

# ***Analysis of the Current Situation of Business Administration in Public Institutions and Improvement Countermeasures***

**Dianjun Zhao**

*Inner Mongolia Department of Natural Resources, 010010, Hohhot, Inner Mongolia, China*

**Keywords:** Public institutions; Business administration; Improve countermeasures; Management system reform; Human resources development

**Abstract:** The purpose of this article is to discuss the problems existing in business administration of public institutions and their improvement countermeasures. Firstly, this article expounds the important position of public institutions in national economic and social development, and the key influence of industrial and commercial management on the operational efficiency and service quality of public institutions. Based on this background, this article puts forward the necessity of studying the present situation of business administration in public institutions and the practical significance of improving countermeasures. Through in-depth analysis of the current situation of industrial and commercial management in public institutions, this article analyzes the specific problems, such as low decision-making efficiency, imperfect supervision mechanism and insufficient innovation ability. Furthermore, combined with advanced management experience and successful cases, the causes of the problems are discussed in depth. The research results show that the problems existing in business administration of public institutions mainly stem from many factors, such as institutional obstacles, backward ideas and so on. In view of these problems, this article puts forward a series of concrete improvement countermeasures, including deepening the reform of management system and optimizing the resource allocation mechanism. These countermeasures have theoretical significance and practical value, and can provide strong support for the reform and development of public institutions.

## **1. Introduction**

As an important part of the national public service system, public institutions play an important role in the national economic and social development [1]. They undertake the heavy responsibility of providing basic public services, ensuring and improving people's livelihood, and play an irreplaceable role in promoting economic and social development and maintaining social stability [2]. Whether in the fields of education, medical care, culture or scientific research, public institutions are an important force to promote social progress and development.

As an important branch of modern management science, business administration has a vital impact on improving the operational efficiency and service quality of public institutions [3].

Effective industrial and commercial management can optimize the allocation of resources, improve the scientificity of management decisions and enhance the competitiveness of public institutions. On the contrary, poor industrial and commercial management may lead to waste of resources and low efficiency, and even affect the credibility and social image of institutions [4]. Based on this, it is of theoretical significance and practical value to study the current situation of business administration in public institutions, analyze its existing problems and put forward corresponding improvement countermeasures [5]. Through in-depth study, we can have a more comprehensive understanding of the actual situation of industrial and commercial management in public institutions and provide a strong basis for improving management. In view of the existing problems, practical improvement countermeasures are put forward, which will help to improve the operational efficiency and service quality of public institutions, better meet the needs of the people, and promote the sustained and healthy development of social undertakings [6].

This article comprehensively combs the current situation of business administration in public institutions, deeply analyzes the existing problems and their causes, and puts forward specific improvement countermeasures in combination with the actual situation. The purpose of this study is to provide valuable reference and examples for the management innovation of public institutions, and help them to make continuous progress and promotion in the field of business administration.

## **2. Current situation of business administration in public institutions**

Business administration of public institutions is the concrete application of management science in the field of public institutions. Its core lies in optimizing resource allocation, improving operational efficiency and improving service quality through scientific management methods and means. This management system has its unique characteristics [7]. For example: public welfare orientation, the combination of government-led and market mechanism, and the diversification of service content. The business management of public institutions should follow the general management principles, and fully consider the special nature and social responsibility of public institutions to ensure that management activities are efficient and in line with public interests.

In the current practice of business administration in public institutions, a series of obvious problems need to be solved urgently. The first thing is the solidification of the management system [8]. Many institutions have adopted outdated management models and lack the necessary flexibility and innovation, which makes it difficult for them to cope with the rapid changes of society and market. The unbalanced allocation of resources has become a key obstacle to the development of public institutions. Affected by historical factors or improper management, some institutions have deviated in resource allocation, resulting in surplus resources in some departments, while key departments are facing resource shortage. In addition, the development and utilization of human resources is insufficient, which is also a significant problem in the business management of public institutions. Although institutions have a rich talent pool, the potential of these talents has not been fully tapped and utilized due to the lack of effective incentive strategies and talent training mechanisms.

## **3. Analysis of the problems existing in business administration of public institutions and their causes**

In the practice of business administration in public institutions, a series of problems have gradually emerged, which has become a bottleneck restricting its development. Among them, the inefficiency of decision-making is a particularly prominent problem. There are many levels in the decision-making process of public institutions, which leads to poor information transmission and prolonged decision-making cycle. This inefficient decision-making mechanism affects the

adaptability of the unit and also dampens the enthusiasm and creativity of employees. In addition, the imperfect supervision mechanism is also a hidden danger in the business management of public institutions. The internal supervision system of some units is weak and lacks effective means of restriction, which is easy to breed corruption and irregularities and damage the credibility and image of the units.

Table 1 Detailed Analysis of Issues in Public Institution Business Administration

Issue Category	Specific Issue Description	Impact Analysis
Management System	Rigid management system, cumbersome decision-making process	Leads to low decision-making efficiency, difficulty in quickly responding to market changes
Resource Allocation	Unreasonable resource allocation, waste phenomenon exists	Affects resource use efficiency, constrains institutional development
Innovation Mechanism	Lack of innovation mechanism, difficulty in adapting to new environments	Leads to decreased competitiveness of public institutions, lagging development
Personnel Efficiency	Low personnel efficiency, lack of work enthusiasm	Affects service quality, reduces public satisfaction
Regulatory System	Inadequate regulatory system, potential risk hazards	May lead to violations, damages the image of public institutions
Informatization Level	Low informatization level, outdated management methods	Limits management efficiency, difficult to achieve refined management
Service Consciousness	Weak service consciousness, lack of customer orientation	Affects service experience, reduces customer trust

For example, Table 1 lists the problems existing in the business administration of public institutions, and makes a detailed description and impact analysis of each problem. Exploring the causes of these problems, we can easily find that institutional obstacles are the key factors. The long-term traditional management system of public institutions pays attention to stability and ignores efficiency, which is difficult to adapt to the rapidly changing market environment. Backward ideas are also an important factor restricting the development of business administration in public institutions. Some managers are rigid in thinking and lack of innovative spirit and market awareness, which leads to the unit being at a disadvantage in the competition. In addition, the lag of talent team construction is also a problem that cannot be ignored. There are deficiencies in talent introduction, training and motivation in public institutions, making it difficult to attract and retain outstanding talents. This has affected the overall quality and competitiveness of the unit.

Faced with the above problems, we must clearly realize its seriousness. The inefficient decision-making and imperfect supervision mechanism have seriously affected the normal operation of public institutions, and may also trigger a series of chain reactions, damaging the long-term interests of units. The lack of innovation ability is directly related to the survival and development of public institutions. Therefore, we must deeply analyze the causes of the problems, put forward practical improvement countermeasures in combination with the actual situation, and provide a strong guarantee for the healthy development of public institutions.

#### 4. Countermeasures and suggestions for improving the business administration of public institutions

In view of the problems existing in the industrial and commercial management of public institutions, we must take practical and effective improvement countermeasures. First of all, in the reform of management system, we should dare to break the traditional hierarchy, be brave in innovation, and simplify the cumbersome decision-making process to improve decision-making

efficiency. Traditional hierarchical management leads to slow information transmission and lengthy decision-making process, which makes it difficult to adapt to the rapidly changing market environment. Therefore, this article holds that it is necessary to deepen the reform of management system, establish a sound supervision mechanism, ensure the open and transparent operation of power, and effectively prevent corruption and irregularities. In this regard, we can actively learn from some advanced management experience, such as introducing modern enterprise management system and implementing flat management structure, so as to enhance the flexibility of the organization and the response speed to market changes. Secondly, optimizing the resource allocation mechanism is the key to improve the operating efficiency of public institutions. Institutions should allocate resources scientifically and reasonably according to their own development planning and market demand to avoid waste and idleness of resources. In the process of resource allocation, we should pay attention to the organic combination of fairness and efficiency, not only to ensure the equalization of public services, so that the broad masses of people can enjoy high-quality services, but also to continuously improve the quality and efficiency of services to meet the growing diversified needs of the people. In order to achieve this goal, we can refer to some successful cases to stimulate the internal vitality of public institutions and promote the optimal allocation of resources. Table 2 lists some successful cases of public institutions in resource allocation optimization, as well as the main measures they have taken and the effects achieved, so as to provide reference for public institutions in the process of resource allocation.

Table 2 Successful Cases of Resource Allocation Optimization in Public Institutions

Case Overview	Main Measures	Achieved Effects	Key Success Factors
Introducing Market Competition Mechanism	Implementing project bidding, encouraging competition among multiple units	Improving service quality and efficiency, reducing costs	Fair competition environment, transparent bidding process
Dynamic Adjustment of Resource Allocation	Flexibly adjusting resource allocation based on market demand and service effectiveness	Avoiding waste of resources, improving resource utilization efficiency	Market demand monitoring, rapid response mechanism
Practice of Equal Access to Public Services	Ensuring service coverage in all areas through policy guidance and fund allocation	Achieving equal access to public services, enhancing public satisfaction	Policy support, reasonable fund allocation
Innovation in Service Models	Introducing new technologies and methods, innovating service delivery ways	Enhancing service attractiveness, meeting diversified needs	Technological innovation, user-oriented approach
Performance Evaluation and Incentives	Establishing a performance evaluation system, assessing and rewarding resource allocation effectiveness	Stimulating the vitality of public institutions, promoting continuous improvement	Fair evaluation, effective incentive measures
Cross-departmental Collaboration	Establishing a cross-departmental collaboration mechanism, sharing resources and information	Improving overall service efficiency, reducing duplicate work	Well-established collaboration mechanism, smooth information sharing

In addition, strengthening the development of human resources is also an indispensable part of improving the business management of public institutions. Talent is the core competitiveness of the development of public institutions. We should attach great importance to the introduction, training and encouragement of talents and strive to establish a high-quality and professional talent team. By providing a good working environment, broad development space and perfect incentive mechanism,

we can attract and retain outstanding talents and provide a strong talent guarantee for the sustained and healthy development of public institutions. Moreover, we should also pay attention to the diversified training of talents, improve the comprehensive quality and business ability of employees, and make institutions maintain their competitive advantage in the fierce market competition.

In order to ensure the effectiveness of these improvement measures, this article puts forward specific implementation suggestions and measures. Government departments should provide policy support and create a policy atmosphere conducive to the reform and growth of public institutions. Furthermore, the government needs to increase financial input to ensure that institutions have sufficient financial support in resource allocation and talent development. In addition, it is necessary to strengthen technical assistance and introduce cutting-edge management techniques and methods to improve the management efficiency and work efficiency of public institutions. After adopting the above suggestions and measures, we are confident that the problems in business administration of public institutions will be substantially solved, opening up new opportunities and meeting new challenges for the development of public institutions.

## 5. Conclusions

This article probes into the problems existing in business administration of public institutions and their improvement countermeasures. Through the above analysis, we clearly realize that there are many shortcomings in business management of public institutions, such as low decision-making efficiency, imperfect supervision mechanism and insufficient innovation ability. These problems have seriously restricted the development and progress of public institutions. In order to solve these problems effectively, this article puts forward a series of concrete improvement countermeasures. These include deepening the reform of management system to improve decision-making efficiency, optimizing the resource allocation mechanism to improve the efficiency of resource use, and strengthening the development of human resources to build a high-quality talent team. These countermeasures are aimed at fundamentally changing the management status of public institutions and promoting their development in a more efficient, transparent and innovative direction.

To sum up, this article reveals the problems existing in the business management of public institutions and provides practical improvement schemes for them. We believe that as long as institutions can seriously adopt and implement these countermeasures, they will be able to overcome the current predicament and achieve better development and progress.

## References

- [1] Zhu Haiyan. *Discussion on the Deficiencies and Improvement Strategies of Business Administration in Public Institutions* [J]. *Fortune Times*, 2020, (01): 47+50.
- [2] Zhang Shumin. *Application of Incentive Mechanisms in Business Administration of Public Institutions* [J]. *China Industry & Economy*, 2024, (02): 100-102.
- [3] Song Youhong. *Reflections on Financial Management Issues in Administrative and Public Institutions under the New Government Accounting System* [J]. *Accounting and Finance Communication*, 2024(3): 167-171.
- [4] Gao Hongxu, Zhao Jinwa. *Problems and Reforms in Financial Management of Administrative and Public Institutions from the Perspective of Tea Culture* [J]. *Fujian Tea*, 2019, 41(01): 325-326.
- [5] Yang Liyan, Wang Yongcheng. *Strengthening Internal Control in Administrative and Public Institutions through Comprehensive Budget Management* [J]. *Local Fiscal Research*, 2018, (06): 87-92.
- [6] Wang Lili, Cao Jiaqi. *The Path to Digital Transformation of Accounting in Public Institutions* [J]. *Accounting and Finance Communication*, 2023(9): 147-150.
- [7] Chen Shizhong, Peng Junying. *Application of Management Accounting in Public Institutions – Based on the Background of Government Accounting Reform* [J]. *Friends of Accounting*, 2019, (12): 52-55.
- [8] Tang Dapeng, Chang Yuxuan. *Theoretical Innovation in Internal Control of Administrative and Public Institutions in the New Era – From the Perspective of National Governance* [J]. *Accounting Research*, 2018, (07): 13-19.