

# *The Construction of Enterprise Business Management Mode under the Development of Economic Structure Transformation*

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**Keywords:** Economic restructuring; Business management mode; Customer orientation; Digital intelligence

**Abstract:** The transformation of global economic structure has put forward new challenges and requirements for the business management mode of enterprises. This paper aims to discuss the construction and optimization of the business management mode of enterprises under the background of economic structure transformation. By analyzing the practice and exploration of typical enterprises, combined with theoretical discussion, this paper deeply analyzes how the transformation of economic structure affects the key areas of enterprises, such as strategic planning, marketing, human resource management and financial management, and discusses the management challenges that enterprises may face in the process of transformation. The research results show that the successful business management model of enterprises has the characteristics of flexibility, innovation, customer orientation and attention to the construction of talent team. At the same time, digitalization and intelligence have become an important trend in the development of enterprise business management mode. Through practical exploration, this paper has extracted a path to build a business management model with universal guiding significance, that is, enterprises should take innovation as the guide, combine their own characteristics, constantly optimize the organizational structure, strengthen the construction of talent teams, innovate marketing strategies, and pay attention to digitalization and intelligent construction.

## **1. Introduction**

In today's world, the global and China economies are undergoing a profound structural transformation. The curtain of this transformation was opened by the rapid progress of technology [1]. With the vigorous development of emerging technologies such as information technology, artificial intelligence and big data, the production mode and operational efficiency of traditional industries are being completely changed. The market demand is also undergoing unprecedented changes [2]. Consumers' demand for personalized and high-quality products and services is growing day by day, which requires enterprises to constantly adjust and optimize their product structure and market strategy. The adjustment of policy orientation is also fueling the economic restructuring [3]. Governments of various countries have introduced a series of policies and measures to encourage

innovation and promote industrial upgrading to adapt to the new trend of global economic development [4].

The transformation of economic structure has brought many influences and challenges to enterprise management. Intensified market competition is the most intuitive feeling [5]. With the continuous emergence of new technologies and new models, the market structure is being reshaped, and enterprises are facing competitive pressure from all sides [6]. The innovation demand of business model is increasing day by day, and the traditional business model has been difficult to meet the new demand of the market. Based on this, enterprises must actively explore and try new business models to be invincible in the fierce market competition.

In this context, business administration plays a vital role. Business administration can help enterprises to better grasp the market dynamics and formulate scientific and reasonable development strategies [7]. It can also build an efficient management mechanism within the enterprise and improve the operational efficiency and competitiveness of the enterprise. Therefore, it is particularly important to build a management model that adapts to the new environment. Enterprises need to constantly adjust and improve their management mode according to their own actual situation and changes in the market environment, so as to ensure that enterprises can move forward steadily in the tide of economic restructuring and achieve sustainable development.

## **2. Influence and challenge of economic structure transformation on enterprise business management**

The transformation of economic structure, like an irreversible trend, has had an all-round impact on enterprise business management, and its influence has penetrated into every key link of enterprise operation [8]. At the level of strategic planning, this transformation requires enterprises to jump out of the traditional thinking framework and show a more far-reaching strategic vision. Enterprises must be able to understand the subtle changes in the market, make accurate judgments on future trends, and flexibly adjust their development strategies accordingly. This means that enterprises need to constantly self-examine, tap and consolidate their core competitiveness, and define the future development path to ensure that they can stay at the forefront in the increasingly competitive market environment. The changes in the field of marketing are particularly remarkable. With the transformation of economic structure, consumers' needs have become more diversified and personalized. Enterprises can no longer stick to the traditional marketing model, but should dig deep into the inner needs of consumers and use innovative marketing strategies to enhance brand image and expand market share. At the same time, the rise of digital marketing has brought new opportunities to enterprises. Enterprises must master advanced technologies such as big data analysis and artificial intelligence, realize accurate marketing and personalized service, and better meet the needs of consumers [9]. In human resource management, the transformation of economic structure poses a higher challenge to the talent structure of enterprises. What enterprises need is no longer single-skilled workers, but compound talents with innovative thinking and cross-border ability. This is like a war to upgrade the talent structure. Enterprises need to introduce and cultivate such talents to adapt to the development of new business models. Moreover, enterprises need to build a more flexible and efficient employment system to stimulate employees' potential and enhance their work enthusiasm and innovation ability through incentive mechanism and good corporate culture. The field of financial management is also facing the test of transformation. Enterprises need to make new adjustments in capital operation and risk management, strengthen cost control, optimize capital allocation and improve capital utilization efficiency. With the opening and innovation of the financial market, enterprises need to pay close attention to financial risks and establish a sound risk prevention and control system to ensure that enterprises move forward

steadily in a complex and changeable economic environment.

In this transformation process, the management challenges faced by enterprises are various, as shown in Figure 1. These challenges test the adaptability of enterprises and become catalysts for their growth and evolution.

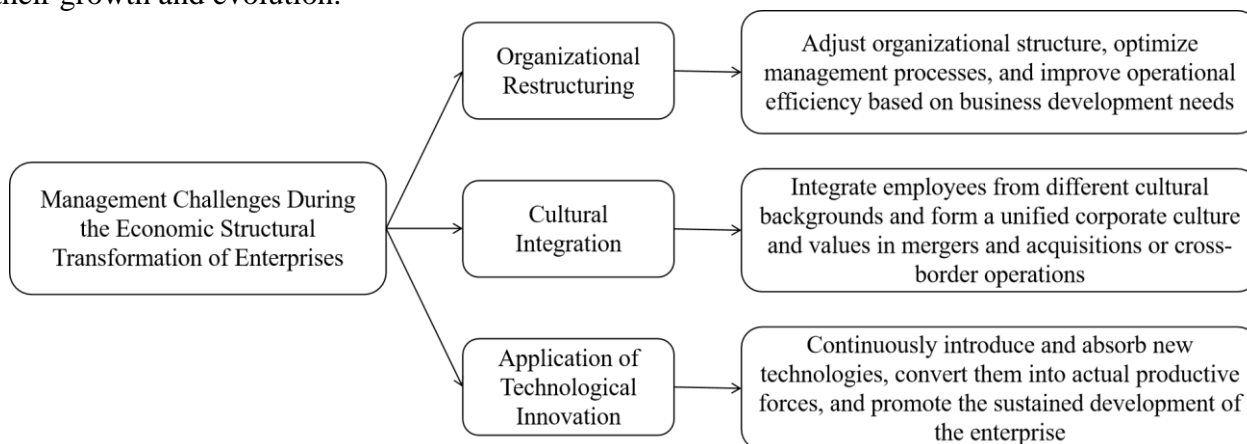


Figure 1 Management Challenges during the Economic Structural Transformation of Enterprises

Organizational structure adjustment is one of them. Enterprises need to adjust organizational structure, optimize management processes and improve operational efficiency according to the needs of business development. Cultural integration is also a big challenge, especially in corporate mergers and acquisitions or transnational operations. How to integrate employees with different cultural backgrounds and form a unified corporate culture and values is a problem that enterprises must solve. In addition, the application of technological innovation is also a big challenge. Enterprises need to constantly introduce and digest new technologies and turn them into actual productivity to promote the sustainable development of enterprises.

### 3. Principles and strategies for the construction of business management mode in enterprises

In the process of shaping a new enterprise management model, enterprises must adhere to a series of key principles to ensure the effectiveness of the model. The first principle is flexibility. Enterprises need to create a management model that can immediately adapt to market dynamics and internal changes of organizations in order to cope with the unstable factors brought about by the transformation of economic structure. The principle of innovation is the engine to promote enterprise management innovation. It encourages enterprises to embrace innovative thinking and actions, and to pursue new management methods and technologies to maintain their competitive position in the market. The principle of sustainability requires enterprises to pursue profits while not forgetting environmental protection and fulfilling social responsibilities to ensure the long-term prosperity of enterprises. The principle of customer orientation is the core of all activities of enterprises. Enterprises should have a deep insight into customers' needs and take customer satisfaction as the ultimate pursuit, and constantly improve the quality of products and services.

When formulating the construction strategy, enterprises should consider all aspects. Optimizing the organizational structure is the first step. Through the implementation of flat and network design, the efficiency of management is improved, and the circulation of information and the sharing of resources are promoted. Strengthening the construction of talent team is the basis for the sustainable growth of enterprises. By absorbing outstanding talents, strengthening staff training and setting up incentive mechanism, we can build a talent team with both professional ability and innovative spirit. Innovative marketing strategies are also essential. Enterprises should make full use of market research and data analysis tools to deeply understand consumer demand and market dynamics, and

accurately locate the target market. On this basis, our company will implement differentiated marketing strategies, enhance brand influence and market share through unique product positioning, innovative publicity methods, and personalized service experiences, and win the favor of more consumers. In addition, improving financial management is the pillar of the stable operation of enterprises. Enterprises should strengthen cost management, optimize cost structure, reduce unnecessary expenses and improve capital utilization efficiency; Rationally plan the use of funds to ensure the rational distribution of funds in R&D, production and sales. At the same time, enterprises should establish a sound risk prevention and control system to effectively warn and prevent potential market risks and financial risks. Enterprises ensure their financial stability by strengthening cost management, optimizing the use of funds, establishing a risk prevention and control system, and implementing other measures.

The application of modern information technology plays an important role in improving the management efficiency of enterprises. The application of big data technology enables enterprises to deeply mine and analyze market data and provide accurate support for decision-making. Artificial intelligence technology shows great potential in customer service, production process, risk management and other aspects. In terms of customer service, artificial intelligence technology can quickly respond to customers' needs through intelligent customer service system and provide personalized service solutions, which greatly improves customer satisfaction. In the production process, the introduction of artificial intelligence technology realizes the intelligence and automation of the production process, and improves the production efficiency and product quality. Faced with these cutting-edge technologies, enterprises should keep an open mind and actively accept and integrate into all levels of business management. By constantly promoting the innovation and promotion of management mode, enterprises can better adapt to the needs of economic transformation, seize development opportunities and achieve sustained and steady development.

#### 4. Practical exploration

In the tide of economic restructuring, many enterprises are actively exploring business management models that adapt to the new environment. Taking Huawei, a well-known technology enterprise, as an example, its practical exploration in business management mode is quite representative. Facing the rapid changes of market demand and technology, the enterprise flexibly adjusts its strategic planning and regards innovation as the core driving force of enterprise development. In terms of marketing, the company used big data to analyze consumer behavior and implemented precise marketing, which effectively increased its market share. At the same time, Huawei also pays attention to the construction of talent team, and has built a team with strong innovation ability by introducing high-end talents and internal training. In practice, Huawei is also faced with the problems of decision-making efficiency caused by the huge organizational structure and the challenges of cultural integration in new business development. From the practical exploration of related enterprises, we can sum up some commonalities and differences, as shown in Figure 2.

By refining these commonalities and differences, we can draw a path to build a business management model with universal guiding significance: enterprises should take innovation as the guide, pay attention to flexibility and customer orientation, constantly optimize organizational structure, strengthen the construction of talent team and innovate marketing strategies in combination with their own characteristics, and enhance their competitiveness and adaptability.

With the further transformation of economic structure, business administration of enterprises will face more challenges and opportunities. Enterprises should continuously innovate and optimize management mode to adapt to the new environment. On the one hand, enterprises should pay more

attention to digitalization and intelligent construction, and use modern information technology means such as big data and artificial intelligence to improve management efficiency and effectiveness. On the other hand, enterprises need to devote themselves to cultivating and strengthening organizational culture and shaping a corporate culture atmosphere with strong cohesion and centripetal force, thus injecting spiritual strength into the long-term development of enterprises. Enterprises should also pay attention to social responsibility and sustainable development, and integrate environmental protection, public welfare and other elements into business management to achieve a win-win situation for economic and social benefits of enterprises.

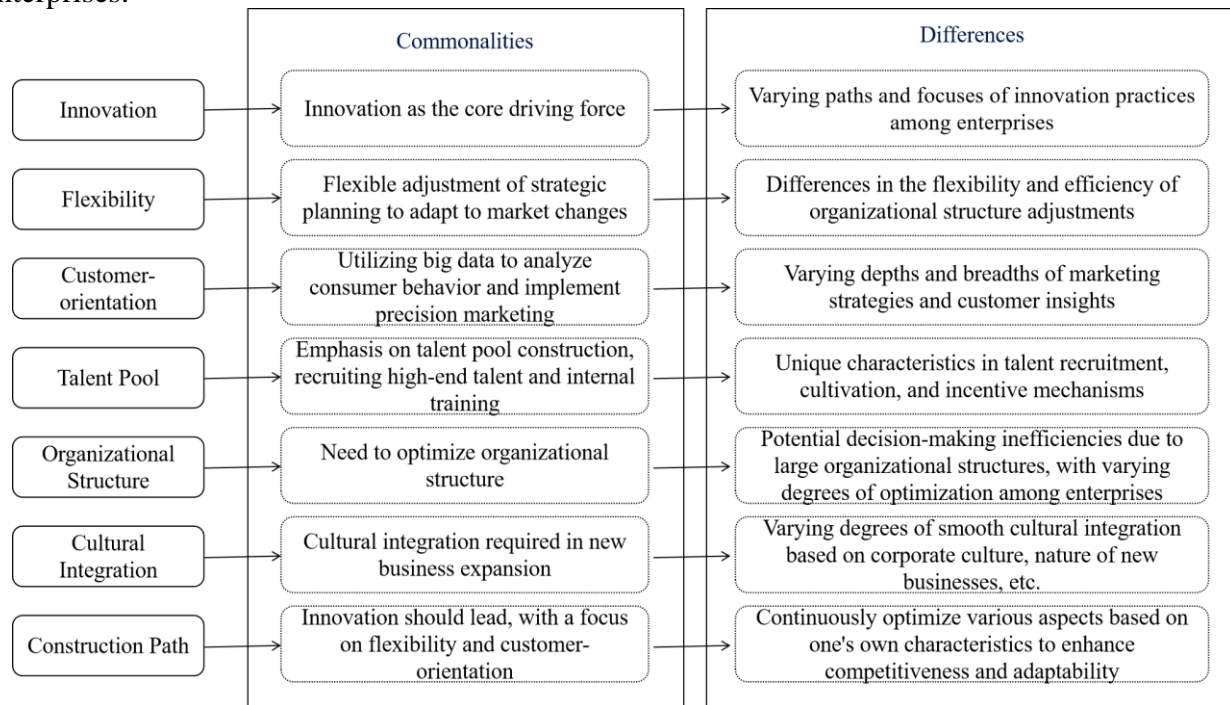


Figure 2 Commonalities and Differences in the Practical Exploration of Business Management Modes among Technology Enterprises

## 5. Conclusions

The transformation of economic structure puts forward higher requirements for the business management mode of enterprises, and enterprises must have stronger flexibility, innovation and adaptability in order to be invincible in the fierce market competition. This conclusion emphasizes that enterprises must pay attention to the dynamics and openness of the business management model in order to adjust and optimize it at any time according to the changes of market environment and internal conditions. This study also found that successful business management models often focus on customer orientation and talent team building. Customer is the foundation of enterprise's survival and development, and meeting customer demand and improving customer satisfaction are the core objectives of enterprise's business management. Talent is the most precious resource of an enterprise, and it is an important task of business administration to strengthen the construction of talent team and stimulate the innovation vitality of employees. This reminds enterprises to always put customers and talents in an important position when building a business management model, and form a customer-centered and talent-supported management model.

With the rapid development of information technology in the future, modern information technology means such as big data and artificial intelligence will play an increasingly important role



in enterprise business management. Enterprises should actively embrace these new technologies, integrate them into all aspects of business management, improve management efficiency and effectiveness, and promote the sustainable development and innovation of enterprises.

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