

Research on the Influence of Business Administration on Enterprise Transformation

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ABSTRACT

Since the reform and opening-up, China's rapid economic and social development has given birth to the growth of many small and medium-sized enterprises. However, with the continuous development of the economy, science and technology continue to innovate, and management mode continues to innovate and develop. At this time, if the enterprise still keeps the original management model and economic system unchanged, it will be eliminated by the times and lag behind the development of the times. The application of business administration in enterprises can well avoid this situation. Business administration can not only promote the innovation and development of enterprise management mode but also promote the innovation of enterprise management systems to a certain extent. Only by applying business administration to the current business development process of small and medium-sized enterprises, can enterprises seize the main force of the development of the times and transform into successful enterprises in today's rapid development of information technology.

Keywords: *Business Administration, enterprise transformation, function and influence*

To realize the innovative development and smooth transformation of enterprises, we must pay attention to the role of business administration. Business administration can not only provide a solid guarantee in the process of enterprise development but also promote the positive development of enterprises to a great extent. Without the support and protection of business administration, the development and transformation of enterprises will be like treading on thin ice, and they will be declared bankrupt if they are not careful. However, there are still many enterprises that are not aware of the important role of business administration, this article will explore the role of business administration in enterprise transformation, to show the indispensable position of business administration in the process of enterprise development and transformation.

existing legal means to maintain the legitimacy of the business development process, and through a sound legal system to provide professional guidance for the transformation and development of enterprises. Third, business administration can also play a supervisory role. In the socialist market economy, some enterprises will inevitably have all kinds of illegal behaviors. With its perfect scientific legitimacy, business administration can supervise some behaviors of enterprises in the market economy and maintain the normal operation of enterprises while maintaining the legitimacy of the market economy.

1. OVERVIEW OF BUSINESS ADMINISTRATION

1.1. Contents of Business Administration

As the guarantee of enterprise development, business administration mainly includes the following aspects: first, we can maintain the operation of enterprises through the existing laws and regulations, guarantee the reasonable legitimacy of market behaviors such as registration and registration of enterprises through certain laws, and protect the legal environment for the survival of enterprises to a certain extent. Second, safeguard the legitimate rights and interests of enterprises as market subjects. Through the

1.2. Characteristics of Business Administration

As a single management system, business administration has the following three characteristics

First, procedural. As a management system that can ensure the normal operation and development of enterprises and supervise some market behaviors of enterprises, the most prominent feature of business administration is procedural. The introduction of business administration needs its procedural support. As a supervision system to supervise the legitimacy of enterprise behavior, business administration needs to have the perfect legal knowledge to stop any market behavior that violates the national law. Secondly, business administration plays a guiding role in the behavior and development of enterprises. Before conducting relevant behavior guidance, there should be procedural process preparation to guide relevant enterprises scientifically. Finally, in the process of enterprise transformation, business administration needs the procedural process to support related enterprises. With

the help of procedural and scientific guidance, enterprises can develop better and faster.

The second, systematicness. As a scientific and reasonable management system, the supervision function of business administration needs a systematic supervision system. Only with a comprehensive and systematic supervision system, can the business administration realize the supervision and guidance of enterprise behavior to the greatest extent. In the guidance of related enterprises, we also need a systematic management system. Before conducting relevant behavior guidance for enterprises, there must be a systematic management system. In the process of enterprise development and transformation, the change of business management needs a systematic process to provide technical support for enterprises in transformation. With the help of a systematic business management system, enterprises can continue to develop and transform.

Third, comprehensive. With its rich legal knowledge and enterprise development knowledge, business administration plays an important role in the process of enterprise development and transformation. Therefore, another characteristic of business administration is its comprehensiveness. First of all, when supervising the market behavior of enterprises, business administration needs its perfect legal knowledge. Complete legal knowledge is the basis of supervising whether market violations occur. Secondly, when business administration guides the development and innovation of enterprises, it needs a wealth of enterprise development knowledge. Before conducting relevant behavior guidance, it is necessary to have a complete process and rich knowledge to provide scientific guidance for relevant enterprises. In the process of enterprise transformation, business administration also needs to improve the transformation process management to support and guide related enterprises. With the guidance and help of the perfect transformation process system, enterprises can develop better and faster. Therefore, business administration needs to improve the comprehensive knowledge reserve to help enterprises develop rapidly.

2. THE INFLUENCE OF BUSINESS ADMINISTRATION ON ENTERPRISE TRANSFORMATION

2.1. It is Conducive to the Market Competition of Enterprises

Today, with the rapid development of the economy and society, with the increasingly fierce market competition, the competition among enterprises in all walks of life has become more intense. At this time, business administration provides opportunities for the transformation and development of related enterprises, and the transformation and development of enterprises can improve their competitiveness. When all enterprises put transformation

and development on the agenda, the competition of the market economy will be more intense. The rise of business administration will certainly increase the competition in today's market economy, which is conducive to the rapid development of China's economy.

2.2. Provide Guidance for Enterprise Development

When enterprises do not rely on business administration to carry out transformation and development spontaneously, unexpected emergencies will inevitably occur in the process, such as illegal behavior of enterprises, unclear market trends, unclear transformation and development direction, etc. On the one hand, it will affect the development of enterprises, lead to bankruptcy, on the other hand, it will affect the development of China's market economy, which will stop the development of Chinese enterprises and lead to economic and social retrogression. At this time, the guiding role of business administration in the transformation and development of enterprises is obvious. It can not only make the transformation enterprises avoid the occurrence of illegal behavior, but also point out the direction for the development of enterprises to a great extent, and inject fresh vitality into the socialist market economy.

2.3. Improve the Ability of Enterprise Transformation

If enterprises want to succeed in transformation, they must consider and solve the problems arising from transformation direction, government information policy, and market environment. However, for dealing with many aspects of the problem at the same time, the power of the enterprise is insufficient. Therefore, business administration provides more convenient professional information for the development and transformation of enterprises. First, business administration has mastered most of the market information and market economy trends, and can scientifically and reasonably predict the trend of a market economy, and can provide real-time information for the transformation of enterprises. Second, business administration has mastered the government's policy information, and the development of enterprises must have policy support. Therefore, in the process of enterprise transformation, we must understand the policy information, and business administration can provide this information.

3. REMARKS ON INFLUENCE OF BUSINESS ADMINISTRATION ON ENTERPRISE TRANSFORMATION

Generally speaking, business administration has a great impact on the transformation of enterprises and plays a

great role. In today's increasingly rapid economic globalization and economic development, an enterprise must do a good job of transformation if it wants to adapt to the development of the times, which puts forward requirements for business administration. For business administration, national policies determine the spring of enterprises, and national laws promote the development of enterprises. Sustainable development, business administration can play a role in promoting enterprise innovation and adding vitality to enterprises, which must be understood and valued.

4. CONCLUSIONS

In the process of transformation, business administration can effectively solve the outstanding problems in the process of enterprise transformation, optimize the internal environment, and provide the necessary guarantee for enterprise transformation. Moreover, business administration is closely related to the business development of enterprises. In the process of practical application, we can timely detect the problems existing in the process of enterprise transformation, and formulate feasible improvement plans combined with the actual situation, to promote the rapid transformation of enterprises.

Combined with the above contents, it can be seen that the application of business administration to the field of enterprise comprehensive management can comprehensively promote the rapid transformation of enterprises and promote sustainable development. Moreover, in the process of enterprise transformation, business administration can also optimize the internal competitive environment of enterprises. Besides, it also requires relevant personnel to give full play to the advantages and values of business administration, to ensure the coordination of business administration policies with their development, and to adapt to the socialist market economy, to provide the necessary support for the transformation of enterprises.

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