

Relevance between Business Administration and Market Economy Development

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ABSTRACT. *In today's social form, the main research direction of business management is to improve the management level of enterprises and improve the management mode. At present, with the deepening of the global economy, economic exchanges between countries are increasing, which brings unprecedented opportunities for the development of various industries in our country. At the same time, due to the instability and diversity of the market, it also brings tremendous challenges to the development of various industries in our country. Advanced business management concept can provide a strong impetus for the rapid development of enterprise economy, but also provide a solid backing for economic development.*

KEYWORDS: *Business administration; Economic development; Analytical research*

1. Introduction

In order to make the economy of enterprises grow rapidly and steadily, we need not only perfect rules and regulations, but also accurate judgment of the market environment, and more advanced business management concepts to promote. At present, with the deepening of global one-economy, the economic exchanges between China and other countries are becoming more and more frequent. In this context, if enterprises want to achieve better and more stable economic growth, they must make rational use of effective means of industrial and commercial management to play the role of industrial and commercial management, so as to promote the continuous development of enterprises.

2. Characteristics and Functions of Business Administration

2.1 Characteristics of Business Administration

At present, enterprises attach more and more importance to business management. Good business management concept can not only provide excellent management mode for enterprises, but also improve the management level of enterprises, and provide tremendous impetus for the development of enterprises.

Business administration is based on economics and management. It uses effective modern management concepts to provide effective management and decision-making for enterprises. Business administration includes many disciplines in management and economics, including enterprise investment, enterprise management, financial management, human resources management, marketing and so on[1].

2.2 Functions of Business Administration

First of all, the industrial and commercial administration departments need to clarify their responsibilities and further improve the task of promoting economic development in their good operation. As mentioned above, the industry and commerce administration departments have different characteristics from other departments. In addition to maintaining and managing market order, the industry and commerce administration departments also need to maintain the work of enterprises and stabilize the stable environment of market economy, so as to further stabilize the sound development of our enterprises. The market economy in all parts of China has been accelerating remarkably in varying degrees, which naturally depends on the good operation of the industrial and commercial administration departments in enterprises. In the aspect of Business Administration of enterprises in our country, there are matching regulations and standards. Only by properly operating the responsibilities of business administration under these standards, can enterprises be further helped to serve the economic development[2].

3. Relationship between Business Administration and Economic Development under the New Situation

3.1 Knowledge-Based Management Concepts and Management Methods Will Help to Enhance the Innovation Ability of the Social Economy as a Whole

Knowledge-based management concept and management mode will become a major development direction of business management in the future. The emphasis of business management will shift to innovative and learning-based enterprises. The idea and mode of knowledge-based business management have higher requirements for enterprises' innovative ability. Under this management mode, enterprises can better cultivate their innovative ability and learning ability, keep a positive development trend all the time, so that enterprises have more competitive advantages in the market. When the technology of some enterprises has been innovated, some enterprises with backward technology must seek ways of technological innovation to survive, which can well drive the technological innovation in the whole industry, so as to make the industry progress and development[3].

3.2 Fuzzy Management Model is Conducive to Promoting the Transformation of China's Economic Model

Fuzzy management mode in business management is an important management mode put forward in the face of information asymmetry of various economic departments under the current situation. Because of the asymmetry of information, in order to obtain more information which is beneficial to their own development, social economies must allocate more funds to collect information. This situation not only increases the development cost of enterprises, but also may cause the waste of resources due to the lag of information. Fuzzy management model in business management can not only break the existing limitations, make the product from R&D to production and sales as a whole, but also make the enterprise more quickly and conveniently access to the latest sales situation of products, thus reducing the asymmetry of information between manufacturers and sellers, so that manufacturers can change in time according to the situation reflected by sellers. Production and operation mode, so that enterprises can more adapt to the needs of the market and improve their competitiveness. The transformation of enterprises' production and operation will also promote the transformation and upgrading of China's economic structure and make our economic institutions better improved[4].

3.3 Establishment of Enterprise Comprehensive Values Will Promote the Healthy Development of China's Economy and Society

With the continuous development of the economy, there will inevitably be some problems, such as social welfare, environmental pollution, waste of resources and so on. If these problems can be effectively solved, it will certainly make our economy further developed. The development of enterprises should not be confined to immediate interests, focus on the future, change traditional values, actively assume their social responsibilities and make due contributions to society. Only in this way can the people's living standards of our country be continuously improved, the society be more harmonious and stable, and the country's economic development be on a higher level[5].

3.4 Business Administration of Enterprises Promotes Economic Development

To some extent, the work of industrial and commercial administration and economic development play a mutually reinforcing and perfecting role. Enterprise management system plays a good role in promoting the overall adjustment of the economy. With the continuous development of social economy, the contradictions and conflicts between different groups of related interests are becoming more and more fierce. If only relying on the market mechanism itself, it is totally unable to guarantee the healthy development of market economy. Business administration can guide market economy to a certain extent, make up for the shortcomings of market itself, create a good market economy environment, guarantee fair and just transactions to operate between markets, and further promote the sustainable

development of market economy[6].

3.5 Economic Development Can Effectively Promote the Development of Business Management in Enterprises

From a certain point of view, the development of economy is also of great significance to the promotion of industrial and commercial management of enterprises. The rapid development of market economy promotes the emergence of business administration. Under the market economy system, we need to maintain the stability of market economy through the comprehensive management of business administration departments. In order to further promote economic development, reasonable measures should also be adopted to ensure the harmonious development of industrial and commercial management. Only by making use of economic rationality to promote the development of enterprise's industrial and commercial management system, can we give full play to the role of industrial and commercial management in promoting economic development[7].

4. Development Way of China's Business Administration under the New Situation

4.1 Continuous Innovation of New Technology Has Resulted in a Business Management Model That is More Suitable for the Current Development

At present, information technology and Internet technology have already been deeply rooted in the hearts of the people, and this technology is the main driving force for the current economic development. As early as 2015, Premier Li Keqiang put forward the "Internet+" action plan, which also shows that information technology will become the main driving force for China's economic development and enterprise development. In the future, the competition among enterprises will mainly be the competition of knowledge and new technology. With advanced knowledge and technology, enterprises can further enhance their creativity, so that they can better adapt to the needs of the market and take a place in the cruel market competition. Because of the new knowledge and new technology, it also makes the business management mode constantly reform and innovate in order to meet the needs of enterprises. Only the business management mode which is suitable for the new knowledge and new technology of enterprises can better promote the healthy development of enterprise economy.

4.2 Further Development of Fuzzy Management Model

In the current social situation, in order to survive better, the products produced by enterprises are often diversified. Nowadays, the Internet has been widely used, which enables enterprises to face consumers directly and close the distance between them. It also enables enterprises to know more quickly whether the products they

produce meet the needs of the public and avoid the loss caused by information delays. Therefore, in the future, enterprises will dilute the concept of producers and distributors, that is, manufacturers can also become distributors directly facing consumers. Therefore, as a production enterprise, it is necessary to adapt to this fuzzy business management mode in time and make it develop further.

4.3 Further Establishing the Comprehensive Values of Enterprises

Traditional corporate values tend to be profit-oriented, but in today's highly developed information technology, enterprises that only focus on immediate interests are usually difficult to survive. Although this kind of enterprise can obtain considerable economic benefits in a short time, it will bring a series of problems, such as environmental pollution, unreasonable labor and capital, and uneven social welfare. Once these problems are exposed, they will greatly affect the development of enterprises. Under the new situation, the management of industrial and commercial enterprises should focus on the future, not on the value of profit aimlessness, but should also actively assume social responsibility, and actively contribute to promoting social employment and solving environmental pollution[8].

5. Conclusion

In the new social situation, business administration and social economy are inseparable. Good business management model can not only promote the stable and healthy development of enterprise economy, but also enable enterprises to have a good ability to resist risks. Once enterprises encounter crisis, good business management model can find the right way for enterprises in time. In addition, with the continuous development of the economy, in order to adapt the business management mode of enterprises to the rapid development of the economy, we must explore new business management mode, so the economic development also promotes the continuous innovation of business management. Therefore, business administration and social economy are mutually reinforcing and complementary.

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