

Research on the path of improving the level of business management in digital economy

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Abstract: With the progress of social science and technology, now the era of big data has arrived, our country's information technology has obtained unprecedented development. In such a market background, the competition between enterprises becomes more and more fierce, if the level of business management can not handle properly, it will let enterprises lose a place in the market competition. Under such environmental requirements, enterprises must improve the management mode, so that enterprises can obtain more long-term and stable development. This article for the enterprise internal business management level trend to discuss, research under the digital economy environment how to achieve the quality of the enterprise from the level of business management leap, and according to today's social development environment, to provide a better development direction for the enterprise, to make a more comprehensive structure.

Business administration has now become an important part of management, and is becoming more and more important in enterprises. Therefore, enterprises must pay attention to business administration in order to achieve long-term and stable development, so that the development of enterprises can be more smooth. In today's era, enterprise business management must be integrated into a certain degree of modern technology, to obtain unprecedented changes, the previous management concept is not suitable for today, so in the process of digital transformation of business management, enterprises must be fully support. Advanced science and technology can inject new vitality into enterprises, change the operation mode of enterprises, and make a contribution to the development of society.

1. Enterprise business management overview

At present, the internal philosophy of business administration contains the basic theoretical knowledge of economics, management and accounting, so it is necessary to combine the three to study the development direction of business administration together, and apply a more modern management mode to enable enterprises to achieve better development. In this process, according to the management and financial management and other management as the research object, for the development of the company to explore. If an enterprise wants to achieve long-term and stable

development, it must pay attention to the operation of business management. In this way, it can not only promote the development of corporate culture, but also help enterprises obtain higher development power^[1]. Nowadays, the market scale gradually begins to expand, and the competition between various industries is becoming closer and closer. Only those who can adapt to the development of the market and society can survive. Therefore, all walks of life tightly seize the opportunity of overtaking on the curve to accelerate the expansion of the market share of enterprises. Operation management is the most important part of the process of business management, can help enterprises to develop a suitable route for their own development, so that the operation of enterprises become more appropriate. In the process of enterprise development, operation and management can make the development and change forecast of enterprises in line with the normal range, and timely cause material saving for enterprises, avoid the waste of raw materials, so that enterprises with lower costs to create higher profits; From the perspective of enterprise sales, operation and management can timely change the direction of enterprise development according to the dynamic development of society, so that the products in the enterprise become more best-selling; From the perspective of enterprise management, formulating corresponding rules according to the trend of social form and making behaviors among employees more standardized can make financial management more convenient and concise in enterprise accounting. Moreover, it can have a certain control over the internal capital flow of enterprises, distribute the operating profits of enterprises better, and make the capital circulation between enterprises proper. In this way, the fund problem within the enterprise can be solved, and the behavior of employees can be restricted to a certain extent to prevent the occurrence of adverse situations among employees to the enterprise. There is a close relationship between cost management and operation management. It is not only necessary to calculate the internal economic cost of the enterprise, but also to optimize the labor and production costs and so on. It is necessary to strictly ensure that the labor loss on the assembly line is reduced to a minimum, so as to help the enterprise develop better products to adapt to the market, but also to help the enterprise get better development.

2. The importance of improving the level of business management in the digital economy environment.

The globalization of digital economy is the inevitable direction of the development of genes, so in such an environment, all walks of life must integrate the change of information technology to cope with the external competition, so that the level of business management can be improved, is able to make the development of enterprises more healthy direction^[3].

2.1. Help to improve the management and innovation ability of enterprises.

Business management can make the comprehensive development of the enterprise become stronger, so that the enterprise can get better development in innovation. According to the current development of enterprises, different stages of enterprise development are different, so it is necessary to operate according to the actual situation. There are often many problems in the process of enterprise operation. In order to solve these problems, the industry and Commerce Department should take appropriate measures to minimize the possible losses of the enterprise, so as to ensure the stable development of the enterprise in the huge market. Therefore, under the current model, business management must be innovative, integrate the social psychology, combine the management theory and management practice effectively, and implement the new strategy inside the enterprise, so as to obtain a group of higher business ability, comprehensive quality stronger management team, so that the development of the enterprise from the internal look new, obtain lasting power. This statement is a disguised proof that the improvement of industrial and

commercial ability can have a huge impact on the management of the whole enterprise, so that all walks of life can obtain stable development^[2]. It also proves that, to a certain extent, all departments should try their best to expand and innovate, so as to create more excellent posts and employees, so that more workers have more choices. Create a place for them to set sail and realize the social value and life value.

2.2. Help to strengthen employees' sense of professional belonging and acquisition

The improvement of business management ability also represents the transformation of the enterprise's attitude towards employees, gradually placing employees in a more important position. For the internal strategic development of the enterprise, the enthusiasm of employees can be stimulated through the construction of corporate culture and other ways, so that employees can have the direction to realize the value of life. Let employees feel their own personality charm, more positive into the work. Therefore, improving the ability of work-related injury can enable employees to have a stronger sense of belonging in the process of working in the enterprise, and focus on the development of the enterprise, which can stimulate the enthusiasm of employees and improve the workforce of employees. According to the long-term development strategy of the enterprise, the personnel who can enhance their independent work on each job post will inject new vitality into the enterprise.

3. The path to improve the level of business management in the digital economy environment

3.1. Establish a sound management system

Enterprises to build a complete set of management system, can enable enterprises in the face of internal defect knowledge timely correction, and reduce the loss to a minimum. First of all, it is necessary to divide the labor distribution between various posts clearly, so as to assign responsibilities in place more specifically, especially in the department of business administration, which is quite strict in the audit, in order to prevent the situation of unclear responsibility, so it should be timely prevention. The business administration department should first divide the responsibility to the individual properly, so that everyone is more concerned about their work content, but also let the work results more popular. The management department and grass-roots staff should communicate frequently, in order to let the management and grass-roots staff get better integration, play words are pulled in the same direction. Enterprise managers should have a clear understanding of the development direction of the market, make timely internal adjustments according to the general trend of the society, and let all departments and employees actively express their own opinions. In this way, more innovative ideas can be obtained and employees can be encouraged to make progress. In the work of industrial and commercial managers, important decisions must be supervised by someone, so only by controlling people with higher power can they be responsible for every decision made by the company, so as to minimize the possible risks of the company and find the specific responsible person. Supervisory departments should also pay attention to the direction of decision-making of the industrial and commercial departments at all times to prevent negligence due to personal negligence. Cause the internal influence of the enterprise.

3.2. Building an excellent business management team

In the case of such drastic social development, want to improve the level of business management, we must adapt to the development of The Times, introduce the power of information

technology, and constantly create a more powerful business management team, although everyone can realize the importance of information technology in the process of business management, but fewer people do not understand, Some information technology is not capable of ordinary people, so it is necessary to equip with relevant professional technology teaching or recruit new information technology research and development of advanced staff, in order to change the real development situation within the enterprise. Under the complex market structure, employees can make suggestions for the development of the company and contribute their own strength. The quality of business administration must be greatly improved in order to make the economic development of enterprises more long-term. In the final analysis, the comprehensive quality of management personnel can be strengthened. In addition to the traditional examination training, large-scale introduction of new talents is also quite important. At the same time, those old staff should be reasonably allocated, and they should be timely created and improved, and all staff should be timely assessed to check their learning results.

3.3. Attach importance to the use of big data technology

Under the application of big data, all major markets should combine the development of big data, fully make new plans for enterprise management and internal development direction, so that enterprises will not be left behind in the current rapid development. According to the current situation of big data, enterprises should timely make certain adjustments to products with low sales volume, so as to improve the company's interests and avoid losses^[4]. If the sales of higher products to increase production efforts to ensure that late replenishment can be timely. According to big data, enterprises can timely understand the psychological situation of customers, meet the needs of customers, and bring better reserves for the company.

3.4. Strengthen human resources management

In the recruitment of personnel to strict screening, must ensure that the personnel can do carefully, and absolute loyalty to the company, there is a certain ability to work. Of course, in order to achieve this, the company should first set an example by providing appropriate material rewards, ensuring that employees can be motivated, gradually adding humanistic care, enhancing employee happiness, improving the reward mechanism, and creating a better working environment for employees.

3.5. Pay attention to the embodiment of personal value of employees

Enterprises should focus on enabling employees to realize their personal value. The most basic way to keep employees and motivate them is to let them find that they are also the main body of the development of the enterprise and contribute their own strength in the process of the development of the enterprise and realize their personal value. Employees can intuitively feel the problems of enterprise development in the process of enterprise work, and can get good feedback for the enterprise. When employees find these problems, the enterprise should praise them in time and make changes. There are also many potential customers around employees that the enterprise has not discovered. According to the experience of employees in the enterprise, they will selectively introduce the enterprise to the people around them, and their reactions will also build a reputation for the development of the company.

4. Conclusion

In order to be able to obtain a place in the colorful market, the enterprise must be strict requirements for business management, and timely innovation and transformation, according to the information technology support to make reasonable adjustments, find out the appropriate strategy, stable enterprise internal development at the same time, but also to let the enterprise bigger and stronger, break out their own piece of world. Enterprise managers should keep pioneering and innovating, improve their working ability, and seek a future for the development of enterprises.

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