

Innovative Thinking of Enterprise Business Administration Model in the New Era

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Abstract: In the new era, innovation of enterprise business management models has become the key to sustainable development. Traditional management models are struggling to cope with the complex and ever-changing market environment, necessitating innovation. Innovation of management models should focus on optimizing organizational structure, improving management systems, nurturing and attracting talent, introducing advanced management concepts, and fostering corporate culture. Only in this way can enterprises truly enhance competitiveness and adapt to the changes of the times.

Keywords: new era; enterprise business management model; innovation

Introduction

In the new era, it is imperative for enterprise business management models to innovate in order to address market challenges. Traditional management models are no longer able to meet the development needs of enterprises. Enterprises need to break through rigidity, optimize organizational structures, strengthen talent training and recruitment, introduce advanced management concepts, and emphasize corporate culture construction. Through innovative management models, enterprises can better adapt to market changes, enhance core competitiveness, and achieve sustainable development.

1. The Necessity of Innovation in Enterprise Business Management Models

With the development of globalization and informatization, enterprises are facing increasingly

fierce market competition. In this context, innovation in enterprise business management models becomes particularly important. Firstly, the rigidity of management models is a significant factor restricting enterprise development. Traditional management models often overly emphasize rules and regulations, neglecting the vitality and innovation capabilities within the organization. This rigid management model can lead to delayed responses to market changes and an inability to adjust business strategies promptly. Therefore, enterprises need to innovate their business management models to break the existing management framework, stimulate internal innovation vitality, and enhance market competitiveness. Secondly, low management efficiency is another important issue affecting enterprise development. Under traditional management models, enterprises often face information barriers between departments, leading to



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inefficient decision-making. Additionally, excessive hierarchical systems can complicate management processes and hinder operational efficiency. To improve management efficiency, enterprises need to innovate their business management models, optimize organizational structures, simplify management processes, and enhance decision-making efficiency. Furthermore, outdated management systems are a key factor limiting enterprise development. In the current market environment, enterprises need to have the ability to respond rapidly to market changes. However, traditional management systems are often too large and complex to adapt quickly to market changes. Therefore, enterprises need to innovate their business management models to establish flexible and efficient management systems to meet changing market demands. Lastly, a shortage of management talent is another important issue affecting enterprise development. Under traditional management models, enterprises often prioritize the cultivation of technical talents while neglecting the development of management talents. This results in a lack of talents with innovative spirit and management capabilities during the development process of enterprises. To address this issue, enterprises need to innovate their business management models, increase investment in the cultivation of management talents, and enhance the level of management within the enterprise.

2.The direction and strategy of enterprise business administration model innovation

2.1 Optimizing Organizational Structure and Establishing an Efficient Management System

To adapt to the ever-changing market environment and achieve long-term development goals, enterprises need to adjust and optimize their organizational structure according to their development strategies and market demands. First and foremost, enterprises should establish a flexible and efficient organizational structure. Traditional hierarchical organizational structures are often too rigid to adapt to market changes and the need for rapid decision-making. Therefore, enterprises can consider adopting a flat organizational structure, reducing levels, and improving decision-making efficiency and flexibility. Additionally, enterprises can break down departmental barriers and promote information sharing and collaboration by establishing

cross-departmental teams or project groups, thereby enhancing work efficiency. Secondly, enterprises should establish sound management systems. Systems are the foundation of organizational operation and can standardize employee behavior to ensure orderly work. Enterprises can develop clear workflows and division of responsibilities, defining the responsibilities and authorities of each position to avoid overlapping work and unclear responsibilities. Meanwhile, enterprises should establish effective communication mechanisms to ensure smooth information flow and timely feedback. Moreover, enterprises can introduce advanced management tools and technologies such as project management software, performance evaluation systems, etc., to improve management efficiency and quality. In addition to optimizing organizational structure and management systems, enterprises should also strengthen employee training and motivation. Employees are the most important resources of an enterprise, and their abilities and enthusiasm directly affect the overall operational efficiency of the enterprise. Therefore, enterprises should provide necessary training and development opportunities for employees to enhance their professional skills and comprehensive qualities. At the same time, enterprises should establish incentive mechanisms to stimulate employees' work enthusiasm and innovation ability through compensation, promotion, rewards, etc. Only when employees are fully motivated and recognized can they better tap into their potential and make greater contributions to the development of the enterprise.

2.2 Strengthening the Construction of Enterprise Business Management System

Strengthening the construction of enterprise business management system is an important way to improve management level and promote enterprise development. To achieve this goal, enterprises should formulate a comprehensive business management system covering aspects such as financial management, human resources management, and marketing management based on their actual situation. Firstly, in terms of financial management, enterprises should establish sound financial systems, including budgeting, fund utilization, cost control, financial statement analysis, etc. These systems should be operational, enabling enterprises to allocate resources reasonably, reduce costs, and

improve efficiency according to market changes and their own development needs. Meanwhile, enterprises should also strengthen the implementation of financial systems to ensure that financial management tasks are effectively carried out. Secondly, in human resources management, enterprises should establish scientific recruitment, training, assessment, and incentive systems to improve employee efficiency and satisfaction. These systems should be targeted, tailored to the development goals of the enterprise and the characteristics of employees. Moreover, enterprises should focus on talent cultivation and introduction to provide talent guarantee for long-term development. Thirdly, in marketing management, enterprises should establish perfect systems for market research, product planning, sales strategy, customer service, etc., to enhance their market competitiveness. These systems should be flexible and adaptable to changes in the market environment and adjustments in enterprise strategies. Additionally, enterprises should strengthen the implementation of marketing systems to ensure that various marketing tasks are effectively implemented. Furthermore, enterprises should enhance internal communication and collaboration to foster a positive corporate culture. Encouraging employees to actively participate in the formulation and implementation of management systems, fully leveraging their wisdom and creativity, is essential. Additionally, enterprises should intensify the promotion and training of management systems to enhance employees' understanding and implementation of these systems.

2.3 Strengthening Talent Development to Enhance the Quality and Abilities of Management Team

Enterprises should prioritize talent development and recruitment to ensure an adequate pool of human resources for long-term development. In today's fiercely competitive market environment, having a high-quality management team is one of the key factors for enterprise success. Firstly, enterprises can cultivate and enhance the quality and abilities of the management team through internal training. Internal training programs can be tailored to the specific needs and circumstances of the enterprise, providing courses and plans to help members of the management team continually improve their professional knowledge and skills. For instance, specialized training courses can

be organized to teach the latest management theories and practical experiences, leadership training can be conducted to enhance leadership and decision-making abilities, and team cooperation training can be arranged to strengthen teamwork and communication skills. Through internal training, enterprises can cultivate a group of talented individuals with both professional knowledge and management capabilities, providing robust support for the enterprise's development. Secondly, enterprises can recruit outstanding management talents externally to enrich the talent pool. External recruitment helps enterprises broaden their talent channels and attract more experienced and knowledgeable professionals to join the management team. Enterprises can actively search for suitable talents through methods such as posting recruitment information, participating in job fairs, and collaborating with universities. Additionally, enterprises should establish scientific recruitment processes and assessment mechanisms to ensure that recruited talents possess the required qualities and abilities. Through external recruitment, enterprises can quickly address the shortcomings of the management team and enhance overall quality and execution. Furthermore, enterprises should strengthen incentives and performance evaluations for the management team to improve overall quality and execution. Incentive measures may include compensation incentives, promotion opportunities, and training opportunities. By providing reasonable rewards and development opportunities to management team members, enterprises can stimulate their enthusiasm and creativity. Additionally, enterprises should establish scientific evaluation mechanisms to regularly assess and provide feedback on the performance of management team members, promptly identifying issues and implementing corresponding improvement measures. Through incentives and performance evaluations, enterprises can continuously enhance the overall quality and execution of the management team, driving sustained development.

2.4 Introducing Advanced Management Concepts and Methods to Drive Management Innovation

In today's fiercely competitive market environment, enterprises must continuously learn from and draw upon advanced management concepts and methods at

home and abroad to achieve sustained development and competitive advantage. Advanced management concepts and methods such as lean management and agile management have become the core competitiveness of many successful enterprises. Lean management, focusing on eliminating waste to maximize customer value and minimize resource consumption, optimizes production processes, improves efficiency, and reduces costs, thereby enhancing the market competitiveness of enterprises. For example, Toyota Motor Corporation is a model of lean management, and its unique production methods have led to tremendous success in global markets. Agile management, emphasizing rapid response to market changes and continuous improvement and innovation, emphasizes teamwork, customer involvement, and rapid iteration, enabling enterprises to better adapt to market changes and customer needs. For example, Google uses agile management methods in software development, enabling its products to quickly adapt to market changes and meet user needs. To introduce these advanced management concepts and methods, enterprises should pay attention to the development trends of domestic and foreign enterprise management, learn from and draw upon advanced management concepts and methods. Enterprises can understand and learn from the management experience and methods of excellent enterprises at home and abroad through forms such as training and seminars. Additionally, enterprises can continuously improve their management level through exchanges and cooperation with excellent enterprises at home and abroad. For example, enterprises can establish strategic partnerships with well-known enterprises at home and abroad to jointly carry out management innovation projects and share management resources and experiences. At the same time, enterprises should innovate management models according to their own actual conditions to better adapt to market changes and the development needs of enterprises. Enterprises can choose management models and methods suitable for themselves based on their business characteristics and development stages. In the process of innovating management models, enterprises should focus on stimulating employees' innovation awareness and enthusiasm, encouraging them to put forward improvement suggestions,

and providing continuous innovation power for the development of the enterprise.

2.5 Emphasizing Corporate Culture Building to Enhance Core Competitiveness

Corporate culture is the soul of an enterprise and has a significant impact on its long-term development. A strong corporate culture can inspire employees' enthusiasm and creativity, enhance the cohesion and centripetal force of the enterprise, thereby strengthening its core competitiveness. Firstly, enterprises should establish the correct values and business philosophy. Values are the core of corporate culture, determining the direction and goals of the enterprise. Enterprises should clarify their values, adhere to principles such as integrity, innovation, cooperation, and win-win, guiding employees to form correct values. At the same time, enterprises should establish the right business philosophy, emphasizing product quality, service level, and customer satisfaction to achieve sustainable development. Secondly, enterprises should form a unique corporate culture. Corporate culture reflects the personality of the enterprise, including its values, mission, vision, spirit, and behavioral norms. Enterprises should create a unique corporate culture based on their characteristics and advantages, enabling them to stand out in fierce market competition. Furthermore, corporate culture should have cohesion, centripetal force, and innovation. Cohesion refers to the ability of corporate culture to unite employees to strive for the development goals of the enterprise. Enterprises should strengthen communication and exchanges among employees through various cultural activities to enhance cohesion. Centripetal force means that corporate culture can attract and retain outstanding talents, making them willing to serve the enterprise in the long term. Enterprises should focus on employees' personal growth and development, providing a good working environment and welfare benefits to enhance their sense of belonging. Innovation refers to the ability of corporate culture to stimulate employees' creativity and promote technological and management innovation in the enterprise. Enterprises should encourage employees to innovate and inject new vitality into the development of the enterprise. Lastly, enterprises should pay attention to the dissemination and promotion of corporate culture. Corporate culture

not only needs internal recognition but also needs to establish a good corporate image in the external market. Enterprises should disseminate corporate culture through various channels such as corporate websites, social media, and public relations activities to enhance the company's visibility and reputation.

Conclusion

In this new era, innovation in enterprise business management mode is crucial for adapting to market changes and enhancing core competitiveness. Enterprises need to actively respond to challenges, seize opportunities, and continuously explore innovative management modes. At the same time, enterprises should pay attention to coordinated development with the external environment, constantly optimize management processes, and improve management efficiency. Only in this way can enterprises stand invincible in the fierce market competition, achieve

sustainable development, and create a better future.

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