

Discussion on the Problems and Countermeasures of Leadership Effectiveness in Enterprise Management

Renbo Jiang*, Tianran Han

School of Economics and Management, Yunnan Agricultural University, China

Abstract: The development of an enterprise is inseparable from enterprise management, which can set a clear direction for the enterprise, stimulate the potential of the enterprise, improve the competitiveness of products, and increase the performance of the enterprise, and finally achieve the goal of the enterprise. Leaders play a decisive role in corporate management. Leaders play an important role in unified command and decision-making in corporate management, guiding the direction of corporate development and advancement, and escorting companies in the fierce market competition. This article explores and studies the effectiveness of leaders in business management. The purpose is to enable modern business leaders to have good political, knowledge, ability, and psychological qualities, and to continuously improve the effectiveness of leadership through the joint efforts of society and themselves. To make a greater contribution to the development of the enterprise.

Keywords: Leader; Business management; Effectiveness

Publication date: October, 2020

Publication online: 31 October, 2020

***Corresponding author:** Renbo Jiang, 1164673314@qq.com

1 Introduction

Enterprise management is a collection of planning, organization, management, coordination and control of enterprise production activities, and is an objective requirement of social production^[1]. The management of an enterprise is to use human, material, financial and information resources to achieve the highest

efficiency and achieve the greatest production efficiency. Management refers to the rationalization and coordination of related resources of various business activities to achieve goals that cannot be achieved by individuals. Many related enterprise information, managers also belong to the organization. These organizations include commercial organizations, state institutions, political parties, social organizations, and religious organizations. The essence of management is the process of coordination and allocation of resources, rather than just looking at "reasonable" from the manager's point of view, so it is relatively restrictive and reasonable. The management object is all related resources, including human resources, all related resources that can be mobilized, and information resources allocated to people. The goal of management is to achieve the established goals, through the relevant organizational departments of the enterprise, carry out the enterprise market activities and achieve the goal that the individual cannot achieve^[2]. At the same time, in the management of an enterprise, the most important thing is the management of the leader. It is particularly important to explore the effectiveness of leadership. The leader in the enterprise is like the conductor of a band. If you want to play perfect Music, the perfect performance of the conductor is indispensable and the most important, so in the management of the enterprise, an effective leader can lead the enterprise to develop in a good direction.

2 Current status and problems of leadership effectiveness

At this stage, the social pattern and economic development prospects are good, which brings opportunities and challenges to the development

of Chinese enterprises^[3]. At present, governments at all levels have issued economic policies that are conducive to the development of enterprises, providing strong policy support for the economic development of Chinese enterprises. Under such circumstances, domestic enterprises must not only continuously seek their own development, but also effectively resist the adverse effects of external corporate culture. This requires enterprises to strengthen internal economic management and seek long-term development in market competition^[4].

2.1 Lack of the overall concept of corporate management

After understanding and investigation, the infrastructure, investment funds, talent quality, management system, employee security system and corporate management methods of most enterprises are at the preliminary stage at this stage. The personal education level and quality of business leaders and managers is not high, which will directly lead to the lack of the overall concept of business management for business leaders due to their own reasons. The overall concept of corporate management refers to the fact that in the activities of corporate management, a corporate leader has a comprehensive understanding and mastery of the overall corporate management methods, measures, skills, corporate status, development direction, operating rules and corporate goals. So that it can cover everything in business management and manage everything in the enterprise.

2.2 Lack of management innovation awareness

Some business leaders lack the understanding of business economic management, lack of economic management awareness, blindly pursue sales profits and market share, and do not have a long-term plan for the economic development of enterprises. Innovation is the theory of social development, the source and motivation of all human progress, and it plays an important role in human development. It is also an important ability indispensable for corporate management and corporate progress. It requires every leader to have. In addition, there is a common phenomenon that many enterprise managers do not deepen the depth of innovation in their work, and still use outdated management theories and management methods to carry out business management and economic management, which will hinder the progress and development of enterprises.

2.3 Unclear development strategy

In the development of modern enterprises, there is still a major problem, that is, all members of the entire enterprise are not clear about the development strategy of the enterprise. The development strategy of the enterprise exists in the planning, organization, leadership, and control of the enterprise. Because some business leaders did not actively participate in the formulation of the company's strategic goals and plans, they drifted away from corporate management, only cared about their own interests and benefits, and did not fulfill the responsibilities and obligations that a business leader should perform. Going farther and farther in business management and business development. On the other hand, it is the relevant organization responsible for corporate strategic planning and formulation. It has not seriously completed the formulation of development strategy goals or failed to communicate to corporate leaders and related corporate personnel quickly, comprehensively, and effectively after the development of the development strategy.

2.4 Extensive management, no clear annual goals and implementation guarantee mechanism

The management and leadership of enterprises need a reasonable guarantee mechanism and management system. However, at this stage, many enterprises are in the initial stage of enterprise development, and they are not perfect in all aspects. At the same time, they need to be perfected and improved in the construction of enterprise security mechanism and management system. Without rules, there is no circle, the management of the enterprise is too lazy and extensive, and there is no clear annual goal. The enterprise is like a stagnant water, silent, without the slightest corporate vitality and corporate competitiveness. Due to the outdated, unreasonable and lazy corporate management guarantee mechanism and management system, many employees and even the leaders have no vitality and passion, which will gradually eliminate the company in the fierce competition.

2.5 The ability of corporate leaders is generally not high

The leadership abilities shown by modern business leaders are generally not high. They are not decisive enough when making problems and decision-making decisions. Leaders' execution and decision-making abilities have not been able to perform well. When

they should be decisive, they should not be decisive and should be cautious. When thinking about it, they handled it grandiosely. On the other hand, because the leader's own knowledge and cultural quality is not high, the information he is exposed to is limited, when dealing with and solving some problems, too few points are considered, which leads to the decline of the feasibility of the final decision-making plan.

3 Factors affecting leadership effectiveness

3.1 Internal factors

3.1.1 Leader's Leadership style Single, stiff

Managers are accustomed to using formal authority to manage employees. They regard work as a task to complete tasks. AuthorizationA process. Authority as formal organization the communication characteristic of the organization is a means commonly used by organizations to ensure efficiency. However, under strict authority management conditions, employees are often in a passive position and often complete tasks on the matter, which cannot inspire their high work enthusiasm. Since Organizational goals. It is done through people, to establish a healthy and positive HR managementIdeas are particularly important for improving the effectiveness of leadership. It is related to the suitability of the leader's leadership behavior organization Internal and external environment and whether it is most conducive to Organizational goalsThe realization.

3.1.2 Leaders' own ideas

Among all the factors restricting the effectiveness of leadership, the most important issue is the leader's own ideological issues, and the leader's ideological concepts depend on their own education level, academic level, family environment, corporate environment and corporate culture. It is understood that many well-known companies, their leaders have avant-garde ideas, vicious eyes, unique personality charm and keen market sense, these have created unlimited value for the management and development of the company.

3.1.3 Are leaders often in a state of positive innovation

Because leading this position needs to lead the enterprise to continuously innovate, advance and develop. It is a job that needs to be created continuously. This is a job that requires strategic decision-making and

strategic improvement. If the leader cannot innovate, he cannot maximize the value of organizational behavior, integrate and integrate organizational resources, and achieve organizational goals satisfactorily, so that the needs of corporate members cannot be met.

3.1.4 Lack of in-depth understanding of employees

If managers want to play an effective leadership role, they must take human factors seriously. In the final analysis, corporate management is the management of people. Leaders must better understand individual working status and individual needs, and coordinate the goals of the organization. Psychologist Maslow divides people's needs into five levels: physical, safety, social, respect and self-realization. Leaders have more knowledge and a deeper understanding of employees, so as to motivate employees to reach a higher level, which will be a key task for leaders. To improve the achievement of employees through effective management of human resources, leaders need employees to exert their maximum potential, realize their own value, and achieve a high degree of coordination to achieve the organization's pre-planned goals.

3.2 External factors

In business management, in addition to some internal factors that affect the effectiveness of leadership, there are also some objective and external factors. Including the competitive pressure of potential competitors and the relevant government policies, they also have a certain degree of influence on the effectiveness of leadership, but the degree of influence is relatively small. Business leaders must always pay attention to the development status of other competitors and the upcoming activities and strategies of some competitors, make real-time predictions, analyze and explore the ways and results of competitors entering the market, and use their experience to understand the company. The series of activities make certain control and adjustments to reduce dependence on uncertain factors in the external environment, reduce market risks, stabilize enterprise development, and improve efficiency. At the same time, leaders should always pay attention to the government's policy changes on the market and enterprises, follow the pace of the times and keep pace with the times.

4 Countermeasures to improve the effectiveness of corporate leadership

4.1 Leaders must understand the overall concept of corporate management and master management functions

The overall concept of corporate management refers to a corporate leader who has a comprehensive understanding and mastery of the overall corporate management methods, measures, skills, corporate status, development direction, operating rules, and corporate goals during corporate management activities. The functions of management include information, decision-making, planning, organization, leadership, control, and innovation. Among them, planning, organization, leadership, and control are the most basic and important four functions. They are interlinked, connected with each other, inseparable, and interconnected in the organizational activities of corporate management. Manage and control various functions, grasp the principle of moderation, and improve the effectiveness of leaders. The leader controls these four keys, balances the relationship between them, and comprehends their art and truth, then they have the basic ability of leadership.

4.2 Business leaders must have noble morals

Noble character is the basic quality that a good leader must possess. As a leader of an enterprise, he must be responsible to the country, to the society, to the people, to the family, and to every employee of the enterprise. The quality and ethics of business leaders make higher demands. The leader of an enterprise must have a patriotic heart that is loyal to the people, loyal to the party, has a strong sense of social responsibility, has a dedication in life and things, and has the determination and perseverance to persist in defeating all difficulties. When the interests of enterprises and personal interests conflict, decisively sacrifice personal interests, protect the interests of enterprises, and support collective interests. Finally, leaders must clean themselves, maintain integrity, avoid corruption, resolutely resist bad temptations, and dispel some villainous ideas of opportunism.

4.3 Business leaders must have strong communication and collaboration skills

In fact, most of the contradictions come from misunderstandings, which have caused many unnecessary troubles, and all misunderstandings are caused by communication barriers. Through effective communication with subordinates, the leader will

get the understanding, respect, and support of the subordinates, and at the same time will get some necessary information from the subordinates. This important information will have a huge beneficial effect on the management of the enterprise. Corporate leaders communicate effectively with colleagues and related departments. First, they can achieve information exchange, improve the starting point of work, reduce unnecessary detours, and avoid costs and waste. The second is to obtain support and strengthen collaboration. Work is not only simple horizontal execution, it also requires vertical collaboration and support from employees, which is indispensable for achieving corporate goals. Business management is human management, and the most important way of human management is communication. If leaders want to improve the effectiveness of leadership, they must strengthen communication.

4.4 Business leaders must have innovative thinking

The whole process of business leaders managing the operation of business activities is an innovation process from zero to one hundred, from scratch. This requires business leaders to have the courage to innovate thinking, which is essentially that business leaders give full play to the leaders' subjective initiative and autonomy, and fully tap their own inherent potential. The initiative, enthusiasm and creativity shown by leaders in corporate management will make them stand out in corporate management and constantly create management performance from ordinary to excellent to outstanding. Therefore, striving for novelty and daring to innovate are the key steps for business leaders to succeed.

5 Conclusion

Under the background of the new era, new economy, new enterprise, and new management, business leaders play a decisive role in the development stage of the entire enterprise and organizational activities. An enterprise does not have a good leader even if other external conditions No matter how good the development of internal factors is, it cannot fully realize the potential of the enterprise and obtain good performance and benefits. Therefore, in corporate management, corporate leaders should strive to improve their ideological and moral quality and knowledge and cultural level, strengthen communication and

collaboration with employees, and be brave to innovate, and ultimately achieve corporate goals.

References

- [1] Zhao XZ. How to become an excellent business manager [D]. Northwest Nonferrous Metal Surveying and Mapping Institute, 2014
- [2] Zhang WJ. How to become an excellent middle-level manager [D]. Economist, 2014
- [3] Zhou JY. Personality Color Management Thesis [J]. Class 2 Civil Engineering, Grade 12, 2016
- [4] Xiao L, Chen Z. The application of humanism in nursing management [J]. Chinese Journal of Modern Nursing, 2012.