

Analysis of Measures to Improve the Business Administration Level in the Digital Economy Environment

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Abstract: In recent years, the operational landscape of companies within the digital economy has experienced significant transformations. Embracing cutting-edge ideologies and digital innovations has not only created diverse avenues for growth but also led to substantial progress in certain areas while phasing out and optimizing several business models. Against this backdrop, employing effective and rational strategies to enhance corporate management standards is crucial. This is particularly important given the imperfections in current management systems, the shortage of specialized talent, and the need for digital capability improvements, all of which are vital for ensuring the long-term stability and success of enterprises. With this in mind, this paper explores corporate administration models and proposes several practical solutions to address challenges faced in business management under the digital economy, aiming to serve as a valuable resource for professionals and decision-makers alike.

Keywords: Digital economy; Enterprise; Business administration; Measures

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1. Introduction

The digital economy leverages digital technology and internet platforms to create a new economic model, transforming the global economic landscape at an unparalleled pace. Clearly visible is the significant shift in the operational environment for businesses, where the conventional business management approach increasingly reveals issues tied to outdated development practices. This makes it progressively challenging to meet modern developmental requirements. Against this backdrop, enhancing the level of enterprise management to ensure sustainable growth and ongoing improvements in operational efficiency stands as the critical challenge to address. A thorough examination of relevant strategies can assist companies in utilizing digital tools to refine their management processes and eventually secure a robust position amidst intense market competition.

2. Overview of enterprise business management model

Enterprise business administration consists of two key components: Internal management and external operations. It is characterized by its strong professionalism and comprehensiveness, encompassing three primary areas: Accounting, management, and economics. Enhancing the mode of enterprise business administration not only improves the scientific nature of business decision-making but also strengthens the stability of an organization's internal structure. This serves as a critical approach to ensuring the stability and long-term growth of enterprises ^[1]. Furthermore, disseminating management-related knowledge within enterprise business administration can elevate employees' managerial competence and overall quality, thereby enhancing corporate cohesion and facilitating sustainable development. From a new historical perspective, exploring the core elements of modern enterprise business administration involves balancing external operations with internal controls while emphasizing the efficient allocation of resources and steady improvement of economic performance. These efforts contribute significantly to the future evolution, transformation, and upgrading of enterprises. To ensure effective outcomes in modern enterprise business management, organizations must align with contemporary development trends and needs, continuously adopting advanced management frameworks to address existing challenges ^[2,3]. Such measures provide robust support for refined and adaptable management practices, ultimately promoting the harmonious and sustainable progress of modern enterprises.

3. Problems in business administration of enterprises in the digital economy environment

3.1. Imperfect management system

In the transition to a digital economy, numerous enterprises have adopted various digital technologies; however, their management systems have not been adequately upgraded or enhanced. Conventional management processes and structures seem overly complex and inefficient in the digital age, failing to fully leverage the benefits of digital tools. The decision-making framework in some organizations remains highly centralized, with delayed information flow, resulting in sluggish decision-making that struggles to keep up with the fast-paced market dynamics ^[4]. Within the context of a digital economy, certain enterprises lack robust strategies for ensuring data security and privacy protection, thereby exposing themselves to the risk of data breaches, which could potentially harm the companies financially or otherwise.

3.2. Lack of professional talents

The digital economy demands that company managers possess interdisciplinary expertise, combining robust business administration skills with a strong grasp of digital technology and data analysis. Nevertheless, there is currently a scarcity of such specialized talents within enterprises. Many managers only possess a surface-level understanding of digital technology and struggle to effectively integrate it into business management practices. For instance, when developing marketing strategies, the absence of big data analysis capabilities can lead to an inability to accurately understand market demands and consumer behaviors, ultimately resulting in suboptimal marketing outcomes. Additionally, companies face challenges in talent development and recruitment. They lack a comprehensive talent training system and an appealing talent acquisition mechanism, making it difficult to fulfill the talent requirements necessary for thriving in a digital economy environment.

3.3. Low level of digitalization

Although the adoption of digital technology in enterprises is growing, some organizations remain only partially digitized. While certain companies apply digital tools to basic functions like office automation and financial

management, their use of digital technology remains restricted in critical business areas such as production, manufacturing ^[5–8], supply chain management, and customer relationship management. In production and manufacturing processes, some companies have yet to achieve intelligent production, resulting in low efficiency and challenges in ensuring product quality. Regarding supply chain management, communication between enterprises and suppliers is often inefficient due to the absence of a digital collaboration platform, which slows down the responsiveness of the supply chain. This limited level of digital transformation hinders businesses from achieving competitive advantages within the digital economy landscape.

4. Measuring to improve the level of business management in the digital economy environment

4.1. Defining the development orientation and accelerating digital construction

If Chinese enterprises aim to achieve rapid growth in the digital economy era, they must capitalize on the opportunities presented by digital transformation and upgrading. By clarifying their development positioning and setting objectives for the next phase of operations, they can enhance their competitiveness and establish a robust foundation for future progress through reform and innovation. Corresponding managers and responsible individuals should fulfill their job responsibilities, gain deeper insights into the development of peer industries and other enterprises, develop long-term strategic plans, and establish national condition-appropriate strategic positioning. This ensures clear goals, defined pathways, and sustainable long-term development. The author emphasizes the necessity of enhancing self-learning and training, improving the ability to extract critical information and market intelligence, to stay attuned to industry trends in the digital economy, address new challenges, seize emerging opportunities, and adapt to an increasingly competitive market environment ^[9]. Even in the allocation of technical personnel, it is essential to engage in goal-oriented and planned work, minimize resource wastage, and sustain the vitality of enterprise operations. With clear theoretical guidance, enterprises should further plan the integration of advanced systems such as Enterprise Resource Planning (ERP), Customer Relationship Management (CRM), and Supply Chain Management (SCM) to achieve digital connectivity across various business processes within the organization ^[10]. Technologies like cloud computing, the Internet of Things, and artificial intelligence can be leveraged to optimize production workflows, boost efficiency, and enhance product quality. For instance, manufacturing firms have adopted industrial Internet platforms to connect equipment, enabling technicians to operate them remotely ^[11], significantly facilitating operational improvements.

4.2. Focusing on cultivating talents and improving the level of business administration

In the digital economy era, specialized talent serves as the backbone of enterprises, contributing significantly to their core competitiveness and driving high-level, quality development. As businesses undergo management reforms and innovations, adjustments must be made concerning talent strategies. Specifically, internal salary and welfare systems should be restructured to enhance the appeal for top-tier talent, thereby strengthening enterprises with more skilled management professionals. This also entails attracting external talent by aligning with the current digital economy landscape, fostering an innovative and practical environment, establishing competitive compensation and benefits policies, along with career advancement plans, to draw in increasing numbers of exceptional external candidates. Furthermore, emphasis should be placed on internal training programs, utilizing themed activities to comprehensively improve employee capabilities across various quality dimensions. Only by equipping enterprise managers and leaders with more advanced business philosophies, marketing strategies, and technical tools can we genuinely enhance the core competitiveness of enterprises, ensuring their stable positioning within a complex market environment. Building on this foundation, leveraging scientific human resource

management systems alongside integrating the internet, information technology, and artificial intelligence platforms, sustained efforts can foster greater employee cohesion. This, in turn, will inspire employees to cultivate a spirit of dedication, practical diligence, and innovation, while fully unlocking the potential of talent within the organization. Providing attractive compensation packages and development opportunities for employees remains crucial. Emphasizing talent cultivation and elevating enterprise management standards requires ongoing construction and innovative practices, collaboratively driven by both managerial staff and regular employees. Through their collective comprehensive growth, enterprises can achieve sustainable and high-quality development^[12,13].

4.3. Building a sound business administration system

For an enterprise to achieve sustainable and healthy growth, it must identify and address various challenges within its management system while consistently adhering to a developmental vision to effectively manage operations. Specifically, efforts should focus on tightening the management system by clearly delineating the responsibilities of each department. This is particularly crucial for the business administration department, where roles and duties must be precisely defined to prevent confusion or blame-shifting among departments when issues arise. Simultaneously, internal management within the business administration department should delineate the responsibilities of individual employees, ensuring that everyone understands their role and fulfills their duties accordingly. In the enterprise's operational framework, the management and production departments should not function in isolation but rather foster a close collaborative relationship. By breaking down departmental barriers and enhancing communication and cooperation, the enterprise can achieve smoother and more efficient overall operations, enabling optimal resource allocation and coordinated development. Business managers bear the significant responsibility of guiding the enterprise forward, necessitating constant attention to market trends. Before making critical decisions, thorough market research is indispensable, as it provides a robust foundation for informed decision-making^[14]. Moreover, managers ought to proactively arrange discussion sessions involving various departments, take into account feedback from diverse professional viewpoints, and harness collective insights to ensure decisions are both scientific and rational. Through the example of family businesses, it becomes evident that there is an urgent need for enhancing the management system. Proper intervention and oversight by the business administration department should be ensured. If it is determined that a decision might compromise the enterprise's interests, the supervisory body must intervene promptly, engage in reasonable discussions with the enterprise manager, firmly prevent personal biases from influencing decisions, effectively steer clear of errors or significant deviations in decision-making, and guarantee the enterprise's sustainable development along a healthy and stable trajectory.

4.4. Enhancing the awareness of enterprise innovation

In the context of the digital economy, companies need to strengthen their focus on innovation and foster an innovative spirit. They should deepen reforms across all areas, promoting high-quality and advanced development through concept-driven innovation. Currently, many enterprises are constrained by traditional operational models, featuring outdated management systems and strategies. This naturally leads to a lack of business and management innovation, creating numerous obstacles that hinder enterprise growth. To address this, organizations should encourage reform and innovation from top leadership down to every level, beginning with strategic adjustments to ensure the thorough implementation of innovative practices. Managers must prioritize enhancing their understanding and commitment to innovation, offering robust theoretical support for administrative improvements, and ensuring the seamless progression of business and management innovations. Simultaneously,

employees should be motivated to embrace change and contribute creatively according to their roles. Specifically, each employee should identify their work responsibilities under managerial guidance, participate in enterprise operations with an innovative mindset, enhance resource integration within the company, and continuously supply innovative momentum to drive the organization forward. Only through this approach can the entire enterprise cultivate an innovative spirit, attain high-level and high-quality development guided by innovation awareness, and secure a strong position in the market with core competitive advantages ^[15]. By uniting as one and upholding the spirit of innovation, we explore a business path that ensures the long-term stability and sustainable growth of the enterprise. We believe that this will enable us to achieve remarkable results with less effort. In doing so, we also actively align with market demands under the digital economy environment, implement result-oriented process reforms, enhance the level of enterprise management, sustain operational vitality through innovation, and lay a solid foundation for future continuous innovation and development.

5. Conclusion

In conclusion, transforming the business management model of enterprises is crucial in the context of the digital economy. Managers need to prioritize this transition by clearly establishing development directions and setting objectives for the upcoming phase. They should also focus on cultivating talents skilled in digital technology, enhancing the business management framework, and consistently upholding an innovative mindset to address market dynamics and align with the requirements of the digital economy era. It is anticipated that leading enterprises will maintain a focus on digital technology advancements, refine their management strategies, and establish a robust foundation for long-term stability and sustainable growth in the future, a subject worthy of our continued investigation and implementation.

Disclosure statement

The author declares no conflict of interest.

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