



Global Journal of Engineering Science and Research Management

STUDY ON THE ROLE OF BUSINESS ADMINISTRATION IN IMPROVING THE LEVEL OF ENTERPRISE MANAGEMENT

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KEYWORDS: business administration, enterprise management, function inquiry

ABSTRACT

Under the influence of today's rapid social and economic development, the business management level of each enterprise is also gradually improving. The construction of a more professional management team is the main driving force for the sustainable development of enterprises. In this regard, today's enterprises need to further improve their overall management level. This paper probes into the role of business administration in improving their overall management level and puts forward some reasonable strengthening measures, hoping to bring some help to the specific management work of enterprises.

INTRODUCTION

Nowadays, market competition is very fierce, and the level of business management has an important impact on the development of the current enterprise. Each enterprise needs to strengthen and improve the talent resources of the management team and the corresponding management system in order to realize the transformation of the enterprise era and to promote the enterprise in order to obtain more obvious advantages in the current market competition. Effective business management for today's enterprises has a very powerful beneficial effect, from the aspect of human resources providing sufficient development momentum to the aspect of capital reserves to the usual fine management to reduce the loss of capital. According to many factors, the sustainable and stable development of enterprises is closely related to the actual level of business management.

OVERVIEW OF BUSINESS ADMINISTRATION.

Business administration mainly refers to the process of enterprise development, which is primarily responsible for the internal behavior management of each enterprise and the preparation of the specific business strategy of the enterprise. It is mainly based on professional skills and knowledge related to management, accounting, and economics to achieve the management and business strategy of the enterprise through the use of the current management mode and then promote the sustainable and healthy development of the enterprise. The strategic activities related to enterprises are the main aspects of the current business administration of enterprises. In the development process of each enterprise, the business administration of enterprises is to formulate specific development directions and practical management countermeasures for enterprises according to the specific conditions of enterprises and the actual environment in the market. In the actual process of an enterprise, business administration involves the coordination between production management, financial management, cost management, brand management, and other different fields. Under the background of increasingly fierce market competition, the operation and survival of enterprises are becoming more and more difficult, which requires each enterprise to choose a healthier development direction, and the actual development strategy of enterprises must conform to the development of The Times. Only by taking the correct development direction as the premise for the development of enterprises can they develop and survive in the fierce market competition. At present, some enterprises in our country are in a critical stage of transformation. It is more necessary for the business management of enterprises to complete the specific responsibility in the corresponding work, prepare a clear development strategy for the transformation of enterprises, promote the sustainable development of enterprises, and let enterprises realize the transformation. This is also the practical significance of the business management of enterprises. The major of business administration plays an indispensable role in the production and life of each enterprise. It can not only effectively improve the overall management level of enterprises and the efficiency of



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their actual production but also reduce the loss of enterprise resources so that enterprises can obtain better economic benefits. However, there are still many problems that cannot be ignored in the actual development of business administration in many enterprises.

I. The positive effect of business administration.

(1) Improve the overall quality of management.

Any kind of company is focused on business performance, so in the recruitment and hiring of professional talents, professional knowledge has become the most important condition. However, due to the subjective aspects of the candidates themselves and the lack of reference conditions for business and professional skills, the hired talents may not have professional disciplines or even have relatively shallow knowledge of management expertise, and the company's performance is therefore vulnerable to negative impact. However, under the role of industrial and commercial administration, the company can not only recruit professional personnel from talented backgrounds but also play a key role in dealing with difficulties in the company's operation. With the help of industrial and commercial administration, promote the overall level of the company. In addition, the orderly management of business administration can help employees learn the learning method of management knowledge so that the company can emerge with more management talents and promote the management and business performance of the company through the training of relevant management knowledge.

(2) Optimize the scientific program of enterprise units.

There are strategies and methods in the growth process of any company, and only by establishing management methods that conform to the company can the company operate step by step and develop continuously. From the current point of view, the characteristics of China's enterprises are characterized by new market characteristics; that is, they not only absorb and learn from the favorable conditions conducive to their own business but also help enterprises find new ideas from a new perspective. In this development context, the company must continue to introduce new learning methods and practical experience so that enterprises can further integrate with the international market. In the past, industrial management has limited business; not only the lack of scientific management methods but also the shortage of relevant specialized personnel have become the main reasons for this limitation. The correct implementation of business management can help us break the restrictions of the traditional mode and form a scientific management method that is more conducive to business development. In addition, international business management also promotes internal competition and cooperation in the international market. In international marketing, active cooperation with foreign large enterprises not only helps to optimize the international market environment and enhance the profitability of enterprises, but also enables them to master further international exchanges and learn from more advanced business management methods. Of course, the relearning of enterprises is also very important. With the increasing development of information technology, e-commerce has become more and more the darling of the network era, and the establishment of an online platform requires enterprises to deepen and reform advanced information technology such as the network and adopt a new business model combining online and offline to reduce enterprise inventory and improve the overall business efficiency of enterprises.

(3) Conform to the general trend of development in the economic era.

With the deepening of China's economic internationalization, market competition around the world is also unprecedentedly active, and new marketing concepts and management methods of various enterprises are emerging in an endless stream. Enterprise management mode and technical level have become key links in international competition. In order to carry out the relevant work of enterprise business administration in an orderly manner, it is required that the overall quality of Chinese enterprise managers be further improved, the ability of enterprises to avoid operating risks be greatly improved, and they also obtain a good position in the global market. Of course, the administration of industry and commerce must be carried out reasonably within the maximum limit stipulated by law in order to integrate with the global market in the true sense and prevent the negative effects caused by the economic crisis in the world economy and trade. It can be seen that the practice of business management has complied with the trend of the times and has become a key guarantee for private enterprises in China to further enhance their economic hard power.

THE HELP OF BUSINESS ADMINISTRATION TO IMPROVE THE COMPANY'S



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(1) Establish appropriate business management concepts.

With the deepening of China's economic internationalization, market competition around the world is also unprecedentedly active, and new marketing concepts and management methods of various enterprises are emerging in an endless stream. Enterprise management mode and the establishment of an ideological level can make theoretical preparations for the development of enterprises. Therefore, it is very necessary to establish the correct concept of business management. First of all, only through continuous efforts to enhance the comprehensive strength of the company can the company obtain an absolute advantage in internal competition. In the entire company's management activities, the management consciousness and concept of the highest level directly determine the business direction and business model of the company. We must personally implement and sum up our experience to truly improve the quality of the company's operation. Through the beneficial role of "dry learning," the company can further integrate more elements into its development and expand its cultural connotations. Secondly, since managers are the backbone of the company and the key promoters of the company's sustainable development, it is an important management task for the company to strengthen their ideological training. It is also a link that the company must go through in its development and growth. In small and medium-sized enterprises, the number of managers is relatively small, but the communication between senior and grassroots is direct and efficient. Through face-to-face interaction, you can truly grasp the thoughts and actual needs of grassroots staff. However, in large companies, due to the large number of employees, senior management cannot directly communicate with the grassroots staff. This necessitates the feedback and control functions of middle management. At the level of talent allocation, senior management personnel must reasonably allocate work tasks so that those in their positions can truly take care of their own affairs, treat each person with a more open and equal perspective, and absorb more powerful management talents. It is necessary to break the negative impact of "in its position and not doing its job" in the traditional operation and management mode and promote the company to better improve operating efficiency and achieve high-quality development.

(2) Optimize and innovate measures for training work.

The business administration training program itself has diverse and complex content. Therefore, in order to improve company management through effective training, it is necessary to make reasonable innovations in the form and content of training to prevent blindly using the indoctrination learning form, which will affect the scientific accuracy and effectiveness of the learning project. Capabilities include: First of all, in the current period, computer technology is booming and has had a huge impact in many aspects. Therefore, in the process of carrying out business administration training, enterprises also need to apply computer technology according to the specific situation of each enterprise, such as using WeChat public accounts, Weibo platforms, and other means to obtain more learning information and, at the same time, increase the sensitivity of learning projects. This can not only improve the pertinence of the learning project but also make the learning project break the constraint of time and effectively improve its effectiveness. Secondly, in the learning stage, the company can use the methods of project learning and thematic discussion. Through the sensitive use of these training methods, not only can the company's employees' horizons be effectively expanded, but they can also promote common communication and understanding among the company's employees. This has a very positive significance for the improvement of the academic level of the employees of the company. Finally, the company needs to make a full understanding of the situation of the personnel and, at the same time, determine the responsibilities of each personnel and the needs of each position through the effective preparation of training plans, so that the training and teaching content can be reasonably subdivided, more in line with the specific requirements of the corresponding personnel, so as to lay a solid foundation for the improvement of company management.

3. Making community-level business administration more effective.

The methods and modes of operation of the company are generally not linear but in a tree-like manner and have sufficient network characteristics. In such a multi-level management mode, if you want to further improve the efficiency of the company's operation, you must do the following: First of all, the enterprise must establish a corresponding management system and regularly conduct work meetings to promote the implementation of the project through discussions and exchanges. During regular meetings, we should exchange and learn excellent technology and management methods together to improve the model's rationality. The second step is the power of team service to ensure alignment with business management objectives and the company's purpose. The competent department of industry and commerce should pioneer regulations and management systems, using its



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resources to demonstrate to other units the effective implementation of the management project on time. Finally, by conducting the grass-roots staff congress effectively and listening to employees' aspirations, reasonable opinions can be integrated to implement company provisions. Basic employees should also be well educated and evaluated to tap into their management talent effectively. The selection process can greatly enhance the enthusiasm of basic employees and have a positive impact on the company's internal competition.

4. Upgrading the business administration work model.

Some small and medium-sized enterprises need to have a standardized management system but also give full play to the humanistic values of enterprises. A good company culture can encourage the entrepreneurial spirit of employees and allow them to maintain the ideal of small and medium-sized enterprises as a "home." It also enhances work efficiency and builds a harmonious atmosphere for SME development. Only when individual social and economic value integrates with group social and economic value can SMEs attract more people efficiently. SMEs should enhance the social welfare incentive mechanism and reward staff, including "old people" who have been actively working for many years. A reasonable assessment and incentive mechanism can improve employee activity and create positive competition. For example, Haidilao's management system awards various salaries according to positions and different standards based on work experience. Senior employees also receive company stock to increase work enthusiasm. Haidilao provides worker care through housing subsidies and sick care policies, creating a "home culture" that other enterprises emulate.

(5) Follow the basic principles of business administration.

The fundamental principles of business management are fairness and law, and all companies must not ditch regulations, which is the first principle to adhere to. Therefore, before starting business operations, the enterprise must conduct proper legal education on the concept of legal business activities in each person's mind. When a company violates laws and regulations, it must adhere to fairness and establish a comprehensive sense of responsibility. Secondly, the company's operations need to be honesty-based, and every company needs an image and reputation. Seeking truth in daily operations can enhance business management. Lastly, humanism is essential; employees are equal, and relevant positions should be merit-based. A fair leader will not make employees uneasy, fostering talent attraction. During staff meetings, focus on employee training as the times evolve. The company must stay ahead of the curve. High-quality talents ensure long-term enterprise operations. A people-oriented approach enhances company culture, cohesion, and operational efficiency in a harmonious atmosphere.

CONCLUSION

All in all, in the context of today's rapid economic and social development, the corresponding business administration also plays a very important role, and the improvement of the company's management level can really promote the overall operation efficiency of the company. In the current process of enterprise management, we are still facing many different problems. In order to better adapt to the development of The Times, we must implement the management of enterprises to improve and optimize.

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