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INNOVATE THE BUSINESS MANAGEMENT MODEL OF ENTERPRISES

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ABSTRACT

The development of science and technology is the basis for a country to enhance its comprehensive strength and the source of national progress. In recent years, China's computer network technology has become fully popular. The enterprise survival and development environment has undergone great changes, and business management should give full play to the advantages of the network to promote the efficient development of the enterprise's economy. This will help meet the increasingly fierce social competition at this stage. Business administration should constantly innovate ideas, further improve the efficiency of internal communication, and give full play to internal talents through personnel management to win greater income for the enterprise. The development of enterprises should also keep pace with the times. Actively innovate and reform, synthesize the needs of the times, and constantly adjust the management form according to their actual conditions. This will continuously improve the internal management mechanisms of enterprises in the network mode and achieve sustained and stable economic growth.

INTRODUCTION

The change in economic model has greatly promoted the development of society, while the in-depth research and development of network technology have provided a stronger technical guarantee for the development of various industries. The development of enterprises should have positive adaptability, timely optimization, and adjustment. They should also pay more attention to management, better deal with internal contradictions, and provide the right direction for the healthy development of enterprises. Managers should maintain keen market insight, improve their own management ability, learn advanced ideas from others, give full play to the advantages of intelligent networks, constantly improve the internal management mechanism, strengthen innovation, and reform. This will help improve the comprehensive strength of the enterprise and win more market share.

Overview of enterprise business administration theory.

Starting with the enterprise development culture, formulate a scientific and reasonable internal training plan, and shift the development focus of the enterprise to internal management. In the specific implementation link, management should pay attention to continuously improving personal ability and then continue to strengthen the internal pattern. Generally speaking, the specific content of business management for an enterprise includes daily work, enterprise development goals, an internal personnel management system, as well as its own cultural development and construction and the promotion role it brings to the social economy. In a sense, management is not just simple data analysis and statistics but also includes enterprise macro-development goals and market resilience. In short, the purpose of management is to create greater development space for enterprises, win more market share, constantly expand economic benefits, and ensure the sustainable and stable development of the internal economy of enterprises.

Existing problems in business administration of enterprises.

- Lack of innovation.

With the change in the economic situation, market competition is becoming increasingly fierce. If the enterprise wants to remain invincible, it is necessary to improve the ability to learn and constantly adapt and adjust the internal management system. However, from the perspective of the current situation, due to the influence of the planned economy system, managers cannot change their ideas in time, pay too much attention to immediate interests, lack the vision of long-term development, are unwilling to invest too much money and energy to



Global Journal of Engineering Science and Research Management

improve equipment and technology, and have no time to take into account the reform of the management system. Such ideas seriously hinder the long-term development of the enterprise economy. In addition, managers have closed minds, refuse to accept new things, and are seriously out of touch with market development. The lack of software and hardware resources in the development of enterprises makes it difficult to catch up with the pace of the industry. The aging of management mechanisms has greatly reduced the working efficiency of enterprises, which has seriously hindered the normal development of the internal economy.

- **The overall management level is low.**

Market competition is becoming increasingly fierce, and the efficiency of internal management directly determines its own income generation. Managers lack management consciousness; they do not have the ability to command the overall situation. Their work efficiency is bound to be affected. When problems arise in the internal operation of enterprises, economic benefits will gradually decline. Enterprises lack sufficient liquidity support and eventually face the fate of being eliminated in the fierce competition. In addition, with the rapid progress of Internet technology, enterprises have insufficient experience and limited ability to improve management technology. Some managers have no long-term development goals and are unwilling to invest funds to improve the current situation of the enterprises. Management efficiency cannot be improved, and the accuracy of some information resources lacks guarantee, which directly affects the accuracy of decision-makers' judgment. It can be seen that the targeted selection of appropriate information network technology is conducive to improving its management ability and development level, gradually enhancing its competitive strength in the fierce market competition, winning more development space for itself, and promoting the sustained and stable growth of the entire social economy.

- **The quality of management is low.**

The level of managers themselves is an important determinant of management efficiency. Managers should realize the importance of this issue, keep up with the development of the industry, continue to learn, and further improve their own capabilities. At present, affected by the planned economy for a long time, some managers lack sufficient awareness of competition, lack of market insight, and lack of awareness of risk prevention.

Innovation measures of business management model

- **Establish a modern business management concept**

Facing the coming of the network era, enterprises should update their development concepts in time, actively introduce modern management concepts, and pay attention to their own practice and innovation. Synthesizing its own production status and the overall economic development situation in the industry, we dare to try and expand, abandon traditional management concepts, and rationally use modern management technology to inject more vitality into the development of enterprises. At the same time, we should improve our own learning ability, increase communication and interaction with advanced enterprises in the industry, learn from others' strengths, better promote the quality control effect of enterprises, and then promote internal economic growth. In addition, the goal of enterprise managers should be long-term, always pay attention to the changing form of the market, improve their own management ability, constantly adjust the internal management strategy in the development, improve everyone's ideological understanding and corporate centripetal force, and then win greater market development space for enterprises.

- **Optimize the organizational structure**

In the process of enterprise development, it should always keep pace with the market and carry out timely optimization and structural adjustments for internal, unreasonable factors. The internal organizational structure should meet the needs of strategic development, enabling enterprises to stand out in market competition. A clear division of responsibilities and rights is essential; each department should implement work individually, specifying responsibilities and obligations clearly. Simultaneously, a strict assessment system should be developed, along with reward and punishment provisions. Pay attention to internal communication and exchange, creating a harmonious working atmosphere for employees by prohibiting clique behavior that can impact the company's business development. Furthermore, it is necessary to strengthen internal rectification, making timely adjustments for any issues in the production and operation of enterprises. Ensure that the specific work responsibilities and rights of the internal management organization are clear, rectifying ambiguous terms promptly to protect employees' basic rights and interests while reducing internal conflicts.



- **Improve the technical level**

In the situation of the network economy, a variety of emerging industries have come into existence, most of them relying on modern development technology, precise goals, and significant technical advantages. In this vast market environment, for the traditional industry to develop and progress, it is necessary to keep up with market changes, strengthen internal management reform, separate the essential from the nonessential, and strive to keep pace with the development speed of the market economy to meet the high efficiency needs of the current industry. Additionally, managers should study diligently, actively explore, and learn advanced production technology. In the efficient network era, the requirements for personnel skills are higher. The personnel allocation of enterprise supervision departments should formulate management regulations based on scientific and reasonable principles, regularly organize internal staff training, strengthen the training of existing personnel, constantly improve their working ability, enhance their comprehensive literacy, and prevent the occurrence of illegal and criminal incidents in order to maintain fairness and justice under the market economy system.

- **Improve the level of innovative application**

First, enterprises should pay attention to the important role of information intelligence, increase investment in all aspects, and constantly improve and enhance the hardware facilities and internal management systems of enterprises while focusing on product quality, development, and innovation. Second, the development of enterprises cannot be disconnected from the market; managers should actively participate in industry discussions, learn advanced management ideas from others, and constantly improve their own management based on their development status. Modern technology should be integrated throughout the development and operation of enterprises, and personnel management advantages should be utilized. Third, enterprises should strive to open up market development and innovation, improve marketing strategies, utilize information technology advantages, broaden publicity channels, enhance corporate culture cohesion, and unite employees to work towards established goals. Enterprise managers should take the initiative to discuss appropriate marketing plans and avoid blindly following others.

The efficient application of network technology in enterprise management is the basic condition for the survival and development of enterprises in the new era. With the advent of the era of big data, people's ability to accept new things is gradually increasing, and their ideas are more diversified. If enterprises want to have greater



Global Journal of Engineering Science and Research Management

advantages, they must learn to rationally use and integrate resources, seek the best development plan, improve marketing programs, gradually expand their own strengths, and improve their own credibility.

- Improve management innovation awareness

Firstly, it is crucial to prioritize the innovation of talents and the enhancement of learning abilities. Especially for managers, lacking innovation will lead to being overshadowed by the waves of history. Therefore, in talent development, managers should constantly elevate themselves, focusing on enhancing innovation and practical skills, setting ambitious development goals, and establishing a standardized framework for the company. Secondly, managers must adjust talent development plans based on market changes, with a key emphasis on innovation skills and providing guidance for practical tasks. A standardized training plan should be created to produce skilled managers who meet market demands and boost enterprise profits effectively.

- Improve the comprehensive quality of personnel

The quality of managers plays an important role in the development direction and comprehensive strength of enterprises, and the improvement of personnel's comprehensive strength should start with training. In addition, enterprises can exert their influence to attract more outstanding talents in the industry to join their own development and operation, such as by hiring comprehensive talents from external universities. In terms of training content, we should focus on the improvement of management ability and pay attention to the cultivation of professional knowledge and practical ability in personnel. In the specific training process, deficiencies should be found at any time, and timely adjustments should be made, constantly enriching the training content. Managers should improve their own patterns and seek greater development space for employees. In addition to improving employees' professional abilities, they should also be provided with a platform for learning and promotion. After the completion of the training work, targeted assessment is carried out to check the actual results of the training, and corresponding incentive measures are made according to the assessment results to make clear the reward and punishment and to improve the learning enthusiasm of employees.

All in all, in the network era, enterprises should constantly innovate in management and adapt to a diversified environment. It is necessary to adjust the concept in time to meet the diversified development forms at the present stage while increasing investment, introducing modern operating equipment and production technology, rationally arranging resources, and making the best use of them. Simultaneously, the internal management system of the enterprise should also make moderate adjustments, increase on-site supervision, implement each clause, and form a unified implementation standard. Managers should do a good job of talent selection, pay attention to building a high-quality team, let capable people take the initiative to participate in enterprise training, and promote more employees to make progress together while improving themselves.

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