

Problems and Optimization Strategies in Enterprise Commerce Management under the New Economic Environment

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Abstract: The purpose of this paper is to discuss the challenges and optimization strategies faced by Enterprise Commerce Management (ECM) in the new economic environment. Through literature review, questionnaire survey and other methods, this paper deeply analyzes the current situation of business management in enterprises under the new economic environment; It points out the main challenges such as poor strategic planning and implementation, rigid organizational structure and insufficient innovation ability, lagging human resource management (HRM), marketing and brand building. In view of these problems, this paper puts forward some optimization strategies, such as improving strategic planning and execution ability, innovating organizational structure and management system, optimizing HRM, and innovating marketing and brand building, and gives specific implementation paths. By implementing these strategies, enterprises can better adapt to the new economic environment and achieve sustained and steady development. The research of this paper has important practical significance for guiding enterprises to optimize business management in the new economic environment.

1. Introduction

With the rapid development of information technology, the deepening of globalization and the implementation of innovation-driven strategy, we are in a brand-new economic environment, which is widely called "new economic environment" [1]. The new economic environment is characterized by digitalization, networking and intelligence. It breaks the boundaries of the traditional economy, promotes industrial integration and upgrading, and brings new growth points to the global economy [2-3]. In this environment, the information flow is accelerated, the market is unpredictable, and the consumer demand is increasingly diversified. Enterprises need to constantly adapt to these changes in order to be invincible in the competition [4].

As a bridge connecting the internal and external environment of enterprises, the importance of ECM becomes more and more prominent in the new economic environment [5]. Effective business management can help enterprises to make scientific strategic planning, optimize resource allocation and improve operational efficiency, thus maintaining competitive advantage in the new economic environment [6]. Business administration can also help enterprises to build a flexible organizational

structure and stimulate employees' innovative spirit and teamwork ability to cope with the rapid changes in the market [7]. By strengthening marketing and brand building, enterprises can better meet the needs of consumers, enhance brand value and achieve sustainable development.

In view of the higher requirements of ECM in the new economic environment, this study aims to deeply explore the current situation, challenges and optimization strategies of ECM in the new economic environment. Through systematic analysis, we expect to provide enterprises with a comprehensive and practical management upgrade plan to help them achieve steady development in the new economic environment. The significance of this study lies in that it can not only provide useful reference and enlightenment for enterprise managers, but also promote the development of business administration discipline and make contributions to cultivating high-quality management talents to adapt to the new economic environment.

2. Present situation of ECM in new economic environment

The new economic environment has a profound impact on ECM with its unique characteristics, such as the wide application of information technology, the acceleration of globalization and the diversification of consumer demand [8]. With the rapid development of information technology, enterprises can collect, process and analyze market information more efficiently, so as to make more accurate decisions. The intensification of market competition brought by globalization urges enterprises to constantly seek new growth points in order to stand out from the fierce competition. The diversification of consumer demand requires enterprises to constantly innovate products and services to meet the increasingly diversified market demand. Figure 1 shows many challenges that ECM faces in the new economic environment.

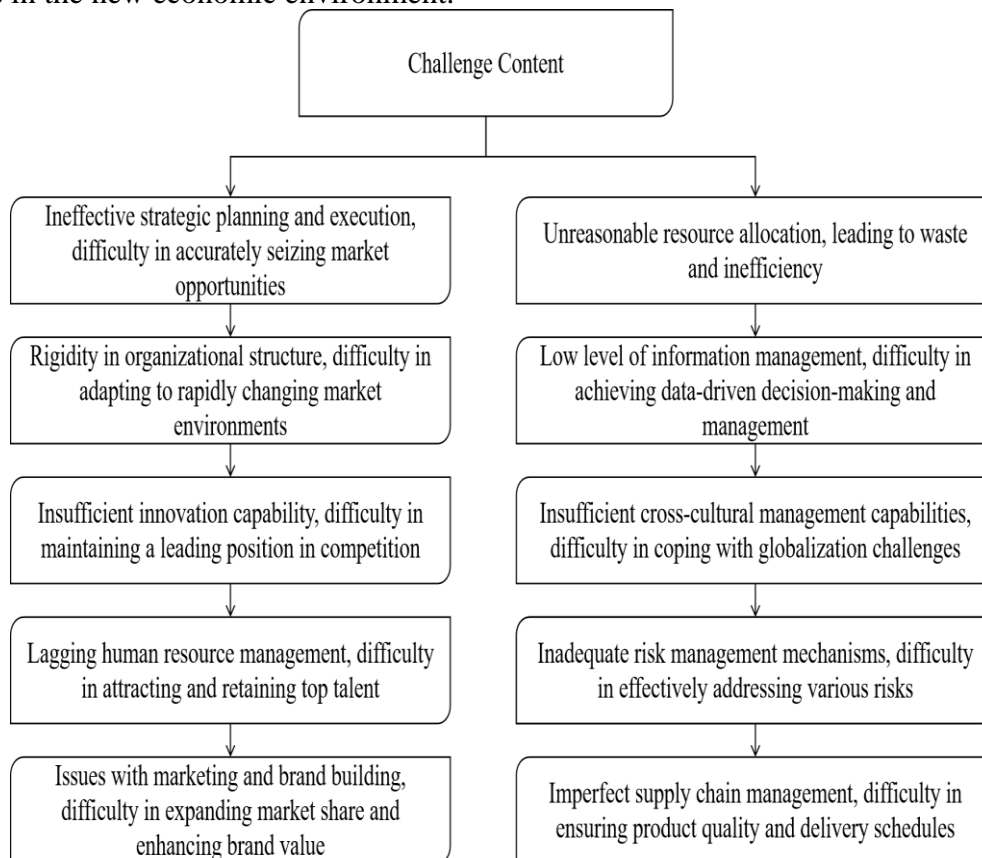


Figure 1: Challenges of ECM in the new economic environment

These challenges require enterprises to constantly carry out management innovation and organizational change to adapt to the development requirements of the new economic environment.

3. Analysis of problems existing in ECM

3.1. Poor strategic planning and implementation

In ECM, poor strategic planning and implementation is a common problem [9]. When making strategic plans, some enterprises lack in-depth insight into market trends and accurate evaluation of their own capabilities, resulting in inaccurate strategic positioning and too high or too low target setting. What is more serious is that even if there is a clear strategic plan, it is often difficult to effectively implement the strategy in the implementation process due to uneven resource allocation and poor communication between departments. This not only wastes valuable resources of enterprises, but also may make enterprises miss market opportunities and even fall into operational difficulties.

3.2. Rigid organizational structure and insufficient innovation ability

Organizational structure is the basic framework of enterprise operation, but the traditional hierarchical organizational structure is often too rigid to adapt to the rapid changes in the new economic environment. This rigid organizational structure limits the circulation of information and the creativity of employees, making enterprises slow to respond to market changes. Insufficient innovation ability is also an important problem in ECM. Some enterprises rely too much on traditional products and services and lack the exploration and application of new technologies and new models, which leads to enterprises gradually losing their advantages in market competition.

3.3. HRM lag

Human resources are the most valuable resources of enterprises, but some enterprises are lagging behind in HRM. This is mainly reflected in the imperfection of talent recruitment, training and incentive mechanism. Some enterprises pay too much attention to academic qualifications and experience when recruiting, but ignore the potential and innovation ability of candidates. In terms of personnel training, enterprises lack systematic training plans and career development paths, which leads to the slow improvement of employees' ability; In the incentive mechanism, it is difficult to stimulate the enthusiasm and loyalty of employees by adopting a single salary incentive method. These problems have restricted the advantages of human resources and affected the long-term development of enterprises.

3.4. Marketing and brand building

Marketing and brand building are the key links for enterprises to gain market share and enhance brand value. However, some enterprises have many problems in marketing and brand building, such as Table 1:

The impact score is a subjective assessment based on the potential negative impact of the problem on the market competitiveness and brand value of the enterprise. The higher the score, the more serious the problem is. The proportion of enterprises involved is an estimated value based on industry research and case analysis, indicating the proportion of enterprises with this problem in marketing and brand building.

Table 1: Problems existing in marketing and brand building of enterprises

Category of Issue	Specific Problem Description	Impact Level (Rated 1-100, 100 being the Most Severe)	Percentage of Affected Enterprises (%)
Insufficient Market Research	Lack of systematic market research, leading to inaccurate product positioning	75	40
Limited Marketing Strategies	Over-reliance on traditional marketing methods, lacking digital marketing and social media utilization	68	35
Unclear Brand Positioning	Brand image is not distinct, difficult to create a strong impression in consumers' minds	70	30
Inadequate Advertising Investment	Limited advertising budget, difficult to reach target markets and enhance brand awareness	60	25
Poor Customer Relationship Management	Lack of an effective customer relationship management system, resulting in high customer churn rates	80	45
Limited Brand Communication Channels	Restricted to traditional communication channels, not fully utilizing new media and online platforms	65	30
Unstable Product Quality	Significant variation in product quality, affecting brand image and consumer trust	85	20
Poor After-Sales Service	Slow response and inefficient handling in after-sales service, impacting customer satisfaction and loyalty	78	38
Lack of Brand Story and Culture	Brand lacks a unique story and cultural connotation, difficult to resonate with consumers	62	28
Insufficient Competitor Analysis	Insufficient understanding of competitors' dynamics and market strategies, difficult to formulate effective countermeasures	72	32

4. Optimization strategies and suggestions

4.1. Promotion of strategic planning and execution ability

Aiming at the problem of poor strategic planning and implementation, the first task of enterprises is to establish a scientific and systematic strategic planning system. This requires the top management of the enterprise to have keen market insight and forward-looking strategic thinking, to accurately grasp the industry trends and set the development goals of the enterprise reasonably. In order to improve the execution, enterprises need to optimize the internal communication mechanism, ensure that the strategic intention can be accurately conveyed to all levels, and match with the corresponding resource support and performance appraisal system. In this way, enterprises can

encourage employees to actively participate in the implementation of the strategy and form a good situation of working together.

4.2. Innovation of organizational structure and management system

In order to break the rigidity of organizational structure, enterprises should actively explore a flat and flexible organizational structure, reduce decision-making levels and speed up information circulation. Enterprises can introduce new management modes such as project system and agile management, encourage cross-departmental cooperation, and improve the overall response speed and innovation ability of the organization. In terms of management system, enterprises should pay attention to process optimization and efficiency improvement, and realize automation and intelligence of management process through digital and information means, reduce management cost and improve management efficiency (as shown in Table 2).

Table 2: Strategy and its expected effect

Strategy Category	Specific Measures	Expected Outcomes
Organizational Structure Adjustment	Implement flat management, reducing decision-making layers to no more than 3	Decision-making time reduced by 30%, information flow speed increased by 50%
Introduction of New Management Models	Implement project-based management, shortening average project cycle by 20%	Project completion rate increased by 25%, number of innovation proposals increased by 40%
	Introduce agile management, reducing iteration cycles from 2 weeks to 1 week	Product time-to-market shortened by 15%, customer satisfaction improved by 10%
Promotion of Cross-Departmental Collaboration	Establish cross-departmental collaboration mechanisms, with at least 1 monthly cross-departmental exchange meeting	Collaboration efficiency increased by 20%, time to resolve cross-departmental issues reduced by 50%
Management System Optimization	Digitize processes, increasing automation handling to 80%	Management costs reduced by 20%, processing error rate decreased to below 1%
	Upgrade information systems, enabling real-time data monitoring and analysis	Decision-making accuracy improved by 30%, operational efficiency increased by 15%
Employee Training & Incentives	Conduct regular management innovation and skills training, at least twice a year	Employee innovation capacity increased by 20%, job satisfaction improved by 15%
	Establish an innovation reward system, rewarding no fewer than 5 innovative projects annually	Success rate of innovative projects increased to 70%, employee participation increased by 30%

Table 2 lists the strategies and expected effects that enterprises should adopt to break the rigid organizational structure and improve management efficiency. It includes concrete measures and expected quantitative or qualitative improvement results in organizational structure adjustment, introduction of new management mode, cross-departmental cooperation promotion, management system optimization, employee training and motivation.

4.3. Optimization of HRM

The key to the optimization of HRM is to build a people-oriented management system. Enterprises should attach importance to the selection, training and encouragement of talents, establish a fair and transparent talent evaluation mechanism, and provide excellent employees with broad career development space and competitive salary and benefits. At the same time, enterprises should also strengthen staff training, improve their professional skills and comprehensive quality, and cultivate a high-quality talent team that can adapt to the new economic environment. Enterprises can also establish a sound incentive mechanism to stimulate the enthusiasm and creativity of employees through equity incentives, performance bonuses and other ways.

4.4. Innovation in marketing and brand building

In marketing and brand building, enterprises should keep up with market trends, innovate marketing methods, make full use of the power of new media and social media, and expand brand influence and market share. Enterprises should pay attention to the long-term and sustainability of brand building and establish a good corporate image and brand image by providing high-quality products and services. In addition, enterprises should strengthen market research and consumer insight, understand consumer needs and preferences, and provide strong support for product development and marketing.

5. Conclusions

Under the background of new economic environment, ECM is facing unprecedented challenges and opportunities. In order to advance steadily in this business sea full of variables, enterprises must comprehensively examine and innovate their own management systems. From strategic planning to organizational structure, from HRM to marketing and brand building, every link needs to keep pace with the times and constantly innovate and optimize. Only in this way can enterprises keep a leading position in the fierce market competition and realize sustainable development.

The optimization strategies and suggestions put forward in this paper are aimed at providing a comprehensive and systematic management upgrade scheme for enterprises in the new economic environment. These strategies can not only help enterprises solve the current problems, but also lay a solid foundation for their future development. We firmly believe that as long as enterprises can seriously practice these optimization strategies and keep learning and making progress, they will certainly be able to ride the wind and waves in the tide of the new economy and create a more brilliant tomorrow.

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