

# Exploring the Role of Business Administration in Enhancing Enterprise Management Level

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**Abstract:** Business administration, as a crucial support for enterprise management, plays a key role in enhancing the level of management within organizations. By optimizing internal processes, improving management efficiency, strengthening talent development and team building, as well as promoting harmonious coexistence between enterprises and the external environment, business administration contributes to the sustainable development of enterprises. This study conducts an in-depth analysis of the practical application and effects of business administration in enterprise management, revealing its mechanisms and key factors, and providing valuable insights for enterprises to enhance their management level.

**Keywords:** Business Administration; Enterprise Management; Role Exploration

## 1. Overview of the Development of Business Administration

Business administration, as a highly comprehensive discipline, has seen its importance increasingly highlighted with the continuous development of the global economy. Since the Industrial Revolution, the concepts and practices of business administration have evolved from simple to complex and from local to global. In its early stages, business administration primarily focused on internal production and operations, emphasizing increased production efficiency and cost reduction. As the market economy deepened and competition among enterprises intensified, business administration began

to pay attention to market research, strategic planning, and brand building to seek long-term development for businesses. Entering the 21st century, with the rapid development of information technology and the strengthening of globalization trends, business administration faces unprecedented challenges and opportunities. Modern enterprises must compete not only with domestic peers but also with international companies on the global stage.

Business administration now places greater emphasis on innovation, collaboration, and cross-cultural management to adapt to the ever-changing market environment.



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## **2. The Current State of Business Administration Development in Chinese Enterprises**

The development of business administration in Chinese enterprises exhibits trends of diversification and deep integration. With the continuous improvement of the market economy and the intensification of global competition, an increasing number of enterprises are recognizing the vital role of business administration in their operations. Currently, significant progress has been made in business administration among Chinese enterprises. Many have established comprehensive management systems, achieving optimized resource allocation and efficient business processes. As market competition intensifies, companies are placing more emphasis on market research, brand building, and the formulation of marketing strategies to enhance their competitiveness and market share. With the rapid development of information technology, business administration in Chinese enterprises is also characterized by digitalization and intelligence. Many companies leverage advanced technologies such as big data and cloud computing to gain precise market insights and real-time monitoring of operations, providing robust data support for decision-making.

## **3. The Impact of Business Administration on Enterprise Management Level**

### **3.1 The Concept of Business Administration and Its Key Roles**

Business administration has a profound and significant impact on the management level of enterprises. As a comprehensive discipline, business administration studies various aspects of enterprise operations, management strategies, market marketing, and financial planning. It encompasses all facets of an enterprise from strategic planning to daily operations, aiming to optimize resource allocation, enhance operational efficiency, and cope with a complex and ever-changing market environment. In enterprise management, the key roles of business administration cannot be overlooked. It provides scientific management methods and theoretical frameworks, making corporate decision-making more systematic and standardized. By thoroughly researching market demands, competitors, and industry trends, business administration helps

enterprises formulate forward-looking strategic plans, clarifying development directions and goals. Business administration also plays a crucial role in talent cultivation and recruitment, equipping enterprises with professionals possessing specialized knowledge and management skills, thereby enhancing the overall management level. Additionally, business administration promotes collaboration and exchanges between enterprises and external resources such as universities and research institutions, facilitating the introduction of excellent talents and advanced technologies. Moreover, business administration fosters the enhancement of enterprise innovation capabilities. In an increasingly competitive market, continuous innovation is essential for maintaining a competitive edge. Business administration encourages enterprises to explore new business models and management methods by starting from market demands and technological advancements, thereby improving core competitiveness.

### **3.2 The Impact of Business Administration on the Decision-Making Process of Enterprises**

Business administration profoundly influences enterprise management levels, particularly in the decision-making process. It provides enterprises with a systematic theoretical framework and analytical tools, aiding in more scientific and rational decision-making. Business administration emphasizes in-depth analysis of the market environment; during decision-making, enterprises must thoroughly evaluate factors such as market trends, competitors, and consumer demands. Methodologies and tools from business administration, such as SWOT analysis and PEST analysis, help enterprises identify potential opportunities and threats, providing robust data support for decisions. Business administration stresses the standardization and formalization of the decision-making process. By establishing comprehensive decision-making procedures and systems, enterprises can ensure that each decision is based on thorough discussion, evaluation, and justification. This helps to avoid arbitrary and subjective decisions, thereby improving the quality and efficiency of decision-making. Furthermore, business administration promotes innovation in enterprise decision-making. It encourages enterprises to think about problems from multiple perspectives,

challenge traditional concepts and practices, and seek new solutions. The methodologies of business administration can stimulate innovative thinking in enterprises, driving them to continually innovate and break through in a competitive market.

### **3.3 The Impact of Business Administration on Organizational Structure and Governance**

Business administration profoundly impacts the management levels of enterprises, especially in terms of organizational structure and governance. As an integrated management discipline, business administration provides advanced management concepts and practical methods, significantly influencing organizational structure and governance. Business administration promotes the optimization of organizational structures within enterprises. It emphasizes that enterprises should design their organizational structures based on their specific business characteristics and development strategies to ensure coordination and efficient operation among departments. By introducing modern organizational structure concepts such as flattening and flexibility, business administration helps enterprises break down traditional hierarchical barriers, enhancing organizational agility and responsiveness. Business administration also drives the improvement of corporate governance structures. It emphasizes that enterprises should establish sound governance mechanisms, clearly defining the responsibilities and rights of governance bodies such as shareholders, the board of directors, and the supervisory board. This ensures the scientific and rational nature of enterprise decision-making. Furthermore, business administration focuses on the transparency and openness of corporate governance. By strengthening information disclosure and protecting shareholders' rights, it enhances corporate credibility and market competitiveness. Moreover, business administration promotes the standardization and regulation of internal management. It stresses that enterprises should establish comprehensive management systems and processes to ensure orderly conduct of all tasks. By introducing management tools and methods such as ISO9001 and Six Sigma, business administration helps enterprises improve internal management efficiency and quality, while reducing management costs and risks.

## **4. Mechanisms of Business Administration in Enhancing Enterprise Management Levels**

### **4.1 Comprehensive Planning and Strategy Formulation**

In the process of enhancing enterprise management levels, the mechanisms of business administration are particularly crucial, especially in comprehensive planning and strategy formulation. Business administration utilizes systematic methodologies and tools to assist enterprises in conducting in-depth market analysis, internal resource evaluation, and competitive assessment, thereby enabling the formulation of comprehensive and forward-looking strategic plans. Firstly, business administration emphasizes the importance of comprehensive planning. It requires enterprises to adopt a holistic perspective, considering business development directions, resource allocation, and market positioning. By setting both long-term and short-term goals along with corresponding implementation paths and measures, business administration ensures that all enterprise activities align with predetermined strategic directions, optimizing resource allocation and maximizing efficiency. Secondly, business administration plays a core role in strategy formulation. It employs various analytical tools and methods, such as PEST analysis and SWOT analysis, to deeply analyze the internal and external environments of the enterprise, identifying potential opportunities and threats while assessing strengths and weaknesses. Based on these analyses, business administration helps enterprises develop targeted, actionable, and forward-thinking strategic plans to guide long-term development. Business administration also focuses on the monitoring and adjustment of strategy implementation. It stresses the need for enterprises to establish effective strategic execution systems, continuously monitoring and evaluating the implementation process. If deviations or issues are found during execution, business administration promptly provides improvement measures and recommendations, ensuring the smooth realization of strategic objectives.

### **4.2 Talent Management and Team Building**

In the mechanisms by which business administration enhances enterprise management levels, talent management and team building hold a central position. Business administration focuses on the precision of

talent selection, emphasizing that enterprises should establish clear talent selection standards based on their strategic needs and market environment. By utilizing effective recruitment channels and evaluation mechanisms, business administration ensures that the selected talents possess the abilities and qualities that match the job requirements. Business administration plays a critical role in talent development. It encourages enterprises to provide systematic training and learning opportunities for employees, helping them continuously improve their professional skills and overall competencies. Business administration also emphasizes career planning and development for employees, offering diverse promotion paths and incentive mechanisms to stimulate employee enthusiasm and creativity. In terms of team building, business administration advocates for a collaborative and win-win philosophy. It encourages enterprises to establish efficient communication mechanisms and team cultures that promote trust and cooperation among team members. By setting clear team goals and roles, as well as conducting regular team-building activities, business administration helps enterprises create a highly efficient, cooperative, and resilient team. Business administration also focuses on the evaluation and feedback of team performance. It stresses that enterprises should establish scientific performance evaluation systems to conduct objective and fair assessments of team members' work performance, providing targeted feedback and suggestions. Through timely reward and penalty mechanisms, business administration motivates team members to continuously improve work efficiency and quality, driving the overall progress of the team.

#### **4.3 Performance Evaluation and Continuous Improvement**

The role of business administration in enhancing enterprise management levels is particularly evident in performance evaluation and continuous improvement. Business administration emphasizes the importance of performance evaluation, considering it an indispensable part of enterprise management. Performance evaluation helps enterprises comprehensively understand employees' work performance, the operational status of business departments, and the overall development of the company. By setting clear performance indicators

and evaluation standards, business administration ensures fairness and objectivity in the evaluation process, providing robust data support for enterprise decision-making. In performance evaluation, business administration focuses on the feedback and application of results. It not only concerns itself with the evaluation outcomes but also places significant emphasis on the feedback and application of these results. Through regular performance evaluation meetings or reports, business administration aids enterprises in promptly identifying problems, recognizing areas for improvement, and formulating corresponding improvement measures. Additionally, business administration encourages employee participation in the performance evaluation process, enhancing employees' self-awareness and motivation for self-improvement. Regarding continuous improvement, business administration stresses the concept of "continuous learning and continuous improvement." It posits that enterprises should consistently learn new knowledge and acquire new skills to cope with the increasingly complex and dynamic market environment. By introducing new management concepts and tools, conducting internal training, and promoting external learning, business administration helps enterprises continuously elevate their management level and innovation capability. Simultaneously, business administration encourages enterprises to establish continuous improvement mechanisms, ensuring the ongoing effective operation of the management system through regular internal audits and management reviews.

#### **4.4 Optimizing Internal and External Environments to Enhance the Role of Business Administration**

The role of business administration in improving enterprise management levels lies not only in optimizing internal management but also in effectively adjusting to both internal and external environments to maximize the efficacy of business administration. Business administration plays a crucial role in optimizing the internal environment of enterprises by comprehensively streamlining and optimizing internal processes, organizational structures, and personnel allocation, ensuring efficient and smooth internal operations. By introducing advanced management concepts and methodologies such as lean management

and agile management, business administration helps enterprises achieve rational resource allocation and efficient utilization, thereby enhancing operational efficiency and the ability to respond to market changes. Moreover, business administration pays attention to the analysis and response to the external environment of enterprises. It emphasizes the need for enterprises to deeply understand market trends, policy regulations, and competitor dynamics, enabling better grasp of market opportunities and responses to challenges. Through activities such as market research and competitor analysis, business administration assists enterprises in formulating strategic plans that align with market demands, thereby enhancing their market competitiveness. To promote the effective implementation of business administration, enterprises need to build a favorable corporate culture and atmosphere. This culture should emphasize teamwork, innovation, and continuous learning to support the implementation and practice of business administration concepts. Additionally, enterprises need to provide necessary resources and support for business administration, such as training, funding, and technology, to ensure the smooth execution of business administration tasks. Establishing an effective feedback mechanism is also essential, allowing for continuous monitoring and evaluation of the effectiveness of business administration practices. By collecting and analyzing feedback from employees, customers, and the market, enterprises can timely adjust business administration strategies and methods to ensure a greater impact on improving enterprise management

levels.

## Conclusion

As a crucial tool in enterprise management, the role of business administration cannot be overlooked. With the continuous evolution of market environments and intensifying competition, enterprises must consistently learn and apply advanced business administration concepts and methods to enhance their management levels and competitiveness. This study offers new perspectives and insights for enterprise managers, aiming to inspire and assist enterprises in achieving comprehensive improvements in their management levels.

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