

Probe into the Path of Enterprise Business Administration Empowering High-Quality Economic Development

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Abstract: This paper discusses the theoretical logic, realistic dilemma and core path of enterprise business administration enabling high-quality economic development. Theoretically and logically, business administration of enterprises is highly consistent with the goal of high-quality economic development by optimizing resource allocation, enhancing innovation ability, strengthening risk management and fulfilling social responsibilities, and plays a role in micro, meso and macro levels. However, the current business administration of enterprises still faces many practical difficulties in the process of empowering high-quality economic development, including external environmental constraints, internal management defects, shortcomings in technology application, talents and innovation difficulties, and international competition pressure. To this end, this paper puts forward the following core paths: One is to coordinate and optimize policies, accelerate the updating of laws and regulations, improve regulatory mechanisms, and provide precise support for the development of small and medium-sized enterprises; Second, internal management innovation, promote the flattening of organizational structure, and realize the standardization and digital integration of business processes; Third, in-depth application of technology, increase investment in big data, artificial intelligence and other technologies, tap the value of data, and improve the efficiency of supply chain coordination; Fourthly, we should focus on the cultivation of talents and innovation, introduce compound talents, reform the performance appraisal system, and stimulate innovation motivation. Fifthly, we need to expand our global vision, strengthen cross-cultural management training, and respond to changes in international rules. Through the implementation of these paths, enterprises can improve operational efficiency and market competitiveness and contribute to high-quality economic development.

1. Introduction

High-quality development is the primary task of building a socialist modern country in an all-round way. The realization of this strategic goal depends not only on the adjustment of macroeconomic policies, but also on the innovation and optimization of enterprise management at the micro level. As the core subject of economic activities, the management level and operational efficiency of enterprises directly determine the effectiveness of economic structure optimization and growth momentum transformation. Therefore, how to empower high-quality economic development

through enterprise business management has become an important topic that needs to be discussed urgently in theory and practice.

In recent years, China's economy is in the key period of transforming the development mode, optimizing the economic structure and transforming the growth momentum. In this context, the importance of business administration is increasingly prominent [1]. As a discipline that studies the laws of business activities and management theories and methods, the core goal of business administration is to improve the operational efficiency and market competitiveness of enterprises through scientific management means. Specifically, business management covers strategic management, organizational management, human resource management, financial management and other fields, providing all-round support for enterprises, thus promoting enterprises to achieve sustainable development.

As the core force to promote the high-quality development of enterprises, digital economy is profoundly changing the mode and path of traditional business administration. The research shows that the digital economy has injected new vitality into the business administration of enterprises through innovative application of data elements, digital reconstruction of production kinetic energy and optimization of trading mechanism. For example, the digital economy has driven enterprises to form innovative paths such as R&D empowerment model, manufacturing empowerment model and organizational management empowerment model [2]. These models not only improve the internal management efficiency of enterprises, but also promote the upgrading of enterprises in the global value chain, providing strong support for high-quality economic development.

At present, the research on enterprise business administration enabling high-quality economic development is still in the exploratory stage, especially the deep integration of digital economy and business administration, the digital transformation path of enterprises and other issues, which still need further in-depth study. This paper aims to explore the specific path of enterprise business administration in empowering high-quality economic development by combing relevant literature, and provide reference for policy makers, enterprise managers and academic researchers.

2. Theoretical logic of enterprise business administration enabling high-quality economic development

High-quality economic development emphasizes the transformation of economic development from pursuing speed and scale to pursuing quality and efficiency, and pays more attention to the development concept of innovation, coordination, green, openness and sharing. One of the core objectives of business administration is to realize the sustainable development of enterprises by optimizing resource allocation, improving operational efficiency and enhancing innovation ability. Therefore, the promotion of enterprise business management is highly compatible with the goal of high-quality economic development.

The optimization of enterprise business management can empower high-quality economic development by improving the efficiency of resource allocation, enhancing innovation ability, strengthening risk management and fulfilling social responsibilities [3]. Scientific decision-making and information technology help the efficient use of resources, innovative culture and R&D system stimulate technological progress and the development of new formats, a sound risk management system ensures the stable operation of enterprises, and actively fulfilling social responsibilities promotes the coordinated and sustainable development of economy, society and environment.

Enterprise business management can empower high-quality economic development through optimization at the micro, meso and macro levels (Figure 1). At the micro level, enterprises adopt advanced concepts and technologies such as lean management, total quality management and digital transformation to optimize internal processes, stimulate employees' creativity, form core

competitiveness and lay the foundation for sustainable development. On the meso level, by strengthening industrial chain coordination and cooperation and exchange within industrial clusters, resource sharing and complementary advantages can be realized, the overall efficiency and competitiveness of industries can be improved, and regional economic development can be promoted. At the macro level, generally improving the management level of enterprises will help to improve the market mechanism, promote the rational allocation of resources, promote technological innovation and industrial upgrading, realize the transformation of economic structure from factor-driven to innovation-driven, and finally achieve the goal of high-quality economic development.

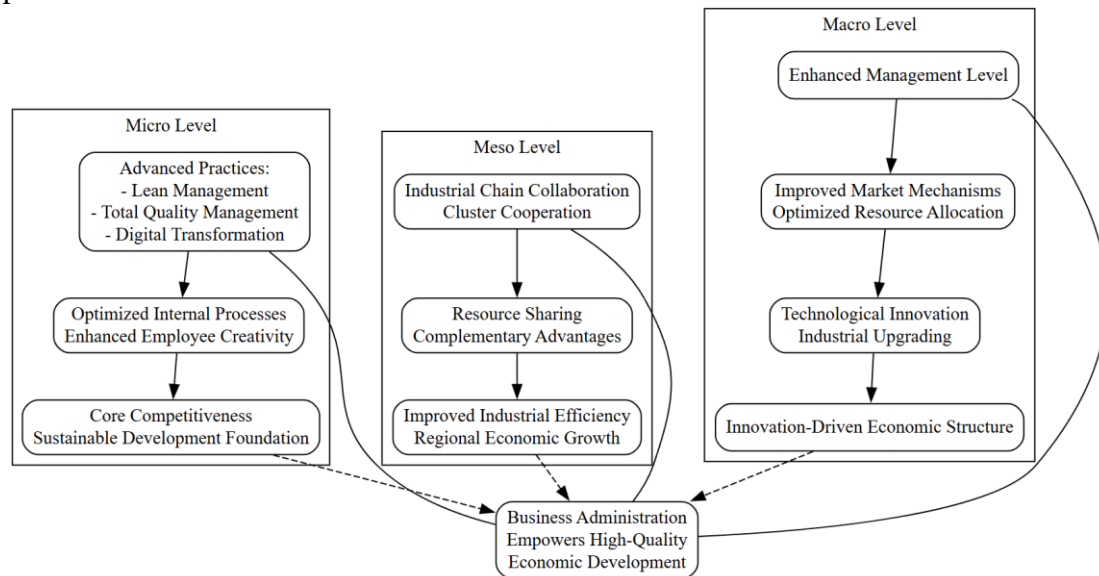


Figure 1 Theoretical logic of enterprise business administration enabling high-quality economic development

3. The realistic dilemma of enterprise business administration enabling high-quality economic development

Under the background of economic restructuring and intensified global competition, business administration of enterprises, as an important means to optimize resource allocation and enhance market competitiveness, plays an increasingly prominent role in empowering high-quality economic development. However, there are still many practical dilemmas in current practice, which restrict the full play of its effectiveness.

3.1. External environmental constraints

The current market supervision mechanism is difficult to adapt to the rapid development of emerging formats, and there are problems of supervision blind spots and inconsistent law enforcement standards. For example, new illegal acts such as online pyramid schemes and data privacy disclosure frequently occur, but the relevant laws and regulations are slowly updated, resulting in low law enforcement efficiency. Some local government policies are not forward-looking and fail to effectively connect with the actual needs of enterprises. For example, after the tightening of environmental protection policies, traditional manufacturing enterprises have fallen into a survival dilemma due to the high cost of technological upgrading, and the lack of policy compensation mechanism has intensified the resistance to transformation (Table 1).

Table 1 Types and influence of predicament

Predicament type	incorporate	Affect
Rigid supervision mechanism	The update of laws and regulations is lagging behind, and the supervision of emerging fields is blank.	Market disorder, corporate compliance costs rise [4]
Insufficient policy support	The mismatch between industrial policy and regional development demand makes it difficult for SMEs to raise funds.	Insufficient innovation motivation, regional economic imbalance intensified [5]

3.2. Internal management defects

Bureaucratic structure hinders agile response, and most enterprises still adopt pyramid management structure, which has long decision-making chain and distorted information transmission. The process standardization is low, and the business process depends on manual operation, lacking the support of standardized templates and automation tools. The survey shows that only 35% of small and medium-sized enterprises have realized the digital integration of financial and supply chain systems [6].

3.3. Technology application short board

There is an imbalance between technology input and output, and most enterprises' informatization construction stays in the stage of basic data collection, lacking in-depth application of technologies such as big data and artificial intelligence. There is a contradiction between data security and sharing, with significant data barriers among enterprises and low efficiency of supply chain coordination (as shown in Table 2).

Table 2 Technical bottleneck and performance

Technical bottleneck	Incorporate	Industry influence
Weak digital foundation	60% of small and medium-sized enterprises still use traditional ERP systems, lacking the ability of cloud collaboration.	The response speed of supply chain decreases, and the inventory turnover rate decreases [7]
Insufficient data governance capacity	The phenomenon of data islands is widespread, and it is difficult to integrate across systems.	The accuracy of market forecast is less than 40% [8]

3.4. Talent and innovation dilemma

At present, enterprises are facing obvious difficulties in talent and innovation. There is a shortage of compound management talents, and most managers lack interdisciplinary knowledge such as digitalization and internationalization, which leads to weak implementation of strategic transformation; At the same time, the traditional performance appraisal focuses on short-term financial indicators, which inhibits the long-term innovation motivation of employees, resulting in slow breakthrough of key technologies and limited innovation ability of enterprises.

3.5. International competitive pressure

In international competition, enterprises are faced with challenges due to the lack of global governance ability, including lack of cross-cultural management experience and weak ability to cope with international rules. In addition, the domestic steel industry failed to effectively predict and cope with the impact of the EU carbon border adjustment mechanism in 2024, and the export

cost increased by an average of 12% [9]. These problems highlight the importance of improving the global vision of enterprises and their ability to adapt to international market rules.

4. Enterprise business administration is the core path to empower high-quality economic development

4.1. Policy collaborative optimization

With the vigorous development of digital economy, new illegal acts such as network pyramid selling and data privacy disclosure occur frequently, and the lag of current laws and regulations has become an important bottleneck restricting market order. Therefore, it is necessary to speed up the update of relevant laws and regulations, clarify the regulatory standards of emerging formats, fill the regulatory gaps, and ensure the stability of market order. When formulating policies, local governments should fully consider the actual needs of enterprises and avoid the mismatch between policies and regional development needs. Especially in view of the financing difficulties of small and medium-sized enterprises, more accurate support policies should be introduced, such as setting up special funds and providing tax incentives, so as to stimulate the innovation power of enterprises and promote the balanced development of regional economy.

4.2. Internal management innovation

The traditional pyramid management structure has long decision-making chain and distorted information transmission, which has been difficult to adapt to the rapidly changing market environment. Therefore, enterprises should promote the flat reform of organizational structure, reduce intermediate levels, and improve decision-making efficiency and response speed. Standardization and automation of business processes are the key to improve the operational efficiency of enterprises. Enterprises should introduce advanced ERP systems, cloud computing and other technical means to realize the digital integration of financial and supply chain systems, reduce operating costs and enhance market competitiveness.

4.3. Deep application of technology

Enterprises should increase investment in big data, artificial intelligence and other technologies, deeply integrate technology into business processes, tap the value of data, and provide strong support for decision-making. Through data-driven business innovation, enterprises can develop new products and optimize service processes to meet the diversified needs of the market. At the same time of data application, enterprises should attach great importance to data security and establish a sound data governance system. Actively promote data sharing and cooperation within the industry, break data barriers, improve supply chain collaboration efficiency, and achieve mutual benefit and win-win results.

4.4. Talents and innovative cultivation

Facing the challenge of digital transformation, enterprises should actively introduce compound talents with interdisciplinary knowledge such as digitalization and internationalization to provide a strong talent guarantee for strategic transformation. By optimizing the talent structure, the comprehensive quality and decision-making ability of the management team can be improved. The traditional performance appraisal system tends to focus on short-term financial indicators, which inhibits employees' long-term innovation motivation. Therefore, enterprises should reform the

performance appraisal system, bring innovation achievements and technological breakthroughs into the scope of assessment, stimulate employees' enthusiasm for innovation, and promote the continuous innovation and development of enterprises.

4.5. Global vision expansion

With the acceleration of globalization, enterprises are facing the challenge of cross-cultural management in international competition. Enterprises should strengthen cross-cultural management training, improve the management team's international vision and cross-cultural communication ability, so as to better meet the needs of the international market. Enterprises should pay close attention to the changes of international rules and study relevant trade policies and environmental protection standards in order to avoid potential trade risks. Through the advance layout and strategy adjustment, we can ensure the steady development of enterprises in international competition.

The core path for enterprise business administration to enable high-quality economic development lies in policy coordination optimization, internal management innovation, in-depth application of technology, cultivation of talents and innovation, and expansion of global vision. Through the implementation of these paths, enterprises can continuously improve their operational efficiency and market competitiveness and contribute to high-quality economic development.

5. Conclusion

Under the background of high-quality economic development, business administration plays an important role in promoting economic structure optimization and growth momentum transformation by optimizing resource allocation, improving operational efficiency and enhancing innovation ability. This paper discusses the path of enterprise business administration empowering high-quality economic development from two angles of theoretical logic and practical dilemma. Theoretically and logically, business administration of enterprises is highly consistent with the goal of high-quality economic development, and high-quality economic development can be effectively promoted through optimization at the micro, meso and macro levels. However, there are still many practical dilemmas in current practice, such as external environment constraints, internal management defects, shortcomings in technology application, talents and innovation dilemmas, and international competition pressure. In order to overcome these difficulties, this paper puts forward a series of core paths: policy collaborative optimization, internal management innovation, in-depth application of technology, talent and innovation cultivation and global vision expansion. By implementing the above-mentioned core path, enterprises can continuously improve their operational efficiency and market competitiveness and contribute to high-quality economic development. Future research can further explore the deep integration of digital economy and business administration, the specific path of enterprise digital transformation, and provide more theoretical support and practical guidance for enterprise business administration to empower high-quality economic development.

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