

# CONSTRUCTION OF ENTERPRISE BUSINESS MANAGEMENT MODE UNDER THE TRANSFORMATION OF ECONOMIC STRUCTURE\*

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## Abstract

With the continuous development of China's economy and the gradual improvement of the market system, China's economic structure is facing the situation of transformation and upgrading. In order to enable enterprises to achieve stable development in the fierce competition, it is necessary to constantly promote the transformation of enterprise economic structure, change and improve the business management mode of enterprises. To adapt to China's new economic development trend and external market environment, so as to obtain sustainable development for enterprises in the fierce competition advantages. In view of this, this article mainly USES the observation research methods, industrial and commercial management of the enterprise to observe and summary, from the perspective of economic structure transformation, and the problems existing in the new stage of enterprise business management analysis, explore under the background of the economic structure transformation of enterprise business management mode to build strategy, in order to provide references for various enterprises to build business management mode.

**Keywords:** Transformation of economic structure; Enterprise development; Business administration mode; Construction strategy

## Introduction

The market environment is complex and changing rapidly. In daily operation, enterprises face many dividends brought by the development of The Times, but there are also many challenges, which are characterized by both opportunities and challenges. Business management as a mode of socialist market economy one of the more common management way, by taking advantage of their enterprise management by means of scientific and rational guidance, the comprehensive optimization on the enterprise's production and operation management, can improve the system of enterprise management, promote enterprise quickly adapt to the development of market economy, in order to gain further development. Therefore, under the rapid development of business management in enterprise development plays an indispensable role, but the master of business administration in promoting the enterprise's rapid economic development and at the same time, also faces its own development, which requires business managers pay attention to strengthen the transformation of the self development and perfection, make the management work better adapt to the development of The Times (Zhou, 2021).

In-depth analysis of the important role of commercial management in enterprise management and further strengthening the actual application of commercial management in enterprise management has a far-reaching impact on promoting the long-term development of enterprises. The construction of business management mode is a necessary move, which is

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conducive to realizing the goal of optimizing management, and it is worth doing in-depth research in this aspect.

The continuous development of China's economy and the gradual improvement of the market system provide more opportunities for the development of all walks of life. At present, the scale of enterprises is growing and the number of enterprises is increasing significantly, which has brought more challenges to the internal development of enterprises. Most of the engineering management modes adopted by some traditional enterprises in China are extensive industrial and commercial management modes. This management mode can easily lead to waste in enterprises, which is not conducive to the effective improvement of enterprise economy, but also make enterprises form the management concept of high consumption and high production. At this time, how to improve the comprehensive level of enterprises is very important. The construction of business administration mode is a necessary move, which is conducive to the realization of optimized management objectives, and it is worth doing in-depth research in this regard. In order to better improve this phenomenon, enterprises should break the traditional business management model and build a new management model in line with the development of the new era.

The purpose of the research is to point out the shortcomings of the current business management model of enterprises and explore feasible methods to build the management model, so as to help enterprises seek better development under the background of economic structure transformation.

#### **Research Objectives**

1. The research attempts to analyze the problems existing in the business administration of Chinese enterprises under the background of the current economic institutional transformation and
2. seek to build a business administration model suitable for their own development.

#### **Literature Review**

The research on the transformation of economic structure and the mode of enterprise business administration has been widely and deeply discussed in the academic circles. Therefore, the author will sort out and analyze the previous relevant research in order to have a comprehensive and systematic understanding of the previous research results.

Arturas (2011) pointed out that the main characteristics of China's economic structure transformation are the guidance of consumption demand and the transformation of export demand. Guo (2020) believes that the economic structure during the 14th Five Year Plan period will become more optimized, the huge regional differences will affect the high-quality economic transformation and development during the 14th Five Year Plan period, and the new industrial revolution will become a leading industry in the new period. She also believes that the characteristics of economic structure transformation in the new period will inevitably require enterprises to continue to attach great importance to the development of business administration, investigate the law of market development with scientific methods and optimization strategies, and constantly optimize and adjust their own structure, so as to promote the development of business administration mode. Ming (2020) believes that many enterprises still have many difficulties in the business management mode, which are mainly reflected in: first, each does its own thing. From the current business administration mode of many enterprises, in each different function, they often act in their own way for their own functions, lack communication and understanding with each other, and there is a phenomenon of acting

in their own way, competing for advantages, avoiding disadvantages, and even prevaricating with each other. 2、 At present, many enterprises pay attention to short-term benefits and do "cutting leeks", but often do not pay attention to the negative impact on the future. 3、 It's hard to know than to do. For these three issues, Ming (2020) believes that enterprises need to develop in innovation, explore in development and regenerate in exploration. Different from these broad Countermeasures. Ping (2021) specifically discusses the strategies for the problems existing in enterprise business administration under the development of economic structure transformation in combination with the situation of enterprises. Ping (2021) believes that only by adopting innovative management mode can enterprises effectively ensure the economic benefits of enterprises and avoid losses. Therefore, she believes that enterprise managers need to have a clear understanding and understanding of the significance of business administration, widely absorb management experience and formulate a practical business administration model in line with enterprise development. Sun (2019) thinks that Under the social background of economic structure transformation, enterprise business administration must actively innovate, and must be deeply adjusted in talent training, internal division of rights, responsibilities and interests, shaping of enterprise culture and business administration system. We should speed up the information transmission of internal departments and realize information sharing, so as to improve the adaptability to the external environment.

To sum up, Chinese scholars have considered and analyzed the problems existing in the business administration of enterprises under the transformation of economic structure, and have given their own construction strategies on how to build the business administration model of enterprises from the perspective of enterprises, which can be described as a theoretical and practical structure and has certain operability (Yong & Shi, 2021). However, there are many enterprises in China, and their own development is different. These coping strategies are based on a certain enterprise, so what is missing is a universal scheme that can be applied to more enterprises. Therefore, further research can be carried out on this part, so as to enrich the research on the construction of enterprise business management model.

This paper attempts to analyze the problems existing in the business administration of Chinese enterprises under the background of the current economic institutional transformation, and how to build a business administration model suitable for their own development.

### **Research Methodology**

The main research method used in this paper is the observation method, that is, by observing the process, ideas and methods of Business Administration of some representative enterprises, this paper summarizes the common problems in business administration under the background of economic structure transformation, and then puts forward some universal countermeasures.

### **Findings and analysis**

Business administration is an educational and comprehensive work in an enterprise. It plays a very important role in the overall management and development of the enterprise. It can plan the overall work and development plan of the enterprise. At present, there are still some problems in the development process of some state-owned enterprises. For example, at the macro level, some enterprises still pay insufficient attention to business administration and focus more energy on specific management matters such as finance and accounting. Enterprises do not pay enough attention to business administration, which also affects the realization of the

overall effect. In addition, many enterprises lack attention to business administration, which also leads to their inability to reform and innovate the business administration mode under the development trend of economic structure transformation, resulting in unclear positioning of enterprises and unable to obtain specific development direction.

The managers of some enterprises lack sufficient business management ability, do not conduct in-depth research on the market environment in the preliminary preparations, and are not sensitive to market changes and the needs of the times, so it is difficult to adjust the business content in a short time 7. With the extension of time, the actual development mode of the enterprise is divorced from the market environment, the market competitiveness of products or services is insufficient, and there is a contradictory situation of large investment of resources and low economic benefits. In addition, the low level of enterprise management is also related to the imperfect management mechanism and inadequate implementation. For example, employees do not pay enough attention to asset management and sales management, and do not implement management measures in a reasonable way in their daily work.

Under the development trend of China's economic structure transformation, the goal pursued by enterprises is not only to improve the economic benefits of enterprises, but also different from the development of China's traditional economy. Many enterprises do not recognize the innovation of management mode under the new situation of China's economic development. Following the traditional enterprise management mode, it is easy for enterprises to deviate from the current economic development situation in the development process. At this stage, social value and economic benefits account for a large proportion of the enterprise's development objectives, while the enterprise's management positioning is relatively vague, so it is difficult to develop unswervingly along the established track, resulting in its loss of itself in the transformation of economic structure and strong blindness of daily production activities. Under the sweeping of the fierce market competition environment, some enterprises are facing the risk of being eliminated.

Perfect mechanism is the basic guarantee to promote various industrial and commercial management activities. Only after obtaining a set of perfect and feasible management mechanism can all management work be carried out effectively according to the established plan. However, from the current situation of enterprise business administration, there are still problems to be solved in the management mechanism of some enterprises, such as imperfect management mechanism, insufficient adaptation to the actual environment, lack of supervision and Optimization in daily work, which affect the actual situation of enterprise business administration and economic benefits, It is difficult to give full play to the role of promoting the development of enterprises.

Specifically in the field of enterprise business administration, it is very necessary to improve the quality of internal managers. After building a high-quality talent team, promote the process of business administration according to the established system and various requirements. The attitude and working methods of some enterprise internal managers towards work are lacking, and the industrial and commercial management model constructed stays at the theoretical level and does not run in practice, resulting in the final industrial and commercial management results deviating from expectations.

Enterprises should strengthen the training of industrial and commercial management talents. Firstly, we can attract more talents to join the company and contribute to the industrial and commercial administration by improving the material conditions such as the salary of the

enterprise. Secondly, we should clarify the employment requirements of the company, that is, the applicant should have rich professional theoretical knowledge and certain experience in industrial and commercial administration. Thirdly, enterprises should pay attention to the cultivation of business management talents and regularly carry out relevant knowledge training and knowledge and experience sharing meetings. In addition, reserving more business administration professionals can help enterprises formulate a scientific and reasonable business administration model suitable for the actual development of enterprises, and ensure the normal implementation of enterprises.

When constructing the business administration model, enterprises should fully consider the current management mechanism, make a detailed analysis of its feasibility, and make continuous optimization in combination with the specific development situation at this stage. Timely discover the problems existing in business administration, solve them with scientific methods, and eliminate the obstacles in the process of enterprise development, so as to achieve the goal of maximizing economic benefits. When developing, enterprises should have an insight into the changes of market environment, combined with the needs of market economy, break the traditional enterprise sharing management experience, and make good innovation on the existing management mode of enterprises.

Enterprises must get rid of the constraints of the past, actively change the traditional management concept, introduce and reasonably integrate the management concept into the industrial and commercial management of enterprises, strengthen the internal management of enterprises, improve their own working ability, and actively drive enterprises to transform in the environment of economic system transformation. With the changes of the industry and the whole market environment, the corresponding business management concept also needs to be upgraded. Under the development mode of gradually pushing through the old and bringing forth the new, it can effectively release the development potential of the enterprise and achieve good development results.

Enterprises should establish and improve the relevant systems of business administration industry. In the process of development, enterprises should also learn to introduce advanced business management concepts, adapt to the new trend of China's economic structure transformation and development, gradually get rid of the influence of the traditional economic development model, reform and innovate the existing business management model, so that it can better meet the needs of China's new economic development situation. At the same time, when establishing and improving the rules and regulations of enterprise business administration, the enterprise should integrate people according to the actual development situation, formulate strategies and methods more in line with the enterprise's own development, and contribute to the enterprise's development. For the innovation of business administration mode, enterprises should also fully consider the actual needs of employees, so that each employee can fully understand the development goal of business administration mode and condense the development power for enterprises.

### **Conclusion and significance**

This research can enrich the relevant research on the construction of enterprise business management model. In a practical sense, under the background of economic structure transformation, building an industrial and commercial management model in line with the requirements of the new era and suitable for the development of enterprises is the "magic weapon" of enterprise development, which is conducive to helping enterprises obtain the

advantage of sustainable development in the fierce competition, and is of great benefit to promoting the healthy development and scale growth of enterprises.

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