprise wants to achieve the purpose of business administration, it is necessary for them to establish perfect management quality and improve management efficiency through institutional constraints. In addition, enterprises also need to do a good job of propaganda to ensure that employees can face their work with a positive attitude, change their own thoughts and devote all their energy to the development of enterprises. Managers should analyze the market economy with new management thinking and analyze their own position in the market, so as to improve the management level of enterprises and ensure that enterprises can develop flexibly.

4.2 To actively prevent enterprise development risks

In the process of development and operation, enterprises will be affected by various environmental factors and some other unfavorable factors, leading to slow development and even risks. These factors are uncontrollable and inevitable. Therefore, in order to effectively avoid these problems and reduce the adverse effects of enterprise development, enterprises need to strengthen the consciousness of employees and establish a positive corporate culture in their normal management. To enable employees to have enough sense of responsibility and improve the quality of business administration on the basis of perfecting enterprise rules and regulations, enterprise managers should strengthen the comprehensive implementation of business administration, so that enterprises can effectively avoid and reduce development risks.

4.3 To reform and innovate staff incentives

Innovating and reforming the reward system is also an important part of enterprise development. By establishing a reasonable reward mechanism, salary mechanism and promotion mechanism, a good enterprise atmosphere can be created, and the initiative and enthusiasm of employees can be stimulated, thus promoting the development of enterprises to a certain extent. Through the big data of business administration, it can evaluate each employee's working ability, so that employees can fully understand themselves and realize their professional level. The pursuit of interests is everyone's instinctive need. Every employee works to obtain economic resources. In order to obtain economic resources, he puts his own experience into his daily work, hoping that his efforts are directly proportional to his return. Only by respecting the labor achievements of the staff can the employees have strong motivation to work. Therefore, when formulating the assessment system and reward system, enterprises should consider and plan from the perspective of employees to ensure that employees can get the maximum benefits, so as to effectively promote the enthusiasm and enthusiasm of employees. The reward mechanism should be set reasonably according to the employees' comprehensive achievements, be open and transparent, and never take sides. By establishing a perfect reward mechanism, the enthusiasm of employees can be fully mobilized, which is conducive to the smooth development of business administration, and then enhance the development level of enterprises.

5. Conclusion

Business administration can promote the scientific and technological development of enterprises. In the process of innovation and transformation of enterprises, it is necessary to give full play to the role of business administration, so as to provide a certain foundation for the development of enterprises, and then promote enterprises to stand firmly in the highly competitive market.

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Original Research Article

Development Problems and Strategies of Business Administration in New Era

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Abstract: Under the background of the new era, to develop steadily for a long time, enterprises should pay attention to industrial and commercial management in internal management, formulate relatively perfect management system, improve the quality and efficiency of management by mobilizing the enthusiasm of employees, and promote the healthy and safe development of enterprises.

Keywords: New Era; Enterprise Development; Business Administration

1. Introduction

Under the background of the new era, if enterprises do not make innovations and changes in keeping with the times and still adopt the traditional business management mode, it will lead to the lag of their own development, and the efficiency of business management of enterprises cannot be improved, resulting in certain constraints on the development of enterprises. Therefore, in the current society, enterprise managers should actively change their business ideas and methods, introduce new management models, fully understand the development needs of business administration in the new era, and seriously consider the needs of enterprise development and the purpose of business administration based on the characteristics of the times, so as to promote the smooth development and efficiency of business administration in enterprises and provide a solid foundation for enterprise development.

2. The significance of enterprises to carry out business administration

2.1 Improving the enterprise's capital management system

Under the background of the new era, due to the gradual increase of operating costs, enterprises need to continuously introduce new equipment, personnel and management methods in the process of development, which require a large amount of capital investment. Enterprise management is deeply influenced by traditional ideas, and there are certain ideological limitations in technological innovation and market expansion, and the reform is not thorough enough. Guided by the new business management model, enterprises introduce new management methods to ensure that they can realize the importance of market innovation, and then strengthen the allocation of enterprise resources, improve management level and quality, reduce unnecessary investment in the development of enterprises, as well as improve the overall operational efficiency of enterprises. Therefore, in the new era, if enterprises want to reduce investment and obtain better economic benefits, they need to pay attention to the implementation of industrial and commercial management, improve the enterprise fund management system and promote the more stable development of enterprises.

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2.2 Providing direction and path for enterprise development

In the new era of increasingly fierce market competition, many enterprises can't cope with the impact of the changes of the times in their development. Some enterprises don't know how to operate, and even can't make decisions on production and investment, leading to the loss of sense of direction in their development and affects their normal operation. The development of industrial and commercial administration can help enterprises work out their development direction. Enterprises can find the law of market development through the role of industrial and commercial administration, recognize their own shortcomings, and take targeted strategies in actual management and operation to make up for the shortcomings, so as to provide scientific guidance for enterprise development and ensure the safe and stable operation of enterprises.

2.3 Conducive to improving the quality of enterprise financial management

Financial management is the core content of enterprise management and business administration. Financial management has a direct impact on business activities and is conducive to the long-term development of enterprises. Most enterprises' traditional financial management work is carried out in an extensive way, with some problems such as missing management work and chaotic management system. Enterprises should take industrial and commercial management as the leading factor, attach importance to financial management and improve financial management level, which is not only the premise of enterprise development, but also the embodiment of industrial and commercial management in enterprise financial management.

3. Problems in business administration in enterprise development

Whether it is based on market economy system or social management economy system, the role of business administration in business operation is very important. However, in the development of China's economic system integration, there are still many problems in business administration, such as the large number of business administration departments, complicated approval workflow and long time, which may lead to the loss of business opportunities, or loopholes and shortcomings in the financial management of many enterprises. Some enterprises even have no financial departments. In addition, the world economy is gradually developing towards integration, and the economic cooperation between China and domestic and foreign countries is constantly improving, making the competition in various industries become increasingly fierce. In this context, what enterprises need to do is to improve and implement the business management, make up for the shortcomings of the traditional business management model, ensure that the business management can be strengthened, and the work efficiency and level can be improved.

3.1 Lack of risk control system

By investigating the actual management situation in the process of enterprise development, it can be known that most enterprises attach importance to the proportion of market share, emphasize the enterprise development, but ignore the internal business management and risk prevention and control. If an enterprise wants to establish a sound industrial and commercial management system, it needs to consume manpower and financial resources. However, in actual operation, most enterprises blindly carry out cost control, and still use the traditional management mode. Compared with the new management mode, the traditional management concepts and methods have fallen behind and cannot meet the needs of today's social development. The development of society is constantly changing, while the corporate management mode of enterprises is stagnant, unable to play its due role and serve enterprises better. At the same time, although some enterprise leaders have noticed the deficiency of management mode and understood that business administration is of great significance to enterprise development, some of them only understand part of the contents and are unable to fully understand and master the essence of business administration system and risk control. In actual application, they just follow and implement others' management modes. In this way, the business administration system and risk control system of enterprises can not fully play a role, which is not conducive to the long-term stable development of enterprises.

3.2 Low quality and professional skills of business management personnel

Specifically, the essential content of the competition between enterprises is the acquisition of talents, which is the core competitiveness of enterprises. The internal personnel or leaders and responsible persons play an important role in the development of enterprises, are the direct influencing factors of the development of enterprises, and have far-reaching significance for the future development of enterprises. Therefore, if an enterprise wants to improve its own level, it must strengthen personnel training, make its employees become excellent, improve their overall quality, and provide guarantee for the good development of the enterprise. For some enterprises at present, employees have uneven quality level, noncomprehensive understanding of relevant policies and regulations, insufficient professional skills and deeply-rooted traditional ideas. Therefore, the management level of enterprises in China needs to be improved, and the enterprises managers are not outstanding enough in professional skills and management level. This also reflects that in the process of development, enterprises ignore the improvement of personnel training and management, pay more attention to benefits in a short time, and do not carry out staff training activities. Employees are the foundation of enterprises, and the lack of progress of internal employees will also affect the development of enterprises. Enterprises will gradually weaken their core competitiveness with the change of time, affecting the long-term stable development of enterprises.

4. Business administration strategies of enterprises

4.1 To improve the self-quality of enterprise staff

Business managers are particularly important for the development of enterprises, and their work content is mainly responsible for the work management of enterprises and supervising every link. To ensure the normal and effective management of enterprises, it is necessary to improve the management level and comprehensive quality of enterprise managers, and to achieve several key contents. First, enterprises should adjust their personnel in time according to their own development, and find outstanding talents to inject fresh vitality into enterprises. At present, the market situation is ever-changing, and the relevant person in charge of the enterprise should assign different work contents according to the personal abilities of employees, so as to ensure that the enterprise personnel can play the greatest role, and at the same time, the enterprise can better cope with the changes in the market and take effective measures in the development process. Second, the company should carry out regular training activities, which can train employees and professional skills, and also train employees' management level, so that employees can keep learning and understand the updated market trends, establish business management concepts, put themselves in the interests of the company's development and provide better help for the company. Through regular training activities, the core competitiveness of enterprises can be enhanced and employees can play a greater role in practical work.

4.2 To create a complete industrial and commercial management system

It is necessary to establish a sound industrial and commercial management system to provide better services for enterprises in the new society. The emergence of new occupations has brought novelty to the market economy. On the whole, establishing a perfect industrial and commercial management system can better cope with the changes and development of the new era, which is of great significance to the competitiveness of enterprises, so it is necessary to constantly improve the industrial and commercial management system. With the continuous development of society, the types of social occupations have undergone earth-shaking changes, resulting in a variety of new occupations. Managers should learn to adapt to and accept the new market, change their focus into encouragement, help enterprises adapt to the new market, and provide a good living space. At the same time, it is necessary to increase the contact and communication between different units, so as to learn and make progress together, continuously improve the management ability of enterprises and the comprehensive quality of personnel, give play to their own identity value, and provide an excellent environment for market players

4.3 To strengthen the informatization construction of business administration

At present, all walks of life in the market are actively transforming, integrating Internet technology into the devel-

opment process of enterprises. Business administration should also strengthen the informatization construction of related work, not only to strengthen the intelligence and informatization of external windows, but also to carry out informatization construction of internal information processing of enterprises. Through informatization construction, it can greatly improve the work efficiency of office workers, reduce the investment in labor, the speed of people's improve the inquiry and business processing, and improve people's satisfaction with business administration. In addition, strengthening information construction can also facilitate enterprises to assess and supervise internal employees. The industrial and commercial administration departments can realize real-time supervision of employees' work and early warning of enterprise anomalies through diversified technical means, which can effectively improve the scope of supervision and work efficiency. Therefore, under the background of the new era, industrial and commercial administration should pay attention to the degree of informatization construction, improve its modernization process, and enable enterprises to transform rapidly.

4.4 To establish a sound social supervision system

Among them, the staff in charge of business administration need strong support from all walks of life and employees in enterprises to supervise the law enforcement process of the staff. In addition, people from all walks of life need to pay close attention to the current situation of the market and the information of commodities. In this process, violations of laws and regulations are checked through various channels, so that the supervisory role of the people can be fully exerted. In addition, the relevant personnel and departments need to constantly improve the infrastructure, promote the improvement of supervision conditions, and then enhance the function of the social supervision system, so that it can better play its supervisory role.

5. Conclusion

To develop steadily in the new era, enterprises should pay attention to the importance of internal business administration, strengthen the implementation of business administration, form a good atmosphere within the enterprise, enhance and cultivate the sense of responsibility and work quality of employees, thus providing a good foundation for the transformation and development of enterprises.

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