

# Research and Systematic Analysis on Enterprise Innovation and Development in Business Administration

Wenlong Liu  
José Rizal University, Manila, Philippines

**Abstract:** In the 21st century, with the development of economic globalization, China's socialist market economy is facing many development opportunities. However, in the process of development, it also faces great challenges. Build a reasonable economic management system in China to ensure the stable and sustainable development of China's socialist market economy. In addition to improving the legal system, we also need to pay attention to enterprise management, especially enterprise business administration, and give full play to the role of enterprise business administration in promoting economic development.

**Keywords:** *Business Administration, Economic Development, System Construction, Innovative Ideas*

## I. INTRODUCTION

Business administration and economic development complement each other, promote each other and develop each other. On the one hand, economic development helps to promote the orderly business management of enterprises. In essence, because of the rapid development of socialist market economy, management should be born. Under the background of socialist market, the effective practice of industrial and commercial administration can maintain the market order and ensure the stable development of market economy. Therefore, in order to better promote the further development of the economy, it is necessary to take effective measures to ensure the orderly progress of management work. On the other hand, the enterprise management system plays an important role in promoting the harmonious development of social economy. In recent years, with the rapid development of social economy, the market competition between different interests has become hot. Both rely on the role of market mechanism, which cannot guarantee the healthy and sustainable development of market economy. The effective practice of management, to a large extent, can make up for the shortcomings of the market economy, create a good environment for the healthy development of the market economy, in a fair and just market, effective management can further promote the sustainable development of the economy.

In the context of the new normal of the economy, if enterprises are professionally managed by means of business management measures, the operating costs of enterprises can be effectively controlled. The regulations of business administration make clear the cost control measures for enterprises, and can also carry out cost management for enterprises in the running state. At this time, the resources of various departments within the enterprise can be rationally allocated, while reducing the waste of resources and capital, and achieving effective control of operating costs.

Under the constraints of the regulations of business administration, each department of the enterprise can carry out good self-management, at this time, the role of business administration to improve the efficiency of human resource

management is gradually highlighted. For enterprises, the management efficiency and level of human resources directly affect the operation and operation of enterprises, because the development of enterprises needs to be built on the basis of the active struggle of every employee. With the help of the relevant measures of business management, the potential of employees can be fully stimulated, which is beneficial to the enterprise. At the same time, business management measures can provide some solutions for enterprise human resource management, promote the rationality of human resource management measures, employees are more willing to take the initiative to make contributions to the enterprise.

Under the background of the new era, the innovation of business administration needs to take corresponding measures from the level of science and technology. In an era of constant dynamic change, it is almost impossible for power supply enterprises to use unchangeable commodities to stabilize their position in the power market system. In the age of information technology, science and technology drive the progress and development of the world, if the power supply enterprises do not carry out scientific and technological innovation, then they will gradually lose the initiative of competition in the electricity market. Under the background of the new economic normal, power supply enterprises need to carry out scientific and technological innovation combined with the relevant content of business management, which shows from the side that enterprises are constantly optimizing the core technology, so as to constantly consolidate their position in the power market.

## II. THE PROPOSED METHODOLOGY

**The Internal Relation between Business Administration and Economic Development.** The stable development of social economy requires relevant systems to play a role and stifle some bad social and economic behaviors, so as to ensure the steady development of social market economy. However, with the development of The Times, it is necessary to attach importance to the improvement and optimization of laws and regulations, so as to further improve the adaptability of the legal system and make it play an active role in further improving and optimizing the market economic system and coordinating the operation of relevant systems and market processes in the economic development of the new period. Only in this way, the socialist market transaction form can be effectively managed and controlled, creating a fair and just market environment, and ultimately promoting the benign development of the market environment and producing huge economic benefits. Thus it can be seen that the industrial and commercial sector can provide legal protection for economic development and promote economic development.

Enterprise business management can lay a solid foundation for the benign development of enterprises, and ultimately achieve the long-term development strategic goals of

enterprises. In the daily operation of enterprises, the core work content of enterprise management department is to coordinate the relationship between legal departments and enterprises. The legal department of the enterprise is mainly responsible for the supervision of relevant laws, legal departments and enterprise operation, laying a solid foundation for the stable development of the enterprise. At the present stage, the socialist market economy is in the critical period of transformation and development. Enterprises need to pay attention to the innovation of management system to ensure that their development ADAPTS to the latest requirements of the development of market economy. It should be emphasized that the core of the enterprise management concept is to promote the stable economic growth of enterprises and achieve long-term development of enterprises, while promoting the rapid development of social market economy. For this reason, in the operation and development of enterprises, it is necessary to constantly strengthen the understanding of advanced management concepts, guide the innovation and development of enterprises with advanced management concepts, and ensure the sustainable development of enterprises in the market economy system.

Enterprise business management is the main function of the administrative functions into full play, through give full play to the supervision and management functions, can be a powerful blow market bad behavior, effective maintenance market rank sequence, this for various enterprises in the market development, plays an important role in promoting, at the same time also plays a significant role in improving the economic system, Then make use of the perfect economic system, help to promote further economic development. Specifically, on the one hand, the perfection of the market economy system can further combine market demand, scientifically and rationally allocate market resources, revitalize all market resources, avoid the phenomenon of idle resources or inadequate utilization of resources, and thus help promote economic development. On the other hand, the perfection of the market economy system can provide the basis for the macro-control of the economic market by the industrial and commercial administration departments in China, and can further strengthen the control effect of the main body of market supervision on economic activities, create a harmonious market environment, and help promote the development of economy.

#### **Business Administration Personnel Training Program.**

Enterprise managers should have the ability of predicting the future, setting goals, making decisions and planning in the management of enterprises, so as to integrate and rationally use the resources they have. Only in this way can we accurately grasp the future development of the enterprise and obtain the ability of maximum effectiveness of the enterprise. Plan management is an essential ability in business administration, which can improve the competitiveness of the enterprise in all aspects and also help enterprises reduce the risks they will face. Therefore, business management talents should master and have good planning and management ability, so as to correctly formulate the strategy, goals and guidelines for the development of enterprises, so that enterprises can gain a firm foothold in the rapid development of society and develop gradually.

In the business of enterprise management, enterprise managers should have the ability to coordinate the disharmony between enterprise personnel and the outside, and also be able to transfer and exchange control the bad information and ideas in them. Human resources are the core of enterprise resources, because people have subjective initiative, creativity and uncertainty. If they are not properly managed, they will have

negative and damaging effects. Only after establishing the normal communication of the enterprise, can abnormal and disharmonious gossip be avoided, so as to establish a friendly working environment of the enterprise. In addition, corporate management is not only in the face of internal staff, enterprises also meet external public relations, such as customers, suppliers, vendors, government agencies, the press, education scientific research institutions, communities and other objects of public relations, enterprise managers also should be has the ability of communication and coordination with them, This is the only way to establish a friendly and cotuned state.

Competition in all walks of life exists all the time and is quite fierce. Innovation is the basis for enterprises to obtain competitive advantages in the same environment, and innovation is also the necessary condition for sustainable development of enterprises. In enterprise innovation, innovation consciousness and innovation ability are the objective needs of modern information economy and social development. This requires enterprise managers to have a strong sense of innovation and innovation ability. In order to achieve these, enterprise managers should improve their professional ability through continuous learning and summarizing work experience. In this way, management consciousness, management concepts and management methods can reach a higher level, and the innovation ability of enterprises can be further improved, so that enterprises occupy a dominant position in social competition.

Enterprises in the formulation of reasonable business management mode should be carried out according to their own development needs, only in this way can let the enterprise more long-term development. So in practice, we should first realize that the important factor of enterprise development is talent, and the role of talent in the actual development process should be fully recognized. We should constantly strengthen the construction of talent team, and the relevant management personnel should also strengthen the pre-job training before taking up their posts, so that they can better understand the current advanced management thinking. So that the rationality and scientificity of decision-making and accuracy can be improved.

In addition, the importance of information technology and science and technology should also get enough attention and understanding, enterprises in this era of information explosion to constantly improve their information technology level and science and technology level. While understanding the actual demand of the market, gradually establish a relatively perfect information collection and analysis system, produce products that can meet the needs of users, change the sales path through the Internet, and change the business model of the enterprise. Finally, encourage employees to actively participate in the enterprise, so that employees' management awareness and awareness of participation can be improved. If we want to fully enhance the vitality of the enterprise, we should give full play to the creativity of employees, so as to promote the long-term development of the enterprise.

**The Significance of Enterprise Culture Innovation and Enterprise Management Innovation.** Enterprise leaders belong to the development of the enterprise first, should do to set an example, play a good role of benchmarking. Enterprise leaders need to make use of humanized management ideas, constantly update management methods and management knowledge, and innovate enterprise culture. Leaders need to clarify the importance of corporate culture, improve their own comprehensive quality, ensure that their values and management methods can be supported by employees, and

establish a unique corporate culture. Enterprise leaders need to deploy development strategies and define the future development mode of the enterprise.

Enterprise culture construction and innovation is the main participants in human resources, human resources building of enterprise culture system to promote the development of the enterprise culture, training employees in the process, can be in the proper corporate culture, employees can understand the enterprise culture, can investigate employee after from the end of the reward assessment results excellent employees, Full mobilization of their work enthusiasm can also make them clear about the importance of corporate culture, give more recognition to corporate culture, so that they can be involved in the construction process of corporate culture.

Enterprise cultural innovation need to strengthen the collaboration between enterprises, the current enterprise development need to strengthen the contact and learn from each other, each enterprise play the role of mutual promotion, enterprise management needs to broaden the horizon, optimize management mode and management concept, enterprise through mutual cooperation, can complement each other, promote the enterprise culture innovation.

Continuous innovation of enterprise culture, enterprise management will inevitably be innovative. In the process of innovation of enterprise culture, it will change the work objectives and work attitude of the enterprise. In order to cater to the new enterprise culture, it is necessary to adjust the management mode and management mode of the enterprise. In addition, modern enterprise competitiveness is not only products, but also technology and talent competition. Innovation of corporate culture requires strategic adjustment according to factors such as consumer and market development. To change the production goal, the management mode also has to have certain changes, so as to better adapt to the constantly developing market, to meet the development of the enterprise.

If the enterprise culture formed through innovation is recognized by employees, then employees will have a sense of responsibility and belonging to the enterprise, and more actively invest in their own work and contribute to the development of the enterprise. Enterprises for employees to create a good working environment, and really do know how to do. Enterprise innovation in human resource management can retain talents and attract more talents.

The establishment of restraint mechanism, mainly timely restraint and restriction of employees' behavior, psychology, thought and other aspects. Corporate culture can be used to regulate and restrict the behaviors and thoughts of each employee. Corporate culture is not a hard and forced constraint, which belongs to a soft constraint. The soft contract bundle includes the enterprise cultural atmosphere, moral code and group code of conduct, as well as the innovative spirit culture of the enterprise. Then the masses will spontaneously generate pressure, leading to the resonance of the employees, adjust and control their own behavior, and actively participate in the innovation activities.

Enterprise innovation is a systematic and complex process, which cannot be achieved simply by relying on the efforts of enterprises. The development of enterprise innovation requires the use of various advanced computer network software and

equipment to continuously innovate network and realize network innovation cooperation. Under the influence of current knowledge economy background, realizing the cooperation of competitive enterprises can establish strategic alliance, which is conducive to better development of social economy. If the language and culture of an enterprise are similar, innovation in the exchange of ideas can be realized and innovative knowledge can be better disseminated. In this way, all walks of life in the society can communicate more conveniently.

## CONCLUSION

In the development process of modern enterprises, the innovation of enterprise culture can show the innovation of enterprise management and ensure the stable and long-term development of enterprises. Therefore, the development of modern enterprises needs to attach importance to cultural innovation work, contact enterprise cultural innovation and enterprise management innovation, and give full play to the role of enterprise cultural innovation.

## References

- [1] YANG, Xue-cheng, and Yue SUI. "To Explore the Innovation of Chinese Research on Business Administration: Review of the 4~(th) Annual High-end Forum on Chinese Research on Business Administration." *Business Management Journal* (2017).
- [2] Hui, Wang. "Construction of Business Administration Core Curriculum Group from the Perspective of Ability Training." *The Science Education Article Collects* (2018): 01.
- [3] Wang, Jordan V., Christian A. Albornoz, Ezra Hazan, Matthew Keller, and Nazanin Saedi. "Business administration training for dermatology residents: preparing for the business of medicine." *Clinics in dermatology* 37, no. 1 (2019): 78-79.
- [4] Serao, Luiz Antonio Jucá, Fátima Bayma de Oliveira, Mirian Albert Pires, and Anderson de Souza Sant'Anna. "Recognition of the theme "Social Responsibility" in Higher Education Institutions. Analysis of undergraduate courses in Business Administration in the state of Rio de Janeiro." *Cadernos EBAPE. BR* 15 (2017): 462-481.
- [5] Roetzel, Peter Gordon. "Information overload in the information age: a review of the literature from business administration, business psychology, and related disciplines with a bibliometric approach and framework development." *Business research* 12, no. 2 (2019): 479-522.
- [6] Naik, Kiran R., Vision Fly, Adarsha Mall, and Beside Hotel Adarsha Palace. "Social media impact on language learning for specific purposes: a study in English for business administration." *IJRAR-International Journal of Research and Analytical Reviews (IJRAR)* 6, no. 2 (2019): 164-177.
- [7] Hernández-Sánchez, Brizeida Raquel, Giuseppina Maria Cardella, and José Carlos Sánchez-García. "Psychological factors that lessen the impact of covid-19 on the self-employment intention of business administration and economics' students from latin america." *International journal of environmental research and public health* 17, no. 15 (2020): 5293.