

On the Function of Business Administration in the New Situation

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ABSTRACT. *With the increase of market competition, more and more enterprises change their internal business administration methods to improve their core competitiveness. Effective industrial and commercial administration should be adjusted according to the changes of the market, with the aim of maintaining market order, taking promoting economic development as the guide, constantly improving the functions of enterprise industrial and commercial administration, giving full play to its role and promoting the healthy development of market environment.*

KEYWORDS: *New situation, Business administration, Function, Perfect strategy*

1. Introduction

With the change of market environment, more and more enterprises adopt different strategies to innovate, most of the enterprises in our country are in the stage of development and transformation. If these enterprises want to develop steadily for a long time, they should do well the business management of the enterprise, clarify the function of the business administration of the enterprise, and ensure the rapid development of the enterprise. Under the new situation of rapid economic development, there are still many problems in the way of enterprise business administration in our country. In order for enterprises to have a place in the market, enterprises should improve the quality of enterprise business administration according to their own development needs, so as to ensure the effective promotion of enterprise development. can be of practical significance.

2. Functions of Business Administration in the New Context

Enterprise business administration is the key to the development of enterprises. Enterprise business administration includes the overall planning of enterprise development, the basis of enterprise activities and the enterprise completion of major events, which shows the importance of enterprise business administration. Therefore, the enterprise business administration department must give full play to its functions. Under the new situation, the most prominent function of enterprise business administration is “guiding function”, which refers to enterprise workers The staff of business management analyze the market in all directions, and set the most suitable development path for the enterprise according to the situation of its own development, within the scope of the national requirements, combined with the nature of the enterprise and the consumer groups facing it, effectively provide the corresponding development direction for the enterprise, promote the development of the enterprise economy, and benefit the maximization of the interests of the enterprise. Under the new situation, the guiding function of enterprise business administration can promote the suitability of enterprise and market according to the form of market, and achieve the effect of dynamic balance. The guiding function of enterprise business administration can also effectively promote the transformation of enterprise, and lay a solid foundation for broadening enterprise business and laying a solid foundation. Business of the enterprise The management department should reasonably use the guidance and management function to lead the rapid development of the enterprise.

Under the new situation, the business administration of an enterprise has not only the guiding function but also the service function. The service function refers to the fact that when the enterprise develops to make a change or innovation, the business administration department of the enterprise provides a more correct decision for the enterprise according to its service function, for example, the enterprise has higher risk when investing in the project or developing the new product. The industry and commerce administration can also provide more accurate information for the enterprise, and contribute to the better connection and precise cooperation of the various departments of the enterprise; the business administration of the enterprise can also be effective. To serve the different positions of the staff, improve the enthusiasm of the staff, to improve the core competitiveness of the enterprise to provide a path.

3. Improving the Business Administration Function in the New Situation

3.1 Renew the Business Administration Concept and Fulfil the Business Administration Function

In the new situation of rapid economic development, enterprises should update the concept of business administration and give full play to the function of business administration in order to conform to the development of the times. According to the relevant investigation, the industrial and commercial administrative departments of most enterprises do not fully reflect the functions of business administration in the process of guiding and serving the development of enterprises, and fail to provide more accurate and strategic suggestions, so that the business administration departments of enterprises are in a more passive situation. (1) Improving the quality of business administration personnel and industry and commerce The quality of management personnel determines the level of enterprise management, and business management personnel should constantly update and change the concept of business administration in accordance with the development of the times, and improve the position of enterprises in the market. 2) improve the professional ability of business managers, to the greatest extent for business guidance and service, the service function is in the capacity of business managers in a more When the high position comes out, wants to make the contribution for the enterprise better, the business administration personnel's specialized ability must have the enhancement, therefore the business administration personnel must study the market more advanced management idea and the service method in time, enhances own comprehensive quality, makes the intellectual support for the enterprise's development.

3.2 Establish Relationships between Business Administration Functions and Improve the Effectiveness of Business Administration Functions

With the change of market environment, the functions of enterprise industrial and commercial administration change with it, although the functions of enterprise industrial and commercial administration are divided into two categories: guidance and service, but it contains small functions too scattered, which greatly weakens the status of enterprise industrial and commercial administration department and has a negative impact on the development of enterprises. (1) to regulate the conduct of the business administration and clarify the relationship between the functions of the business administration, To improve the efficiency of the functions of business administration and enhance the prestige and status of business administration departments in enterprises, business administration departments should also find suitable platforms for development from the perspective of enterprises. For example, in the era of rapid development of Internet economy, business administration departments should combine the development path of enterprises with the Internet environment to ensure that enterprises win in the market competition. 2) setting goals and promoting sustainable development of enterprises, under the new situation of social and economic growth, the business administration departments of enterprises should set up characteristic projects for enterprises and apply for enterprise patents to effectively protect the efficiency of the company; the business sector of enterprises should also be based on the needs of enterprise development. It is necessary to set up propaganda means in accordance with the market norms to ensure that the enterprise propaganda does not contain false information, improve the core competitiveness of the enterprise, and provide help for the sustainable development of the enterprise.

4. Concluding Remarks

To sum up, it is necessary and feasible to explore the functions and perfect strategies of enterprise business administration under the new situation. Business administration is a general term for the planning, organization, leadership and staffing functions of the enterprise's production and operation activities. According to the analysis of the business administration situation of most enterprises, the methods and functions of the enterprise's business administration are not fully utilized, resulting in the loss of the enterprise's inability to adapt to the development of the market environment. This paper introduces the guidance and service functions of the enterprise's business administration under the new situation, puts forward the renewal of the concept of business administration, improves the relationship between the functions of business administration and determines the effectiveness of the functions of business administration We hope to provide reference for scholars in the same field.

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