

Analysis of the Influence of the Concept of Core Competitiveness on the Concept of Contemporary Business Management

Wanqi Ma^a

School of Economics and Management, Beijing Jiaotong University, Weihai, China

^a19726014@bjtu.edu.cn

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Abstract: The strength level of my country's economic development has gradually improved, and it has entered a new period of economic development. During the operation period, enterprises need to promote the improvement of various development forces through scientific management. In the new development period, innovation and reform are still very important tasks. In the new era, the global economy is diversified and the market competition is increasing. The development of enterprises is facing unprecedented challenges, but also encounters rare development opportunities. In order to stand out in the fierce market competition, enterprises must strengthen their core Competitiveness. Each enterprise is unique and has its own core competitiveness, but different companies have different concepts of core competitiveness, which makes the use of their own advantageous resources at different levels, which affects the development of the enterprise itself. The improvement and optimization of the core competitiveness is the key to the long-term development of the enterprise, the key to the sustainable development of the enterprise, and the core direction of the innovation of the enterprise management concept. The so-called core competitiveness is the technology and core concept that the company owns and is not easy to be imitated by competitors, which can help the company to generate a competitive advantage.

1. Introduction

Under the background of the continuous development of the times, the core competitiveness theory has become the focus of enterprise strategic development and operation management research. Expansion is the main development challenge faced by enterprises [1]. Adhering to the application of core competitiveness theory can ensure that enterprises can achieve success in the fierce market competition. opportunities for development [2]. After years of economic reform and development, my country's comprehensive economic level has been greatly improved, and the main structure of economic development is enterprises [3]. The development of business management activities of enterprises is a necessary means to promote the quality, efficiency and benefit of development projects [4]. Core competitiveness is a unique resource, which acts as a barrier to other similar companies, and can effectively prevent follow-up, allowing companies to dominate the blue ocean under the action of unique resources, continuously expand their market share, and build corporate brands [5]. With the continuous progress of society, the content of the world economic system is complex and changeable, and the degree of competition in the market is also increasing day by day [6]. Core competitiveness refers to the ability to find resources that suit its advantages for enterprises and the ability to organize, combine and allocate these resources, and its role is to drive enterprises to obtain long-term, stable and excess profits [7]. In the process of developing core competitiveness, enterprises must integrate their own advantageous resources and realize reasonable allocation, so as to rely on their advantages to drive enterprises to achieve long-term and stable development and obtain stable income and profits [8]. The development of contemporary enterprises gradually matures, and competitive resources follow With the changes in the market and constantly changing, the core competitiveness also changes [9]. The concept of core competitiveness is a new management theory

for modern economic development, and its impact on contemporary enterprise management is intuitive and far-reaching. It is of practical significance to study the concept of force [10]. This resource can be an advanced technology, a team with strong centripetal force, or a compact management model that integrates talent training, business development, market operation, and top decision-making formed under the background of informatization.

2. Analysis of the influence of the concept of core competitiveness on the management concept of contemporary enterprises

2.1. Adjusting the core links of the enterprise, cohesive development

The current management concept of the enterprise focuses on improving the all-round development of the enterprise. It is not only necessary to do a good job in quality management, personnel management and service management, but also requires relevant personnel to maintain a positive sense of responsibility and mission, so that the relevant work can be completed more efficiently [11]. With the development of the times, the changes in the external environment of the market and the internal environment of enterprises will become more and more complicated, and the scale of operation of enterprises will gradually expand. In the development of traditional enterprises, the comprehensiveness of management work is emphasized, and the management work must be perfect, which requires In the management of enterprises, we must do everything in detail, and we must do a good job in every detail. This kind of management concept is necessary for the development of the enterprise, but the idea of comprehensive management is too ideal, and it is often impossible to execute it perfectly when it is implemented, which leads to the phenomenon that the priority is not clear and the priority is not clear. At the same time, it also requires the employees of the enterprise to participate in the management and handle all things properly. But this is an ideal state. In the actual management work, it is limited by external factors and resources. It is necessary to ensure that the management work is detailed and everything is done well. There will be a problem of not doing everything well. Under the core competitiveness, enterprise management must have an audience. Enterprises should further ensure the effective implementation of the management system, pay attention to the development and expansion of key points, and ensure that relevant resources can be used on the "knife edge".

Enterprises should fully understand their own economic strength and development goals, and steadily improve according to the business plan. They should not exaggerate the economic income ratio too much, and should not blindly follow the pace of companies with high influence. Instead, they should combine their own actual conditions, implement the theory of core competitiveness, and expand steadily. Enterprise size. The essence of enterprise management is to call high-quality resources, coordinate the existing resources of the enterprise, and through rational allocation, maximize the value of these resources and maximize profits. Under the theory of core competitiveness, more emphasis is placed on the coordination and optimization of management links. Pay attention to the centralized utilization and management of resources. In addition, enterprises should highlight the development focus, clarify the core of the industry, and appropriately increase their relevant allocation resources, so that enterprises can use their unique product advantages to promote product brands, enhance the visibility and influence of the enterprise, and then compete with the same level. In the competition of enterprises, take the initiative and surpass competitors. The enterprise fully utilizes its own resources, applies human, material and financial resources to the key management links of the enterprise, and eliminates unnecessary management links, strives to save expenses, energy and costs, and maximizes the limited materials, so as to realize the key management links. Strengthening to drive the development of other aspects of the enterprise.

2.2. Oppose comprehensive development and implement nuclear development

Diversified development of an enterprise is different from integrated development. Diversified development focuses on extending the current project field and making it a brand-new enterprise product. In order to improve the diversity of the industry and make it better able to adapt to the market

environment, it is understandable that enterprises should seize the fleeting business opportunities and complete the expansion of resources. With the development of the times, the changes in the external environment of the market and the internal environment of enterprises will become more and more complicated, and the scale of operation of enterprises will gradually expand. In the development of traditional enterprises, the comprehensiveness of management work is emphasized, and the management work must be perfect, which requires In the management of enterprises, we must do everything in detail, and we must do every detail well. At the same time, we also require the employees of the company to participate in the management and handle all things properly. However, this is also one of the most risky business strategies. When an enterprise enters a new project field, it is easy to have a situation where the capabilities do not match and the resources do not meet the requirements. The enterprise lacks complete practical experience in the new project and cannot effectively deal with it. The occurrence of special circumstances makes it very passive in strategic deployment. In the actual management work, limited by external factors and resources, it is necessary to ensure that the management work is detailed and everything is done well, and there will be the problem of not doing everything well. Therefore, under the core competitiveness, enterprise management should have an audience. Diversified development is bound to distract the management's time and energy and further split the available resources. This approach may even shake the foundation of the enterprise and cause the enterprise to go bankrupt.

The essence of enterprise operation and management is to call high-quality resources, coordinate the existing resources of the enterprise, and through rational allocation, maximize the value of these resources and maximize profits. The concept of core competitiveness is to encourage enterprises to take nuclearization as their development goal, and further integrate fragmented and loose businesses, so as to improve the competitiveness of core products. Under the core competitiveness theory, more emphasis is placed on the coordination and optimization of management links and the centralized utilization and management of resources. Therefore, enterprises fully utilize their own resources, apply human, material and financial resources to key management links of the enterprise, and eliminate unnecessary It strives to save expenditure, energy and cost, and maximize the limited materials, so as to realize the strengthening of key management links and promote the development of other aspects of the enterprise.

3. Suggestions for the concept of core competitiveness of enterprises

3.1. The existing problems in shaping the concept of core competitiveness of enterprises at present

Most companies regard their current core competitiveness as an eternal resource. In fact, any resource is constantly decreasing or even disappearing. Such a concept of core competitiveness is very dangerous for companies. my country's economic development has gone through many stages, and has been deepening reforms in the process of development. Innovation has always been the focus of my country's economic development. Management concepts are constantly changing and innovating in the process of development. The development of management concepts has gradually matured, and new management concepts. It can be widely used because it is in line with the characteristics and needs of the economic development of the times. Many companies focus their core competitiveness on core technologies, core talents, and core resources, but do not realize that core competitiveness is a comprehensive ability that is reflected in the centralized and scientific management of talents, management, and technology. In the early 20th century, the era of classical management theory began to take shape. Known as the father of management theory is the famous French management scientist Fayol. business management and control. It is easy to lead to biased enterprise management, for example, lack of overall planning of other resources, biased towards core talents in the process of profit distribution, resulting in unfair distribution.

After the 1930s, the development of management concepts has entered a stage of modernization. In the development, the behavioral science management theory is widely used, and people are the

main body of enterprise management. In the current economic field, the core competitiveness of enterprises needs to be integrated into information technology. Through a full analysis of competitors, the state of their core competitiveness can be found, and a targeted solution can be formed. The development stage of contemporary management theory began in the 1980s. The economic development speed of the contemporary world is relatively fast, and the development of new things is more vigorous. However, there are still many crises and contradictions in the actual development. These are all during the development of enterprise management. For the content that needs to be paid attention to and solved, such as environmental protection, energy conservation, etc., contemporary enterprises pay more attention to strategic development, and realize the promotion of long-term survival and development of enterprises through the scientific application and implementation of management concepts.

3.2. Countermeasures to build the core competitiveness of enterprises

The core competitiveness of an enterprise is also the decision-making power of the enterprise, which has the characteristics of comprehensive diversity. The core competitiveness includes the judgment of grasping the overall situation and assessing the situation, the innovation of bold breakthroughs and competition, the cultural power of learning from others' strengths, and pioneering and enterprising. Affinity for quality, honesty and trustworthiness. In terms of specific implementation, enterprise managers need to carefully observe the trajectory of their own enterprise development, analyze resources in different periods, and see the variability of resources through such an image comparison. The evaluation method of core competitiveness is shown in Figure 1 and Figure 2.

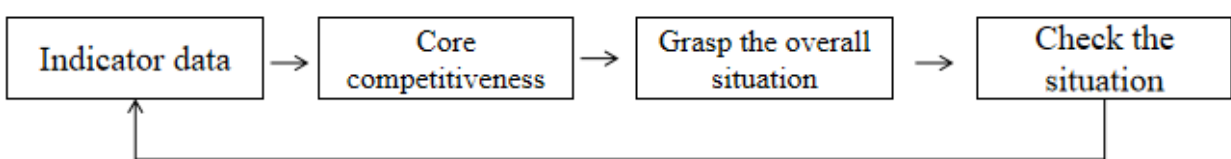


Figure 1. Application of entropy weight method



Figure 2. Application of AHP method

The concept of core competitiveness is deepened in the development of enterprise management, which can help enterprises gather more internal strength, promote enterprise development, and effectively speed up the construction process. Take advantage of it. The concept of contemporary enterprise management should first focus on the core competitiveness of the enterprise, that is, to develop the core management of the enterprise. The concept of core competitiveness has become the soul and core of contemporary enterprise management concepts. From this, we realize that it is very necessary to establish the dynamic development concept of core competitiveness. On this basis, actively carry out enterprise resource management, establish a database, speak through factual data, and make wise choices. We adopt management strategies to adjust and strengthen the disadvantages, so as to help enterprises establish more advantages in the development and competition, enhance market competitiveness, and open up more market space.

If an enterprise wants to win the competition, it should concentrate its firepower on the core products and employees. It should pay attention to the key points without ignoring the whole. Only by focusing its own strength on the core of the enterprise is to give full play to the core competitiveness of the enterprise. the best way. At present, most enterprises already have computers, the Internet, and self-media, but the comprehensive utilization level is low, so it is not a real lack of

information technology, but a lack of information technology and information platform integration talents. The core competitiveness management concept is significantly different from the previous management mode in terms of management focus and direction. Enterprises need to have a correct understanding of the core competitiveness concept in order to have a positive impact on enterprise management through the application of its concept. To achieve the simultaneous improvement of the quality and efficiency of enterprise development. In terms of operation and management, enterprises must use all efficient means to quickly occupy the core market, focus on core industries, and use the power of science and technology to innovate, so as to enhance the core competitiveness of the entire enterprise.

4. Conclusions

At present, the management concept of contemporary enterprises has changed from the traditional comprehensive management to the key management under the concept of core competitiveness. If an enterprise wants to achieve sustainable development in the fiercely competitive market environment, it must take strengthening the core competitiveness of the enterprise as the top priority. In the practice of enterprise operation and management, in order to adapt to the market and its own changes, it is necessary to continuously promote the change of its own concept, rely on the concept of core competitiveness, change management cognition, and adjust management mode. Through the analysis of the development process of the contemporary enterprise management concept and the basic overview of the core competitiveness concept, the influence of the core competitiveness concept on the contemporary enterprise management concept is studied. The influence of the concept of the core competitiveness of an enterprise on the management concept of the enterprise is multi-level and multi-angle, and it acts on the comprehensive management of the human resources, capital, technology and equipment of the enterprise. In the practice process of enterprise management, in order to promote the innovation and reform of enterprise management concepts, we should rely on the concept of core competitiveness, actively and effectively transform and innovate management models and management concepts.

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