

The Optimization Path of New Quality Productivity in Enterprise Business Management

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Abstract: This article focuses on the application of new quality productivity (NQP) in enterprise business management. At present, in the complex market environment, enterprises urgently need to enhance their competitiveness with the help of NQP. Through literature research, this article comprehensively sorts out relevant information, and analyzes the theoretical connotation and relevance of NQP and enterprise business management by theoretical analysis. It is found that enterprises of different scales and industries have different degrees of applying NQP, and they are faced with problems such as cognition, technical talents and management system, which are caused by external environment and enterprises' own factors. Based on the above research results, this article puts forward a series of optimization suggestions, including strengthening the understanding of NQP and promoting the change of ideas, strengthening technology research and development and talent team construction to provide strong support, optimizing enterprise management system and constructing collaborative innovation mechanism. It aims to provide theoretical reference for enterprises, help enterprises to effectively integrate NQP with business management, improve management efficiency, better adapt to market changes and enhance comprehensive competitiveness.

1. Introduction

With the acceleration of global economic integration and the rapid development of science and technology, the market environment in which enterprises are located is increasingly complex and competitive [1]. As a new form different from traditional productivity, NQP is gradually becoming a key force to promote the development and change of various industries [2]. NQP takes innovation as the core, and integrates advanced technology and cutting-edge ideas, which provides a new opportunity for enterprises to break through the limitations of traditional development and realize transformation and upgrading [3]. Under this background, it is of great theoretical and practical significance to study the optimization path of NQP in enterprise business management for enterprises to enhance their competitiveness and adapt to the rapidly changing market demand [4].

The purpose of this study is to systematically analyze the application of NQP in enterprise business management, accurately identify the existing problems, and put forward feasible optimization paths accordingly, so as to provide theoretical guidance for enterprises to improve their business management efficiency with the help of NQP. The research content of this article

covers the theoretical overview of NQP and enterprise business administration, and clarifies their concepts, connotations and relevance; The application status, problems and causes of NQP in enterprise business management are analyzed in detail. Among them, the specific optimization path is put forward from the aspects of strengthening cognition, supporting technical talents, optimizing management system and building collaborative innovation mechanism. The innovation of this research lies in breaking through the traditional research perspective, starting from the new concept of NQP, comprehensively and deeply studying its integration path with enterprise business administration, and striving to provide innovative theoretical support for enterprise development.

2. Overview of NQP and related theories of enterprise business administration

2.1. Theoretical connotation of NQP

NQP represents an advanced form different from traditional productivity, which takes scientific and technological innovation as the core driving force and integrates cutting-edge technologies and concepts such as digitalization, intelligence and greening. Conceptually speaking, NQP emphasizes breaking through the traditional combination of production factors and production methods and creating higher quality, more efficient and innovative production capacity [5]. Its characteristics are remarkable, innovative, efficient and synergistic. In terms of constituent elements, advanced technology is the core element, such as big data and artificial intelligence to empower production; Innovative talents are the key, they are responsible for promoting technology research and development and application; The brand-new production organization mode is the guarantee to ensure the efficient operation of all elements.

The theoretical basis of NQP comes from multidisciplinary fields. The innovation theory in the field of economics emphasizes the key role of technological innovation in economic growth, which provides a theoretical basis for NQP at the economic level [6]. The theory of organizational change in management science explains that enterprises need to adjust their organizational structure and innovate management in order to adapt to the new mode of production, which is in line with the development of NQP.

2.2. Theoretical basis of business administration

Business administration aims to effectively plan, organize, lead and control the business activities of enterprises [7]. Its concept has a wide range, covering strategic management, that is, defining the long-term development direction and goal of enterprises; Marketing management, responsible for product promotion and market development; Financial management, control enterprise capital operation and risk.

There are many key theories of business administration. In the theory of strategic management, five forces model helps enterprises to analyze the competitive situation in the industry and formulate competitive strategies. In organizational management theory, contingency theory emphasizes that enterprise organizations should flexibly adjust their structures according to environmental changes. The theory of human resource management pays attention to the recruitment, training and motivation of employees, so as to improve the performance of employees and the overall efficiency of enterprises.

2.3. NQP and business management relevance

The new productive forces have a profound impact on the business management of enterprises. At the strategic level, enterprises are urged to re-examine the market positioning and development

strategy to adapt to the new trend of productivity change [8]. In terms of organizational management, we should promote the transformation of enterprise organizational structure to flat and flexible, and improve the organizational response speed. From the perspective of human resources, new requirements are put forward for the quality and skills of talents, which forces enterprises to adjust their talent strategy. On the contrary, business administration provides support for the application of new productivity [9]. Effective strategic planning can guide the rational allocation of technologies and resources related to NQP; Perfect organization and management ensure the coordinated operation in the process of landing NQP; Scientific human resource management provides innovative talents for the development of new productive forces.

3. Analysis on the application status and problems of NQP in enterprise business management

3.1. Application status

With abundant capital and technical strength, large enterprises are often in a leading position in the application of NQP. They actively introduce advanced digital management systems, such as ERP (Enterprise Resource Planning) and CRM (Customer Relationship Management) systems, to realize intelligent collaboration in production, sales and logistics. At the same time, we have invested heavily in research and development, cooperated with universities and scientific research institutions to carry out cutting-edge technology research, and promoted product innovation and production process optimization.

The application of NQP by medium-sized enterprises shows the characteristics of selectivity and gradualism. Some medium-sized enterprises focus on the digital upgrading of production links. In terms of management, they began to try to use data analysis to assist decision-making, but the overall degree of informatization still needs to be improved. Small enterprises are limited by the shortage of capital and technical talents, and the application of NQP is relatively lagging behind. Most small enterprises only use simple information tools in some business links, and make slow progress in production intelligence and management innovation. In order to present the application of NQP in enterprises of different scales more intuitively, the arrangement is shown in Figure 1:

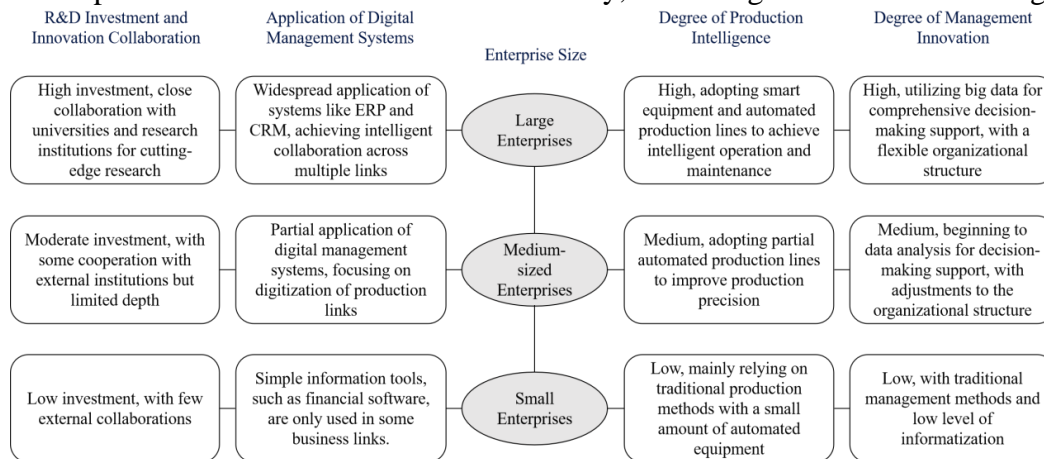


Figure 1 Comparison of the application of NQP in enterprises of different scales

New economic industries, such as Internet and artificial intelligence, have applied NQP deeply and comprehensively. Relying on their own technological advantages, these industries fully adopt digital and intelligent means in product research and development, operation and management. By introducing industrial internet and intelligent manufacturing technology, the automation, digital monitoring and optimization of production process are realized. However, it lags behind in terms of

management concept and business model innovation. In the service industry, the financial service industry realizes business process automation and intelligent risk control with the help of financial technology; Traditional catering, retail and other industries mainly focus on the digitalization of service processes in the application of NQP, but the overall intelligence level is not high.

3.2. Faced with problems

Cognitive problems: Some enterprise managers have a vague understanding of the concept of NQP, equating it with technological upgrading, ignoring the synchronous change of management concept and organizational structure. At the employee level, due to the lack of relevant training, the enthusiasm for the application of NQP is not high and there is resistance.

Technology and talent issues: Enterprises are faced with technical compatibility problems when introducing new technologies related to productivity. It is difficult to communicate and coordinate data between different systems and devices, which affects the overall efficiency. At the same time, there is a shortage of compound technical talents and innovative management talents needed for the development of NQP, and the internal talent training system of enterprises is not perfect, which is difficult to meet the needs of rapid development.

Management system problem: the existing enterprise management system is relatively rigid and the decision-making process is lengthy, which makes it difficult to adapt to the fast-changing rhythm of NQP. Serious barriers between departments and poor information circulation hinder the comprehensive promotion and application of NQP in enterprises.

3.3. Causes of the problem

External environmental factors: the macroeconomic environment is unstable, enterprises are facing greater operating pressure, and their willingness to invest in NQP is reduced. Although the policy support has been improved, there are some shortcomings in the implementation process. For example, in some areas, the application process for technological innovation subsidies for enterprises is cumbersome, and it is difficult for enterprises to benefit.

Enterprise's own factors: enterprise strategic planning lacks foresight and fails to fully understand the importance of NQP to future development. The conservative corporate culture and lack of innovative atmosphere are not conducive to the introduction and application of concepts and technologies related to NQP.

4. Optimization path of NQP in enterprise business management

Faced with many problems in the application of NQP in business administration, enterprises need to explore feasible optimization paths from multiple dimensions in order to give full play to the advantages of NQP and enhance their comprehensive competitiveness. The specific measures and expected effects of each optimization path are shown in Figure 2 below.

Enterprises should carry out all-round and multi-level training activities, hold seminars on NQP for management, invite industry experts to analyze the far-reaching impact of NQP on the strategic layout of enterprises, and enhance the strategic vision and decision-making ability of management. For ordinary employees, enterprises should set up online and offline training courses to popularize knowledge and skills related to NQP and improve employees' acceptance and application ability of NQP. Through internal publications, publicity columns and cultural activities, we will create a cultural atmosphere that encourages innovation and dares to try, so that the concept of NQP will be deeply rooted in the hearts of the people.

In terms of technology, enterprises should introduce advanced and adaptive technologies

according to their own business needs. On one hand, enterprises establish long-term partnerships with technology suppliers to ensure continuous technological updates and optimization; on the other hand, they increase investment in independent research and development by building internal R&D teams to overcome key technical challenges. In terms of talents, we should formulate attractive salary, welfare and career development plans to attract excellent external compound technical and management talents to join us. At the same time, it is necessary to improve the internal talent training system of enterprises, tap the potential of internal talents and cultivate local talents to adapt to the development of new productive forces through rotation, mentoring and internal training.

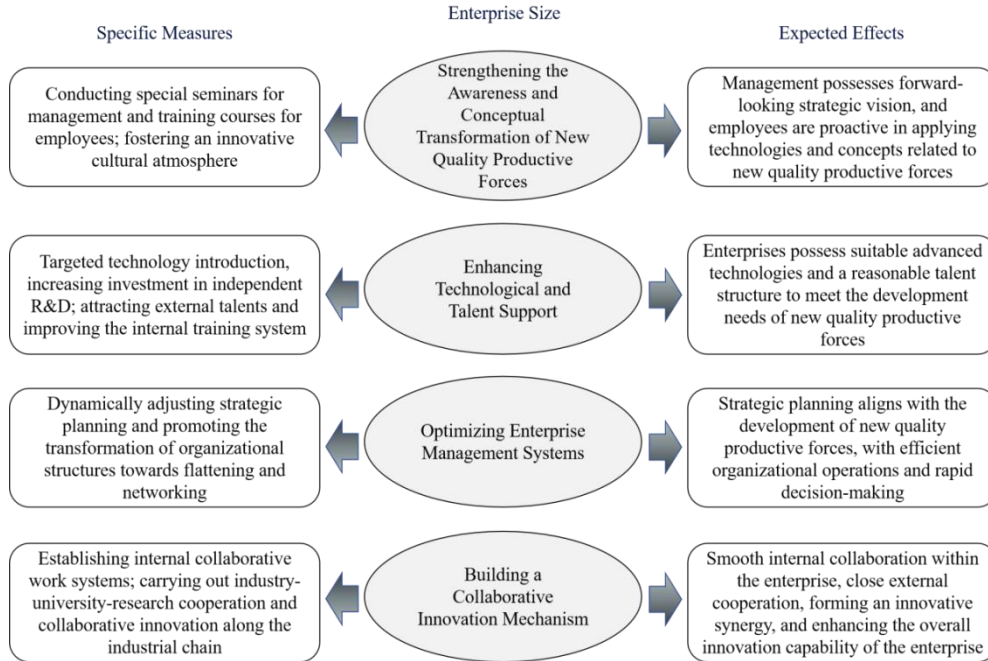


Figure 2 Optimization path and expected effect of NQP in enterprise business management

Enterprises need to dynamically adjust their strategic planning, integrate NQP into their long-term development goals, and clarify the implementation paths and key tasks in each stage. In terms of organizational structure, we should promote the organization to be flat and networked, reduce management levels, break down departmental barriers and improve the efficiency of information transmission and decision-making. Finally, enterprises should break the communication barriers between departments, establish a regular system of information sharing and collaborative work meetings, and promote in-depth cooperation between R&D, production and sales departments around the application of NQP. Externally, enterprises actively establish cooperative relationships with universities, research institutions, and upstream and downstream enterprises to carry out industry university research cooperation and industrial chain collaborative innovation. Universities, research institutions, and enterprises jointly promote cutting-edge technology research and application development, accelerating the process of transforming scientific and technological achievements; Upstream and downstream enterprises collaborate to address the industrial transformation challenges brought by NQP through information and resource sharing mechanisms.

5. Conclusions

This article focuses on the optimization path of NQP in enterprise business management and draws the following conclusions. On the theoretical level, it is clear that the NQP is centered on scientific and technological innovation and has the characteristics of innovation, efficiency and synergy, and it interacts with enterprise business management. The NQP promotes the change of

business administration in strategy, organization and manpower, and business administration provides strategic, organizational and talent support for the application of NQP. In terms of application status, there are obvious differences in the application of enterprises of different scales and industries. Large enterprises are leading in application, medium-sized enterprises are selectively and gradually applied, and small enterprises are relatively lagging behind; The application of the new economy industry is in-depth, the traditional manufacturing industry focuses on intelligent production, and the intelligent level of the service industry is uneven. Enterprises are faced with problems such as insufficient cognition, shortage of technical talents and rigid management system, which are influenced by external economic environment, policy implementation, enterprise's own strategy and culture.

In view of the above problems, this article puts forward a series of optimization paths, including strengthening the transformation of cognition and concept, strengthening the support of technology and talents, optimizing the management system and building a collaborative innovation mechanism. Through these paths, it is expected that enterprises can enhance their cognition and application ability of NQP, improve the technology and talent pool, optimize the management system to adapt to the development of NQP, and form a joint development force through internal and external collaborative innovation. It is expected that enterprises can better integrate new productivity into business administration, realize transformation, upgrading and sustainable development, and occupy an advantageous position in the increasingly fierce market competition with the help of these optimization paths.

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