

Research on Optimization of Enterprise Business Management under the Background of Economic Structure Transformation

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Abstract: In the wave of economic globalization, economic structural transformation has become an important strategy to promote China's economic development and enhance the competitiveness of enterprises. In the face of increasingly fierce market competition and constantly changing consumer demands, optimizing business management for enterprises is particularly important. This article first analyzes the main problems of enterprise business management under the background of economic structural transformation from the aspects of management mode and talent management mechanism. Then, combined with the advantages of digital management and the management experience of other domestic enterprises, targeted optimization strategies are proposed.

1. Introduction

With the rapid development of technology, enterprises are facing increasingly complex and ever-changing external environments. Economic structural transformation is not only a strategic choice at the national level, but also a key path for enterprises to adapt to market changes and achieve sustainable development. In this process, enterprise business management is directly related to the competitiveness and survival ability of enterprises. In depth exploration of the optimization of enterprise business management under the background of economic structural transformation not only has theoretical value, but also provides more ideas for optimizing enterprise business management, helping enterprises to develop steadily in the tide of economic structural transformation[1-2].

2. Issues in Business Administration of Enterprises under the Background of Economic Structure Transformation

2.1. Rigid management mode

In order to improve management efficiency, many enterprises choose a standardized and process oriented business management model, which largely ensures the stability and predictability of

production activities and daily operations. However, this management model is also not conducive to the formation of innovative culture in enterprises. New technologies and ideas in enterprises often require active promotion and firm support from senior leaders, while middle managers and grassroots employees are often in a passive state of executing established tasks. This rigid management model makes it difficult for enterprises to quickly adjust their strategies and flexibly respond to market changes when facing economic structural transformation. The traditional management model tends to maintain existing successful experiences and models, and lacks enthusiasm for exploring and trying new technologies, new markets, and new products. Faced with the impact of emerging industries and the challenges of digital transformation, the rigidity and unsuitability of management models not only hinder enterprises from effectively seizing transformation opportunities, but also limit their long-term development[3].

2.2. Outdated talent management mechanism

Talent is the core resource for enterprise development, but in the context of economic structural transformation, the talent management mechanism seems outdated and unable to adapt to the new market environment. On the one hand, companies often place too much emphasis on education and experience when recruiting and selecting talents, while neglecting employees' innovation and adaptability. This selection criteria makes it difficult for companies to attract and retain young talents with innovative thinking and cross-border capabilities, ultimately resulting in a lack of sufficient intellectual support when facing economic structural transformation.

On the other hand, there are also problems with the talent incentive mechanism in enterprises. The hard work of employees is often not proportional to the rewards they receive, which cannot effectively stimulate their work enthusiasm and creativity. Due to a lack of sufficient motivation, corporate talents may feel that their efforts have not received the recognition and rewards they deserve, which in turn affects their work enthusiasm and loyalty to the company, ultimately leading to talent loss and a decline in the company's competitiveness. This kind of talent loss not only weakens the core competitiveness of enterprises, but also may bring high recruitment and training costs for new employees, further affecting the long-term development and market position of enterprises[4].

2.3. Insufficient innovation capability

Against the backdrop of economic structural transformation, enterprises are facing enormous challenges from new technologies, products, and services, requiring them to possess strong innovation capabilities and continuously launch new products and services that meet market demands. However, many business managers lack sufficient innovation awareness and ability in business management, resulting in their companies being at a disadvantage in market competition. On the one hand, insufficient investment in innovation by enterprises, lack of necessary research and development funds and technical support, makes it difficult for enterprises to carry out effective innovation activities. On the other hand, the innovation atmosphere of the enterprise is not strong enough, and employees lack innovation spirit and risk-taking awareness, which makes it difficult for the enterprise's innovation activities to be effectively promoted and implemented. The lack of innovation capability not only limits the market competitiveness of enterprises, but may also affect their long-term development and profitability[5-6].

3. Strategies for optimizing enterprise business management under the background of economic structural transformation

3.1. Exploring Digital Management Models

Against the backdrop of rapid development of information technology, digital management has gradually become an indispensable key element in the new business management model. This advanced management approach, by digitizing traditional business processes, not only endows enterprises with more efficient information processing and data management capabilities, but also significantly improves their operational efficiency, giving them an advantage in fierce market competition. Therefore, enterprises should actively explore digital management models that are suitable for themselves[7].

Taking the digital management of fixed assets in enterprises as an example, enterprises can use existing information platforms and information technologies such as cloud computing to readjust the system architecture of asset management. Based on the existing management platform, they can create a three-layer management architecture consisting of the foundation layer, capability layer, and application layer to enhance the level of digital management of fixed assets. As shown in Table 1.

Table 1: Architecture Design of Enterprise Fixed Asset Digital Management System

Application layer	Daily asset management, asset allocation management, asset benefit management, asset status and statistical analysis
Ability layer	Big data processing capabilities (data collection and organization, data calculation, data modeling and visualization analysis), platform capabilities (image recognition, Internet of Things, RPA)
base layer	Storage, servers, intelligent terminals

On the basis of clarifying the architecture of the digital management system for fixed assets, enterprises must strive to improve their digital management methods, attach importance to and invest in building a management platform, and ensure that the platform can seamlessly integrate with various business processes. It is crucial to establish an efficient information communication channel between various departments of the enterprise in order to achieve real-time sharing of asset information and form a chain like management system. Whether it is the architecture design of the enterprise fixed asset digital management system or the seamless integration of the platform with various business processes, the support of hardware and software environment is the foundation for achieving all of this. Therefore, enterprises need to update their hardware facilities and introduce software systems with good compatibility. In the process of promoting digital transformation, enterprises should combine their own actual situation, retain and carry forward the beneficial ways in the original management mode, in order to achieve a smooth transition and ultimately achieve the goal of improving overall management level[8].

3.2. Refactoring the Talent Management System

In the context of the current economic structural transformation, enterprises need to build a more flexible, efficient, and innovative talent management system. This requires enterprises to comprehensively improve the quality and efficiency of talent management from multiple aspects such as recruitment, selection, training, and motivation. In the recruitment and selection process, companies should pay more attention to candidates' innovation and adaptability, rather than just focusing on education and experience. By establishing a scientific recruitment and selection mechanism, enterprises can attract more young talents with innovative thinking and cross-border capabilities, providing intellectual support for the innovative development of the enterprise [9-10]. In

the training process, enterprises need to strengthen the skills training and innovation ability cultivation of employees. By regularly organizing internal and external training, as well as attending industry seminars, companies can enhance employees' business capabilities and innovation awareness, enabling them to better adapt to the needs of economic structural transformation. In the incentive process, enterprises should establish a more fair and reasonable incentive mechanism to ensure that employees' efforts are proportional to their rewards. By establishing innovation rewards, equity incentives, and other measures, companies can stimulate employees' work enthusiasm and creativity, and improve their loyalty and sense of belonging.

Enterprises need to follow the following principles when optimizing talent incentive mechanisms: firstly, the principle of fairness. Enterprises should ensure the fairness and transparency of incentive mechanisms, avoid internal unfairness, and maintain employee trust and loyalty. The second principle is differentiation. Enterprises should develop differentiated incentive measures based on employees' different contributions and performances to better stimulate their work enthusiasm and creativity. The third principle is timeliness. Enterprises should provide timely feedback and rewards to employees' performance, so that they feel recognized and valued for their efforts. The fourth principle is long-term. Enterprises should pay attention to the long-term nature of incentive mechanisms, and combine the personal interests of employees with the long-term development of the enterprise through measures such as equity incentives and career planning, in order to achieve the common growth of employees and the enterprise.

Taking the salary incentive mechanism for enterprise technical talents as an example, the specific job level settings are shown in Table 2.

The employee compensation system consists of seven tiers, based on a point based grading system. The position grading points are determined by educational background, professional qualifications, work experience, work complexity, and special bonus points, and the position grading is determined through point accounting. The proportion of points for each category is 20% for education and professional qualifications, 25% for work experience, and 35% for work complexity. When calculating personal grade scores, first multiply the educational score by the proportion to obtain the educational score, and then add up the scores of each item to obtain the total score. Finally, based on the job classification table, the total score is mapped to the corresponding job level range to determine the employee's job level.

Table 2: Salary Standards for Positions

Job Rank	Salary (yuan)
A	5650
B	5910
C	6170
D	6430
E	6690
F	6950
G	7210

3.3. Strengthening innovation driven development

In the context of economic structural transformation, innovation driven has become the core driving force for enterprise development. In order to enhance the innovation capability of enterprises, they must increase investment in research and development funds, technical support, and human resources related to the development of new technologies and products. At the same time, enterprises should actively create an innovative atmosphere, encourage employees to dare to try and take risks,

and continuously promote technological and product innovation in the enterprise.

On the one hand, companies can establish dedicated innovation funds that will be used to support their research and development activities and new product development. By increasing investment in innovation, companies can continuously introduce new products and services that meet market demand, thereby enhancing their market competitiveness. In addition, the establishment of innovation funds can also stimulate employees' innovation awareness and encourage them to propose more creative ideas and solutions. On the other hand, enterprises can strengthen cooperation with universities and research institutions, establish joint laboratories or research centers, introduce more innovative resources and talents, and provide more support for the innovative development of enterprises. This cooperation can not only accelerate the transformation and application of technology, but also cultivate future innovative talents for enterprises, ensuring that they maintain a leading position in the fierce market competition.

4. Conclusion

At this critical period of economic structural transformation and upgrading, the optimization of enterprise business management models is particularly urgent. Enterprises must start from multiple aspects such as technological innovation, management improvement, product innovation, and service optimization, strengthen mode innovation, enhance competitiveness, and achieve sustainable development.

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