

# Hot Issues in Enterprise Business Administration and Exploration of Its Development Path

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**ABSTRACT.** *Under the background of a fast-growing market economy, the importance of corporate business management has become increasingly prominent. In view of this, this paper explores the future development direction of enterprise business management, so as to correctly understand the development direction of enterprise business management work, in order to find the correct development ideas and management mode.*

**KEYWORDS:** *Business management; Development direction; Path*

## 1. Introduction

### *1.1 The Level of Corporate Leadership is Not High*

Nowadays, China's economic development is changing with each passing day, and enterprises are springing up. However, some companies are soon on the verge of bankruptcy, and some companies are doing better and better under the current situation and policies. The reason is that no one can deny it, which is closely related to the management of the company. How much advantage a company can win in the market, and how many advantages it has, is not very relevant to the underlying labor workers[1]. Instead, it is closely related to the ability and level of the leadership. Because in the specific operation process, the laborers are generally only working in the assembly line. On the contrary, the leadership policy of each company is not the same in every stage. If the policy does not conform to the development of the enterprise, it will result in improper assignment of tasks.

### *1.2 Corporate Members Lack Communication*

Many companies do not have the spirit and awareness of cooperation, communication and coordination when they operate. The interaction between the various departments is not strong in the following situations. People in the marketing department only care about the market situation, and the sales department

only cares about the sales performance. However, they have forgotten the workshops for the production and processing of raw materials[2], or the technical level cannot meet the accuracy required by the other party. Or the speed of production and processing cannot meet the required standards, and the various departments of the enterprise are lacking. Communication is not difficult for each other. Such a company, the hard work of the marketing department can not be known for the production workshop, the sales department only pays attention to the feedback of the market for its own products for its own performance, and the workshop often leads to the rush of the sales department. The quality of the products produced is not good, and the quality is inferior.

### ***1.3 Lack of Active Cultural Guidelines***

The internal coordination of enterprises is actually a matter of corporate culture. Corporate culture represents the spirit and responsibility of a company. A company with a real sense of responsibility, his corporate culture may be popular, but it is absolutely impossible to just play the slogan of inspiring role, with the guidance of the correct corporate culture, can improve the management level of the enterprise. In order to maximize the role of business management[3], it is necessary to establish a systematic and sound management model to determine the corporate culture of grounding, so as to adjust the relationship between the internal members of the company. That is to say, when the management of the enterprise is more and more orderly, its market competitiveness can be more and more large.

### ***1.4 Enterprise Positioning Target is Not Allowed***

If the corporate culture is the display of the entrepreneurial spirit, then the positioning goal is the enterprise's need for its own development, and it is in the market and in the whole society. Accurate and clear positioning can make the public clear the direction of the company's own main attack. The development of the enterprise requires a long-term vision, and this orientation is the embodiment of the long-term vision[4]. Of course, the goals of the company are not self-determined. In a rapidly changing market environment, companies need to fully grasp the market situation and the conditions of survival and development that the entire industry is facing. Not only that, but the national guidelines and policies, as well as the support for their own wood industry, are also issues that deserve their attention.

### ***1.5 Did Not Grasp the Current Situation of the Company***

The management personnel of this enterprise can not only properly grasp the whole market, the whole industry and the country have formulated their policies and policies, and even the development status of their own enterprises at this stage is not well grasped, and there is a lack of clear and clear understanding. Such enterprises are eliminated by the market, both in anticipation and within reasonable conditions[5]. If you want to gain a foothold in the fierce competition, you can only

grasp the overall situation and clearly realize your current position and advantages.

### ***1.6 The Company's Own Capabilities Are Weak***

If corporate culture and corporate positioning are problems at the ideological level, then the ability of the enterprise itself is a problem of its strength. I will not talk about the financial problems of enterprises for a while, after all, enterprises want to make themselves bigger and stronger. However, in the case that the company's own strength is not strong, some companies disregard their own strengths and carry out projects beyond their own capabilities for their own performance, so that they are stuck in this project and cannot accept other. Project.

## **2. The Future Development Path of Enterprise Business Management**

### ***2.1 Building and Perfecting Corporate Culture and Cultivating Talents***

As the spiritual pillar of the enterprise, corporate culture is also very important to the development of the enterprise. To this end, the management or leadership of the enterprise must combine the actual development of the enterprise, create a unique corporate culture that is unique to its own enterprise, and improve the centripetal force of the employees within the enterprise. Enhance cohesion within the company[6]. At the same time, it is necessary to work with the business management team to develop more detailed and suitable employees and talent development plans to provide sufficient and high-level human resources for the business operation of the enterprise, and to fully meet the requirements of modern management.

### ***2.2 Determine the Position of Each Employee's Duties***

There are many employees in the enterprise, and their responsibilities, grades and positioning are different. To this end, the company must first create a suitable environment for employees, and clarify the responsibilities and positioning of employees in various departments and departments. Every employee must have a clear understanding. Go to your own job responsibilities.

### ***2.3 Improve Relevant Management Mechanisms***

Enterprises must not only improve the relevant systems for development, but also improve the relevant reward and punishment management system and assessment system. The rewards and punishments are clear, and they are rewarded or encouraged according to the ability level of employees. For employees who make mistakes, they must be based on standardized systems and errors. The measures to punish, do not use the same kind of rewards and punishments, vary from person to

person and from event to event.

#### ***2.4 Review and Reflect on Its Own Development***

When enterprises strengthen their own business management, they should also check whether their own development is biased. If it appears, it should be corrected in time, combined with the current market demand and the company's own development, and plan the development direction of Milai in detail. At the same time, it is necessary to start from within the enterprise, strengthen communication and exchanges between various departments of the enterprise, and share information in real time to avoid loopholes in business management.

#### ***2.5 Clear Enterprise Positioning***

The positioning of the enterprise should be combined with the actual development of the wood body, the actual needs of the customers and the development trend of the market economy. We must not blindly follow the trend. When positioning and transforming the enterprise, the management and business management team of the enterprise should position and transform. After the company's characteristics to do deep understanding, for enterprises to choose a more suitable development direction, is conducive to improving the company's market competition.

#### ***2.6 Innovative Enterprise Business Management Concept***

The importance of corporate business management should be widely promoted within the enterprise, so that each employee can recognize its benefits for daily work, and timely update the concepts of human resources and scientific management, and help managers and employees through the business management team. Improve the knowledge and concepts related to their own management, and improve the effectiveness of business management in enterprises and enterprises. At the same time, we must pay attention to financial management and strategic management. Through financial management and integration of enterprise resources, we can help enterprises avoid economic risks and improve the efficiency of business management and economic benefits.

### **3. Reflection on the Business Management Model of Enterprises**

If you want to achieve good development, you must hire professional management talents. It is best to form a high-level business management team. The quality of the internal staff of the company is high or low. In fact, a large part of it determines whether this enterprise can develop for a long time. In the future planning of enterprises, internal personnel must be full of vitality, and continue to learn, and constantly improve their professional ability, ideology and culture.

Professional business management personnel must also conduct strict screening and education for internal personnel so that good communication can be achieved between the upper and lower levels. In terms of wages, we must insist on getting more work, less work, less work, and let the truly capable employees get the treatment they deserve. Managers should use them in order to maximize the strengths and strengths of each member. For internal members of the company, regular training is required, which is suitable for the future development of employees. Combine the needs of enterprises and cultivate talents in professional fields. Of course, training can't just pass the theory, but also let the employees carry out specific operations in light of the actual situation, and continue to apply to the routine work, so as to achieve the purpose of training.

#### **4. Conclusion**

All in all, the formation of a high-quality business model can provide a good foundation for all activities of the enterprise, and can maintain the survival of the enterprise and promote the development of the enterprise.

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