

# Analysis and Solutions to Common Management Problems in Modern Enterprises

Changjiang Yu<sup>1,a</sup>, Xiao He<sup>1,b\*</sup>, Jianjun Lin<sup>1,c</sup>, Yuan Zhu<sup>1,d</sup>, Changhao Zhou<sup>1,e</sup>

<sup>1</sup>Law and Business School, Shangrao Normal University, Shangrao, Jiangxi, China

<sup>a</sup>207593@qq.com, <sup>b</sup>553174919@qq.com, <sup>c</sup>13307039915@163.com, <sup>d</sup>33111499@qq.com,

<sup>e</sup>zhouchanghao15@163.com

\*Corresponding author

**Abstract:** *With the continuous development of market economy and intensified competition, modern enterprises generally face a series of common problems in management. These problems may be the efficiency of the organizational structure, employee motivation and retention, or the cultivation of innovative capabilities and the formulation of market competition strategies, as well as adaptation issues under the rapid changes in technology. Therefore, the research and solution of these common problems have become particularly critical. Only through effective management strategies can enterprises maintain their competitiveness and achieve sustainable development in the fierce market competition. This article focuses on the detailed issues of modern enterprise financial management, and gives six specific solutions - optimizing financial processes, formulating risk strategies, improving financial reporting, promoting flat organizations, implementing performance management, and strengthening teamwork. The results of the two sets of questionnaires are as follows: In the analysis and research of common management issues of modern enterprises, financial management is more critical than organizational management, and the comprehensive score of the countermeasures for common management issues of the six major enterprises is about 93.4 points, which can be regarded as effective.*

**Keywords:** *Modern Enterprises, Common Management Issues, Financial Management, Organizational Management*

## 1. Introduction

Studying the common management issues of modern enterprises is not only related to the healthy development of individual enterprises, but also related to the stability and growth of the entire economy. Excellent business management can promote efficient allocation of resources and improve employee job satisfaction and productivity. In the context of global economic integration, exploring these issues and seeking effective solutions is of great significance to promoting the healthy development of the global economy.

This article first discusses the role and significance of modern enterprise management and finds that its purpose is to improve operational efficiency and competitiveness, and to promote organizational and personal development. Next, the article introduces the problems existing in modern enterprise financial management, and proposes the main problem factors of insufficient cash flow management, high financial costs, insufficient risk management, loose budget control, insufficient financial transparency, and incorrect investment decisions. The article then explores the problems existing in modern enterprise organizational management, and analyzes the five impacts of poor communication, insufficient leadership, insufficient employee motivation, low decision-making efficiency, and poor talent management. Finally, the article provides six major countermeasures for optimizing financial processes, formulating risk strategies, improving financial reports, promoting flat organizations, implementing performance management, and strengthening teamwork, and finally proves that the method proposed in this article is indeed effective based on questionnaire experiments.

## 2. Related Works

The analysis and solution of common management problems in modern enterprises have an important impact on the long-term sustainable development of enterprises. Currently, the Water

Conservancy and Hydropower Survey and Design Institute is facing a severe business environment and management challenges. Against this background, Zhang Na discussed budget management issues, aiming to help the Water Conservancy and Hydropower Survey and Design Institute improve management efficiency and economic benefits [1]. The competitive pressure of enterprises developing in various fields in China is gradually increasing. Zhao Xiaowu found that improving the effectiveness of enterprise strategic cost management could win more economic benefits for enterprises and maintain rapid development, and proposed some optimization countermeasures to solve the problems of cost management [2]. Wang Jianwei took the development stage of growing enterprises as a foothold, summarized and analyzed the current status of growing enterprises based on the connotation of growing enterprises, analyzed its inherent influencing factors, and explored and constructed the core management system of enterprises [3]. In view of the many problems existing in the operation and management of most township enterprises, Qi Xingsheng believed that the main strategy was to improve ideological understanding, strengthen management and improve relevant policies, thereby promoting the rapid and healthy development of the national economy [4].

These methods all raise common problems existing in enterprise management and give certain countermeasures and suggestions, but they lack experimental effect testing. Therefore, this article uses survey research and questionnaire methods to collect the actual management challenges and response strategies faced by enterprises for analysis and discussion [5-6]. Finally, the article puts forward practical solutions and management optimization suggestions to guide enterprises to deal with various challenges in the modern management environment.

### **3. Exploration of Enterprise Management Solutions from Different Perspectives**

#### ***3.1 The Role and Significance of Modern Enterprise Management***

Modern enterprise management is to achieve efficient operation and innovative development through effective strategic planning, resource optimization and organizational collaboration to enhance competitiveness and achieve sustainable success [7-8]. Effective management is of great significance and role to enterprises. One is to improve operational efficiency and competitiveness, and the other is to promote organizational and personal development. Due to effective management, enterprises are able to better plan resources, optimize work processes, reduce waste, and improve employee work efficiency and satisfaction to a great extent [9-10]. This not only helps reduce costs, but also enhances the company's market adaptability and innovation capabilities, thereby maintaining a competitive advantage in a rapidly changing market environment.

For organizational and personal development, excellent management will be more likely to focus on the economic interests of the company and pay more attention to the career growth and personal well-being of employees. By establishing a supportive and motivating work environment, companies continue to stimulate employees' professional potential and improve their work engagement and creativity. From a long-term development perspective, this also helps attract and retain talents, bringing continued stability and development potential to the company. Therefore, while ensuring the economic benefits and market competitiveness of the enterprise, modern enterprise management is also committed to creating an environment conducive to the mutual growth of employees and organizations, which is crucial to the long-term success of any enterprise. This article analyzes and explains the existing problems of financial management and organizational management common to modern enterprises, aiming to provide effective countermeasures to help modern enterprises achieve better results in management.

#### ***3.2 Problems in Modern Enterprise Financial Management***

The meaning of modern enterprise financial management is to achieve long-term stable operation and sustainable development of enterprises through effective planning, monitoring and control of financial resources [11-12]. It not only involves the raising and use of funds, but also includes risk management, investment decisions, and financial transparency. The goal of financial management is to maximize shareholder value and ensure that companies maintain financial health and flexibility in a highly competitive market environment. However, in recent years, the epidemic has caused the world economy to fall into recession. According to a survey, about 40% of small and medium-sized enterprises in a certain city face insufficient cash flow during the production-sales stage. As a result, 30% of these enterprises delayed payment to suppliers, and 20% had to reduce the scale of their business. In

addition, high financial costs, insufficient risk management, lax budget control, insufficient financial transparency, and investment decision-making errors are the main problems faced by enterprises in financial management, which have changed the original strategic goals and directions of enterprises to varying degrees. The framework analysis of its main financial issues is shown in Figure 1:

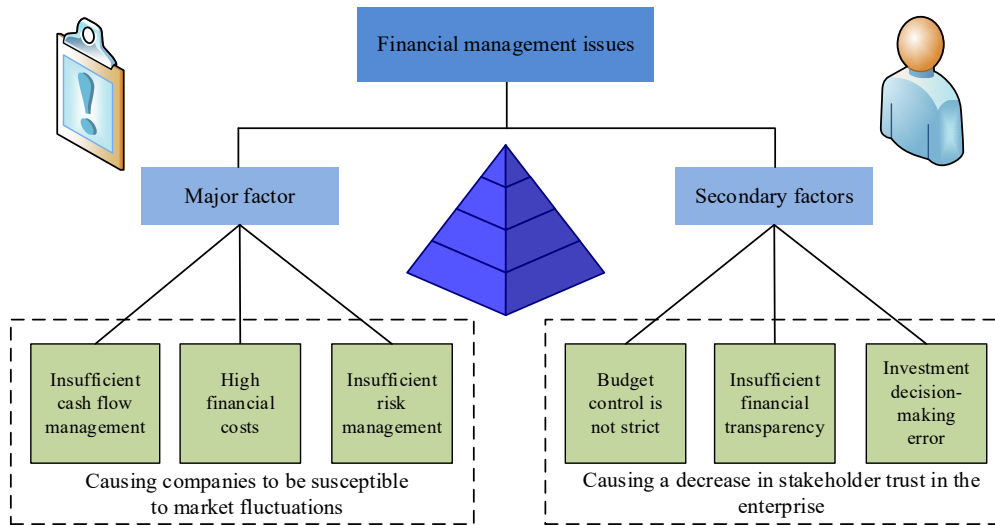


Figure 1: Framework diagram of major issues in financial management

Among the main factors are high financial costs, with interest rate-sensitive borrowing being the most critical. The financial costs of some enterprises can even account for about 25% of the total costs, of which interest expenses account for the main proportion. The expression of financial leverage ratio FLR (Financial Leverage Ratio) is as follows:

$$FLR = \frac{\text{Total Assets}}{\text{Equity}} \tag{1}$$

This calculated ratio measures the extent to which a company uses debt capital relative to shareholder equity and is important for assessing the soundness of a company's financial structure and risk tolerance. In a complex and ever-changing market environment, insufficient risk management, another major factor, will have a serious negative impact on enterprises. If risk management is insufficient, enterprises will be unable to effectively assess and control market fluctuations, especially risks involving foreign exchange, interest rates and commodity prices, which will most likely plunge them into huge uncertainty. Ignoring risks can easily prevent companies from responding in a timely manner during crises, thereby exacerbating potential losses. In actual market cases, companies that lack risk management mechanisms tend to suffer more losses from market fluctuations than those companies that conduct systemic risk management.

Strict budget control, insufficient financial transparency and investment decision-making errors are secondary factors that cause problems in modern corporate management. They will lead to a waste of enterprise resources and a decrease in profitability, and finally the trust of stakeholders in the enterprise will decrease. It is more important to effectively control expenses and ensure the transparency of financial reports, and to understand the net present value of the enterprise in detail. The calculation expression is as follows:

$$NPV = \sum_{t=0}^T \frac{CF_t}{(1+r)^t} - I \tag{2}$$

Among them,  $CF_t$  is the cash inflow or outflow in each period,  $r$  is the discount rate,  $T$  is the number of years of investment, and  $I$  is the initial investment. Understanding the problems existing in modern corporate financial management will help corporate management evaluate the value of investment projects, formulate financial strategies and monitor financial health, thereby better achieving financial goals and long-term sustainable development.

### 3.3 Problems Existing in Modern Enterprise Organization Management

Modern enterprise organizational management is a comprehensive leadership and coordination system designed to effectively plan, organize, guide and control various activities within the enterprise to achieve the organization's strategic goals and long-term sustainable development [13-14]. It consists of leadership, communication, decision-making, talent management, technological innovation and other aspects. With the help of scientific management methods and advanced management technology, we are committed to building a flexible, efficient and adaptable organizational structure to adapt to the changing market environment. Modern enterprise organizational management places more emphasis on teamwork, innovation and employee development to improve the organization's competitiveness and adaptability, and ultimately ensure that enterprises can achieve long-term success in a highly competitive business environment. An analysis of the existing problems and impacts of modern enterprise organization management is shown in Table 1:

Table 1: Analysis of problems existing in modern enterprise organization management

| Problem                          | Influence   |
|----------------------------------|---|
| Poor communication               | Poor communication leads to delayed information transmission, misunderstandings, and decision-making errors |
| Insufficient leadership          | Lack of effective leadership leads to unclear team goals and low employee morale                            |
| Insufficient employee motivation | Lack of effective employee incentive mechanisms leads to employees not actively engaging in work            |
| Low decision-making efficiency   | Low decision-making efficiency leads to companies losing competitive advantages in rapidly changing markets |
| Poor talent management           | Poor talent management leads to talent loss and waste   |

Research shows that about 60% of employees believe that there are problems with internal company communication, and 30% of these problems stem from poor communication channels or opaque information. Poor communication results in delayed information transfer and is more likely to cause misunderstandings and project delays. In terms of corporate incentives, great emphasis is placed on re-evaluating the incentive system to ensure that employees feel a fair and competitive incentive mechanism, and employee loyalty and work motivation will also be improved. In terms of team leadership, if there is a lack of effective leadership, the team goals will easily be unclear and employee morale will be low, thus affecting the synergy of the entire organization [15].

As for inefficient decision-making and poor talent management, these two can be said to be problems faced by almost all enterprises and even organized institutions. Inefficient decision-making processes cause companies to lose competitive advantages in the rapidly changing market, while poor talent management leads to brain drain and waste, affecting organizational innovation and development.

### 3.4 Analysis of Countermeasures for Modern Enterprise Management Issues

Modern financial management and organizational management play different but interrelated roles in business operations. Financial management focuses more on the financial health and capital operation of the enterprise, focusing on the financial status and efficiency of the enterprise; while organizational management is more comprehensive, including many aspects including finance, and emphasizes the collaborative operations and strategic planning of the overall organization. These two points are also common management problems in modern enterprises. Six countermeasures for these two parts are given below, as shown in Table 2:

Table 2: Analysis of problems existing in modern enterprise organization management

| Common management issues  | Countermeasure path  |   |
|---------------------------|----------------------|---|
|                           | Financial management | I   |
| II                        |                      | Develop corresponding risk mitigation strategies            |
| III                       |                      | Strengthen the accuracy and timeliness of financial reports |
| Organizational management | IV                   | Promote a more flexible and flat organizational structure   |
|                           | V                    | Implement a performance management system                   |
|                           | VI                   | Strengthen teamwork   |

As can be seen from Table 2, for issues of financial management and organizational management,

companies need to start from the strategic and practical levels, combined with internal conditions and external environment, and take corresponding improvement measures to enhance overall operational efficiency and competitiveness.

#### 4. Results and Discussion

After completing the analysis of countermeasure paths for modern enterprise management problems, in order to evaluate the impact of the proposed management problems and the actual effect of the given countermeasure paths, experiments were carried out with the help of questionnaire experiments.

##### 4.1 Experiment 1: Ranking of Importance of Common Management Issues in Enterprises

Before conducting the questionnaire survey experiment, in order to ensure the accuracy of the questionnaire survey results, six department managers of a certain enterprise are randomly selected and numbered A to F as the experimental subjects to investigate their importance to the main factors of the enterprise's common management issues, and rate them on a scale of 1 to 10 to determine which issue (financial and organizational) they view as most critical to company performance. The specific experimental results are shown in Figure 2:

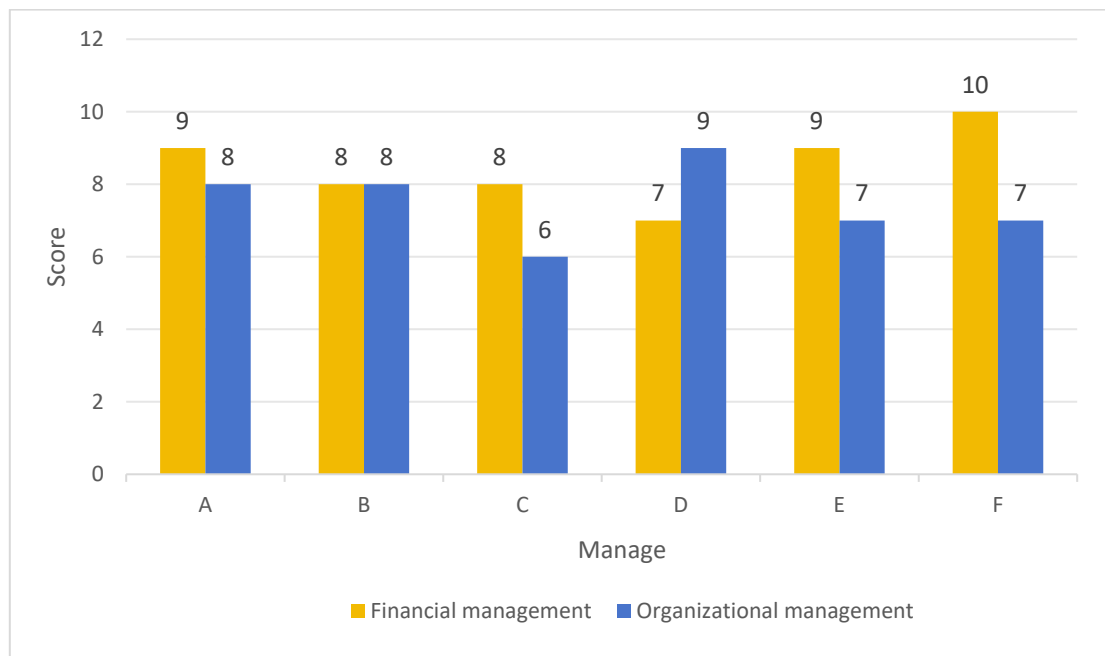


Figure 2: Experimental results of importance ranking of business management issues

Among them, the yellow column represents the ranking and scoring of corporate financial management issues by six corporate department managers, and the blue column represents the ranking and scoring of organizational management issues. It can be concluded that the average score of modern enterprise financial management is 8.5 points, while the average score of modern enterprise organizational management is 7.5 points. This shows that financial management is relatively more critical in the analysis and research of common management issues in modern enterprises. This may be because financial management is the basis for the survival and development of an enterprise. Whether it is revenue, cost control or profit growth, it is directly related to the health and long-term sustainability of the enterprise. It plays a more core and basic role in ensuring the economic foundation of the enterprise, supporting decision-making, controlling risks and maintaining corporate reputation.

##### 4.2 Experiment 2: Satisfaction Rating of Strategy Path

After discussing the importance ranking results of the above-mentioned enterprise common management issues, continuing the questionnaire experiment on the satisfaction score of the countermeasure path. The purpose of the experiment is to study participants' satisfaction with the solutions to modern enterprise management problems (I~VI) in Table 2, and to understand their overall

impression of these strategies. The specific process is the same as above. An overall effective evaluation of the six major countermeasures is performed and the scores are used for visualization, and measured on a scale of 0 to 100 points. According to its standard, if the score is above 80, it meets the requirements, and if it is above 90, it is considered satisfactory. The final experimental results are shown in Figure 3:

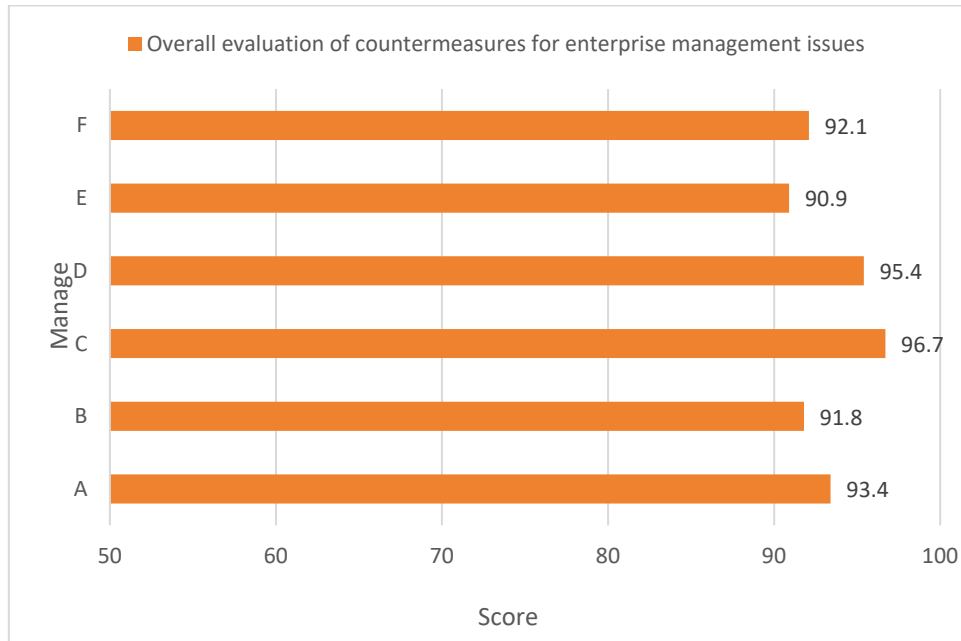


Figure 3: Experimental results of satisfaction scores for strategy paths

Among them, the orange column represents the overall evaluation of six enterprise department managers on the solutions to six modern enterprise management problems. It can be seen that department manager C has the highest satisfaction score of 96.7 points, and department manager E has the lowest satisfaction score of 90.9 points. The comprehensive score of the proposed countermeasures to common management problems of the six major enterprises is about 93.4 points. This shows that optimizing financial processes, formulating risk strategies, improving financial reporting, promoting flat organizations, implementing performance management, and strengthening teamwork have good effects on solving common management problems in modern enterprises.

## 5. Conclusions

With the rapid development of globalization and technology, enterprises are also facing increasingly complex external environment and internal management challenges while pursuing efficiency and effectiveness. These challenges require enterprises to continuously innovate management concepts and methods to adapt to the changing market and technological environment. Therefore, this article studies the analysis and solution of common management problems in modern enterprises, aiming to help enterprises identify and respond to various management challenges that they may face now and in the future, and at the same time uses both theoretical and practical guidance to improve the management efficiency of enterprises, enhance market competitiveness, and promote sustainable development. This article first conducts an extensive literature review to understand the current understanding and research progress of modern enterprise management issues in the management community. Secondly, the article conducts in-depth analysis and discussion based on the collected data and information to identify the core factors and influencing mechanisms of management issues. Finally, the article puts forward practical solutions and management optimization suggestions, and uses questionnaire experiments to find that it has good practical application effects. Due to the relatively small number of samples used in the questionnaire survey experiment, this article has certain shortcomings in the study of this project, which will be further refined and improved in future research. Future improvements may focus more on how to integrate and apply emerging technologies to improve management efficiency and decision-making quality, how to optimize corporate structure and business layout in the context of globalization, and how to build a more flexible and adaptable organizational culture.

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