

# *Discussion on the Impact of E-Business on Business Administration and Countermeasures*

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**Keywords:** E-Business; Business Administration; Influence; Countermeasure

**Abstract:** With the development of information technology, e-business has risen rapidly, which has profoundly changed the business pattern and produced many influences on business management. The purpose of this article is to discuss the influence of e-business on business administration and put forward corresponding measures. Through the method of literature research, collect and sort out the relevant information extensively, and systematically analyze the basic theories of e-business and business administration. It is found that e-business promotes the transformation of industrial and commercial management to innovation and openness in concept; Impact the traditional organization and operation management mode in the mode; Functionally change the execution mode of decision-making and control functions; In terms of talent demand, it requires comprehensive ability in many aspects. Based on this, this article puts forward that we should update the concept of business administration, optimize the mode of organization and operation management, strengthen the functions of decision-making and control, and cooperate with enterprises to strengthen the training of business administration talents. This will help the field of business administration to achieve better development in the era of e-business.

## **1. Introduction**

With the rapid development of information technology, e-business as a new business model is changing the global business pattern at an unprecedented speed [1]. According to relevant statistics, in recent years, the scale of global e-business transactions has continued to grow at a high speed, and its position in the national economy has become increasingly important [2]. In this context, the traditional field of business administration has been significantly impacted and faced with many new challenges and opportunities [3]. Therefore, it is of great theoretical and practical significance to discuss the influence of e-business on business administration and its countermeasures.

Although the existing research on e-business and business administration has made some achievements, the research on their deep integration and dynamic development is still insufficient [4]. An in-depth analysis of the influence mechanism of e-business on various elements of business administration will help to further improve the theoretical system of business administration and enrich the connotation of the discipline. From a practical point of view, enterprises can effectively enhance their competitiveness and achieve sustainable development if they can accurately grasp the direction of business management reform under the e-business environment and adjust their

management strategies in time [5]. Government supervision departments can also formulate more scientific and reasonable policies and regulations based on relevant research results to create a good market environment.

This article mainly adopts the method of literature research, extensively collects and sorts out relevant literature materials, and systematically analyzes the basic theories of e-business and business administration. On this basis, the influence of e-business on business management concept, mode, function and talent demand is discussed in depth, and the corresponding measures are put forward. This article aims to provide theoretical reference for enterprises and regulatory authorities to better carry out business management activities in the era of e-business, and promote the healthy development of business management in the new economic form.

## **2. Overview of basic theories of e-business and business administration**

E-business refers to commercial activities conducted through digital means such as electronic information networks. It covers a wide range, including but not limited to business-to-business (B2B), business-to-consumer (B2C), consumer-to-consumer (C2C) and other modes [6]. The rise of e-business benefits from the rapid development of information technology, especially the popularity of the Internet. It breaks the time and space constraints of traditional business activities, greatly reduces transaction costs and improves transaction efficiency. Through the e-business platform, enterprises can directly face global consumers and expand the market scope; Consumers can also obtain information about all kinds of goods and services more conveniently, and realize shopping anytime and anywhere [7]. From the perspective of development, e-business has gradually developed from simple online commodity display in the early days to a complex ecosystem integrating payment, logistics, big data analysis and other functions.

Business administration is mainly a series of management activities such as planning, organizing, leading, controlling and coordinating the production and operation activities of enterprises [8]. Its functions include strategic planning and defining the long-term development direction of enterprises; Organize design and build a reasonable enterprise structure; Human resource management to ensure that enterprises have suitable talents; Financial management, rational allocation of funds. Business administration aims to improve the operational efficiency of enterprises and maximize their economic benefits through scientific management methods. It involves all levels of enterprise operation, from high-level decision-making to grass-roots implementation, and it is inseparable from the guidance of business management theory.

E-business and business administration are closely linked and influence each other. The development of e-business brings new topics and challenges to business administration. The new business model and transaction mode require the adaptive adjustment of business management concepts, models and functions [9]. For example, the virtual and cross-regional nature of e-business challenges the traditional supervision mode of business administration. Business administration guarantees the healthy development of e-business. Scientific business management theories and methods are helpful for e-business enterprises to optimize their operation and management and enhance their competitiveness. At the same time, the policies and regulations formulated by the government based on the industrial and commercial management functions can standardize the order of the e-business market and create a good development environment.

## **3. The impact of e-business on business management**

### **(1) The impact on business management concepts**

In traditional business management, enterprises often adhere to a more conservative and static management concept, focusing on physical resources and local markets. However, the rise of

e-business has completely broken this situation. E-business, with its characteristics of openness, innovation and rapid iteration, promotes the change of business management concept to a more positive and dynamic direction. Enterprises are beginning to realize that they must embrace new technologies and new markets with an open mind and constantly innovate management models and business processes in order to gain a foothold in the fierce e-business competition. For example, under the impact of e-business, traditional retail enterprises gradually abandoned the concept of relying solely on offline stores, actively expanded online sales channels, and realized the integrated development of online and offline.

#### (2) The impact on the business management model

The development of e-business has had a great impact on the traditional business management model. From the perspective of organizational management mode, the traditional hierarchical structure is bloated and inefficient in the e-business environment. E-business companies tend to adopt a flat and networked organizational structure to improve the speed of information transmission and decision-making efficiency. In terms of operation management mode, e-business has changed the supply chain management and marketing management of enterprises. Enterprises need to use big data, cloud computing and other technologies to realize the coordinated operation of precision marketing and supply chain. Taking a clothing enterprise as an example, this article collects consumers' browsing and purchasing data through e-business platform, analyzes fashion trends, plans production in advance, effectively reduces inventory costs and improves operational efficiency.

#### (3) The impact on business management functions

E-business makes the functions of business administration face new challenges and changes. The specific contents are shown in Table 1:

Table 1: The Impact of E-business on Business Administration Functions

Business Administration Function	Traditional Situation	Changes under the Influence of E-business
Decision-making Function	Decisions are made based on experience and limited market research	Decisions rely on big data analysis, real-time market dynamics are obtained, and decisions are more accurate and faster
Planning Function	Long-term and stable plans are formulated	Plans need to be more flexible, adjusted in a timely manner according to market changes, with shorter cycles
Organizing Function	Emphasis is placed on a clear internal hierarchical organizational structure	Focus is on cross-departmental collaboration and external cooperation, with blurred organizational boundaries
Leading Function	Command-style leadership is predominant	More inclined towards incentive and guiding leadership to stimulate employee innovation capabilities
Controlling Function	Mainly controls internal processes and performance	It is necessary to also pay attention to external partners, online platforms, and other aspects, with an expanded control scope

#### (4) The impact on the demand for business management talents

Under the e-business environment, the requirements for business management talents have been greatly improved. Traditional business management talents mainly master basic management theories and skills. In the era of e-business, talents should not only be familiar with traditional management knowledge, but also have many abilities such as information technology, data analysis and network marketing. For example, managers of e-business companies need to know how to use data to analyze consumer behavior and formulate targeted marketing strategies; We must also be familiar with the operating rules of e-business platforms and coordinate online and offline resources. The lack of such compound talents has become an important factor restricting the development of many enterprises in the field of e-business.

#### 4. Based on the impact of e-business business management response measures

##### (1) Update the concept of business management

Faced with the impact of e-business, enterprises must actively update their business management concepts. Enterprises should abandon traditional conservative mentality and establish a business philosophy of innovation, openness, and cooperation. Taking innovative ideas as an example, enterprises should encourage employees to innovate boldly in business processes, products and services to adapt to the rapidly changing market environment of e-business. Some traditional manufacturing enterprises have introduced the "internet plus" thinking, innovated product design and production mode, and realized customized production to meet the individual needs of consumers. The concept of openness requires enterprises to break their own boundaries, strengthen exchanges and cooperation with suppliers, customers and e-business platforms, and build a mutually beneficial and win-win business ecosystem.

##### (2) Optimize the business management mode

The traditional hierarchical organizational management model is difficult to adapt to the rapid development of e-business, and enterprises should change to a flat and flexible organizational model. In a flat organization, reducing the management level makes the information transfer faster and the decision-making efficiency improved. As shown in Table 2 below:

Table 2: Comparison between Traditional Hierarchical and Flat Organizational Models

Comparison Item	Traditional Hierarchical Organizational Model	Flat Organizational Model
Number of Management Levels	Usually 3-5 levels, possibly more in large enterprises	Generally 1-3 levels
Information Transmission Efficiency	Slow, with information prone to distortion during hierarchical transmission	Rapid, with accurate information and minimal transmission loss
Decision-making Speed	Slow, requiring multiple layers of reporting and approval	Fast, with grassroots able to respond quickly to market changes
Flexibility in Responding to Market Changes	Poor, with slow reactions to market changes	Strong, with the ability to adjust business strategies in a timely manner

In terms of operation management, enterprises need to optimize supply chain and marketing management with the help of e-business technology. The supply chain management system can achieve accurate demand forecasting and inventory management by utilizing big data technology, effectively reducing inventory backlog. In marketing management, we should carry out precise marketing and formulate personalized marketing strategies based on consumer data analysis. As shown in the following Table 3:

Table 3: Comparison between Traditional and Optimized Operational Management Measures

Operational Management Aspect	Traditional Measure	Optimized Measure
Supply Chain Inventory Management	Inventory is estimated based on experience, often leading to significant inventory backlogs	Demand is accurately predicted using big data, pursuing zero inventory or low inventory status
Marketing Method	Mass marketing targeting the general public, lacking specificity	Carry out accurate marketing based on consumer portraits and accurately push product information
Customer Service	Mainly offline services, with a long response time to customer needs	Online-offline integrated services, with real-time responses to customer problems

##### (3) Strengthen the functions of business administration

Enterprises should make full use of the big data accumulated by e-business platform, conduct in-depth analysis and mining, and provide scientific basis for decision-making. It is necessary to establish a rapid decision-making mechanism and adjust the strategic direction in time according to

market changes. At the same time, enterprises should strengthen their control functions: broaden the scope of control, not only pay attention to the internal operation of enterprises, but also effectively monitor the external links such as e-business platform cooperation and logistics distribution. It is necessary to establish a risk early warning mechanism to find and deal with potential risks in time.

#### (4) Strengthen the training of business management personnel

In order to meet the demand of e-business for business management talents, universities and enterprises should cooperate with each other. Colleges and universities optimize the curriculum and add related courses such as e-business, data analysis and network marketing. Enterprises strengthen internal training, provide employees with practical training opportunities and improve their e-business management skills. At the same time, it is necessary to encourage talents to learn independently, constantly update the knowledge system, and adapt to the development needs of the e-business era.

## 5. Conclusions

This article deeply discusses the influence of e-business on business administration and its countermeasures. The rapid development of e-business has undoubtedly brought all-round impacts and challenges to traditional business administration. From the concept level, the traditional conservative business management concept has been unable to adapt to the e-business environment, and the concept of innovation and openness has become an inevitable choice. Enterprises need to actively seek change and dare to break through the shackles of traditional thinking. In the management mode, both the simplification of organizational structure and the reform of supply chain and marketing mode in operation management show the urgency of optimizing management mode driven by e-business. The function of business administration, from the big data of decision-making basis to the expansion of control scope, shows that it must be adjusted adaptively in the e-business era. At the same time, the change of talent demand also puts forward new requirements for higher education and enterprise training.

In view of these influences, the countermeasures proposed in this article have certain practical guiding significance. Renewing the concept is the foundation, pointing out the direction for enterprises to adapt to the e-business environment; Optimizing management mode is the key, which is directly related to the operational efficiency and competitiveness of enterprises; Strengthening functions is the guarantee to ensure the stable development of enterprises; Strengthening personnel training is fundamental and provides impetus for the sustainable development of enterprises. However, e-business is still developing, which may bring more new problems to business administration in the future. Follow-up research can further pay attention to the influence of new forms and technologies of e-business on business administration, constantly improve relevant theoretical and practical measures, and promote the steady progress of business administration in the wave of e-business.

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