

Research on the Present Situation and Development of Business Administration of Small and Medium-sized

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Abstract: The continuous development and change of China's market economy not only promotes economic development and progress, but also brings challenges to the development of many enterprises, especially the increasing market pressure on small and medium-sized enterprises. In order to enhance their market competitiveness and achieve long-term development in the new era, small and medium-sized enterprises must pay full attention to the innovation and promotion of their own business management mode. This paper mainly analyzes the related contents of business administration, analyzes the current situation of business administration of small and medium-sized enterprises, and studies the related strategies of business administration development of small and medium-sized enterprises, in order to provide certain reference value for the sustainable development of small and medium-sized enterprises in China.

Keywords: Small and medium-sized enterprises; Current situation of business administration; Development Research

Introduction

With the development of China's economy in recent years, The number of small and medium-sized enterprises is increasing, In view of some objective influencing factors in the development scale and market competitiveness of small and medium-sized enterprises, Compared with large enterprises, the ability to cope with the market has certain backward characteristics. Therefore, in order to better enhance the competitiveness of small and medium-sized enterprises and promote their long-term development, the quality and level of their business administration work play an important role. Therefore, it is very important to strengthen the analysis and research on the current situation of business management of small and medium-sized enterprises and help enterprises formulate business management models suitable for their own development for improving the efficiency and quality of enterprise management.

1 Overview of relevant contents of business administration

The so-called business administration can be simply understood as using modern enterprise management concepts and technologies to implement corresponding management work in all aspects of enterprise decision-making and operation, which can better promote the smooth progress of all aspects of work and promote the stable and sustainable development of enterprises. Business management knowledge is the basic management knowledge that enterprise leaders and management must master, involving enterprise image, enterprise culture, enterprise strategic objectives, enterprise management and other aspects. The implementation of industrial and commercial administration plays an important role in the overall operation and development of the enterprise. It can improve the efficiency and quality of various management work of the enterprise, reduce the cost of the enterprise, enhance the economic and social benefits of the enterprise, optimize the allocation and use of enterprise resources, and further enhance the market competitiveness of the enterprise. In addition, the development and perfection of business administration also plays an important role in the development of corporate culture, the cohesion between enterprises and employees, the sense of responsibility of employees at all levels, and the spirit of enterprise. Especially with the continuous development and progress of China's economy, the market management system has been continuously standardized, and the requirements for the level and quality of enterprise management have been continuously improved. The emphasis on business management in the process of modern enterprise management has also been continuously improved.

2 The analysis of the current situation of business management in small and medium-sized

At present, in the process of implementing management and operation of small and medium-sized enterprises in China, the work focuses on market development, product marketing and other aspects, ignoring the important role played by the implementation of industrial and commercial management for the development and competitiveness of enterprises themselves. Issues related to the current business administration of small and medium-sized enterprises are as follows

2.1 The requirements for industrial and commercial administration are vague

Small and medium-sized enterprises lack clear target management in the process of implementing business management, resulting

in a lack of attention to work objectives in the process of enterprise management, production and other work, and further problems such as low efficiency in management, production and other work, affecting enterprise benefits. Small and medium-sized enterprises lack strategic target management, phased target formulation, post index management and other work contents in carrying out business management, which to a large extent affects the efficient development of enterprise management, operation, production, development and other aspects.

2.2 The ability of industrial and commercial administration is obviously insufficient

Compared with large enterprises, small and medium-sized enterprises have a certain lag in terms of enterprise strength and development scale, which is directly related to the lack of business administration ability of enterprises themselves. The lack of industrial and commercial management ability of small and medium-sized enterprises leads to the inability to effectively combine and promote the production and operation efficiency and management of enterprises, thus affecting the development of enterprises and the promotion of market competitiveness, thus leading to the backwardness of economic benefits of enterprises and hindering long-term development.

2.3 Lack of innovation in the mode of industrial and commercial administration

Small and medium-sized enterprises are influenced by traditional management models and concepts in the process of carrying out business management. Most of them adopt a relatively rough and crazy management mode, lacking the embodiment of scientific and meticulous management work necessary for the development of modern enterprises, which leads to problems such as failure to improve management efficiency, wrong direction of operation and development, and insufficient ability to cope with market changes, thus affecting the innovative development of small and medium-sized enterprises.

2.4 Insufficient attention has been paid to the construction of enterprise culture

Corporate culture plays an important role in promoting the development and progress of modern enterprises. At the same time, it is also an important part of the implementation of business administration by enterprises. However, in the process of development and management of small and medium-sized enterprises, there is a lack of attention to the construction of corporate culture, which makes it impossible to give full play to the positive role of corporate culture in employees' sense of responsibility, cohesion and unity. Furthermore, there are some problems in the actual work process, such as low enthusiasm and initiative, insufficient awareness of self-improvement and motivation, which are also important influencing factors that restrict small and medium-sized enterprises from achieving better development.

3 Research on the Development Strategy of Business Administration of Small and Medium-sized Enterprises

3.1 To strengthen the setting of business administration objectives of enterprises

At present, the promotion of market competitiveness and innovative development have played an important role. The introduction of high-end skilled talents in the industry and the provision of more opportunities for further study for the existing high-end talents in enterprises can effectively enhance the strength of the talent team in small and medium-sized enterprises.

3.2 Enhance the understanding of the importance of enterprise culture construction

The development of cultural construction in small and medium-sized enterprises has an important impact on strengthening the cohesion between employees and enterprises, enhancing employees' sense of responsibility and promoting the unity and cooperation between departments. At the same time, in the process of enterprise culture construction, it is necessary to combine the enterprise development strategy, business philosophy, product and service quality and other related contents to enhance the depth and breadth of enterprise culture, so that it can really play a role in promoting enterprise development.

4 Concluding remarks

This paper analyzes the related contents of business administration and the current situation of business administration of small and medium-sized enterprises, and studies the specific strategies for small and medium-sized enterprises to carry out business administration. As you can see from this article, The development of industrial and commercial enterprise management needs to rely on clear management objectives, high-quality management talents and enterprise employees, and a sound management system and system. At the same time, it also needs a deep and breadth of corporate culture as an aid, so as to give full play to the role of business administration and make it an important driving force to promote the modernization of small and medium-sized enterprises.

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Author's brief introduction:

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