



The Meaning and Strategy of Macroeconomic Management in Enterprise Business Activities

Jiaying Wei ^{1,*}

¹ School of Business and Law, University of Sunderland, Sunderland, UK

*Corresponding author: vincent.jiayingwei@gmail.com

Abstract

China's market economy is developing an extraordinary speed. At the same time, China is also actively adjusting its economic system to meet the needs of future economic development. The goal is to enable China to continue to be a leader in global economic growth. Because the sustainable development of enterprises can only be carried out by relying on a healthy macroeconomic environment, enterprises need to understand and understand the dynamics and trends of macroeconomic development in their daily economic activities. It is necessary to ensure that enterprises can adapt to the economic direction and demand of the market, and also ensure that enterprises can survive and develop in the fierce market competition. This paper makes a new exploration and analysis on the importance of macroeconomic management in daily business activities of enterprises. The purpose of this study is to increase the number of people who are aware of the significant impact that macroeconomic management has on the growth and progression of businesses.

Keywords: Enterprises; Market economic development; Macroeconomic management.

1. Introduction

When companies conduct daily management and activities in the market environment, they will be affected by the surrounding economic environment and thus have a fluctuating development mode. Without the macroeconomic control of the government, it is difficult for enterprises to create a market economy. However, due to the cumulative influence of many different factors, there are many problems in the development of market economy. These problems need to be resolved by means of macroeconomic management in order to stabilise the market through management, which, in turn, will make it possible for businesses to grow and advance in accordance with the normal trajectory.

2. Overview of macroeconomic management

Macroeconomic management refers to the regulation and planning of economic development and operation by administrative and legal means in accordance with certain laws of economic development and current economic development. It is worth noting that macroeconomic management is different from other types of economic management. It does not involve

government regulation of specific industries or products, nor does it follow the economic management model of local governments or enterprises. Instead, it refers to the process of planning, coordinating, and integrating the entirety of a country's economic system with an eye on the global market^[1].

As the main driving force of China's market and macro-control, the government has adopted a variety of methods and strategies to promote economic growth, which is the most prominent aspect of China's macro-control^[2]. While China's economy has tremendous momentum in its growth process, it is still not comparable to the rest of the developed world. Because western economic development started relatively early, accumulated relatively rich experience. Our model and methods for economic development are a little bit different from those used in other countries. These differences are primarily manifested in the introduction of external investment and the adoption of reasonable economic regulation and control. The ultimate goal of China's economy is to promote economic development in line with the trend and direction of future economic development.

3. Changes in the current development of the enterprise market economy

First, the real economy has undergone some changes and transformations. China's huge population and relatively few resources have led to resource shortages^[3]. At the same time, China's demographic dividend is dwindling. Therefore, China's real economy needs to be adjusted and transformed in time to adapt to the direction of future economic development. The direction of macroeconomic management content of enterprises needs to be more clear, prompting enterprises to follow the direction of macroeconomic management, to help themselves through the transition period. In addition, the development of China's supply-side structural reform is stronger, and the situation is more in-depth. In order to protect national consumption in the course of economic development, the country must carry out structural reform on the supply side and meet various production-related demands. This reform can not only enable the state to enhance the core competitiveness of enterprises, but also enable the state to effectively enhance the core competitiveness of enterprises.

4. The importance of macroeconomic management in the development of the market economy of enterprises

4.1 An important guarantee for the development of social production

China's social production and socialist economic construction are inseparable and cannot be independent of each other. In recent years, the market economy has created an environment where the division of labor becomes more perfect, and the role of various departments and industries is becoming more and more obvious^[4]. In the process, various industries are more closely linked, raising the level of competition to a higher level. As a result, there is a pressing requirement for a fair and equitable distribution of social work across the many sectors, in accordance with predetermined proportions and standards. Even if the law of value in a market economy operates spontaneously, it does not entirely meet the criteria of the division of social labour resulting from the evolution of production in the distribution process. If enterprises only rely on the "spontaneous law" of the market economy, they will fall into disorder, thus destroying the normal law of competition and the harmonious market economy, which is not conducive to the long-term development of enterprises. As a result, the government is required to deal with, control, and adjust the development and operation of the entire economy in accordance with particular rules and procedures that are effective.

4.2 Regulating imbalances in the process of economic development

The first step is to address the imbalances that exist between regions. The government adopts tax and fiscal subsidies as the main means, and adjusts and formulates targeted policies according to the actual situation between regions, so as to narrow the gap between different regions as much as possible. Second, more measures should be taken to regulate the development gap between different industries^[5]. China's economic development has achieved some outstanding and excellent results. However, in the process, due to the different support, development prospects and development methods of each industry, some of them are unable to obtain higher economic benefits. Therefore, the government should focus on industries with development prospects and potential, provide technical, resource and policy support, and promote industries to develop with greater momentum. Third, it can regulate the income imbalance between the rich and poor. One of the goals of China's economic development is to promote and liberate productive forces, and these problems can be solved through macroeconomic management.

4.3 Improve the stability of China's market economy development

While the Chinese government is steadily supporting the transformation of economic functions, the development of China's economic market is also accelerating. Business management and business ownership are becoming increasingly separate. Additionally, the functions performed by government and business are beginning to diverge. ^[6]. Therefore, it is essential to take out reforms to adapt to the coming competitive market trends. In this context, enterprises can rely on the positive influence of macroeconomic management, carry out economic activities under the guidance of laws and regulations, protect their legitimate rights and interests, and carry out innovative activities under such conditions. This will ensure that China's economy continues to advance in a manner that is both stable and progressive. Macroeconomic management can effectively adjust the requirements of market development, so as to further develop the function and efficiency of market regulation. In particular, state-owned enterprises can constantly improve their innovation and competitiveness in the process of regulation, which will help encourage enterprises to give full play to their fundamental competitiveness in the fierce market competition.

5. Strategies of macroeconomic management in the development of enterprise market economy

5.1 Smooth out the relationship between market economy and macroeconomic management

To successfully adapt to the development trend of market economy, enterprises need to implement relevant policies and strategies of macroeconomic management in the process of economic activities[7]. Therefore, it is necessary to properly handle the linkage between macroeconomic management and market economy. First, enterprises in the process of economic construction need to have their overall capabilities and future development directions clarified. Second, government departments should take an active part in macroeconomic management, make full use of policies and measures to guide the development direction of enterprises in the market economy and promote economic development.

5.2 Establishing sound macroeconomic management policies and related systems

It is necessary to construct a comprehensive macroeconomic management policy and system in order to ensure that in the process of management, disorder and confusion can be reduced, and that macroeconomic management's efficiency and effectiveness can also be improved^[8]. Because the purpose of macroeconomic management policy is to regulate from a holistic and global perspective. First of all, relevant departments should standardize all aspects of macroeconomic management reasonably and scientifically, and make clear the boundary between market economic management and macroeconomic management. At the same time, government departments should also strengthen the importance of system construction in macro-control and management, and formulate policies that are suitable for China's economic development in a scientific and reasonable way. In addition, the government departments should emphasize the significance of system construction in macroeconomic regulation and management and formulate policies in line with the reality of China's economic development. Furthermore, this will allow for the guaranteeing of the policies' ability to be put into practise, which will result in a positive promotion of the process of macroeconomic management, and will also help the enterprise market economy can develop better under macroeconomic management.

5.3 Adopt a scientific approach to macroeconomic management

Macroeconomic management is a valuable and important task. In the process of establishing a market

economy, more attention should be paid to the methods of macroeconomic management. Currently, China's scientific and technological development, innovation capacity and speed continue to improve, the market economy macroeconomic management needs are also increasing, so it is necessary to change the current implementation of management standards and methods. Ultimately, this is to ensure that the macroeconomic management of the timeliness and effectiveness of the continuous improvement. First of all, the current single method of macroeconomic management should be changed, the actual situation of market economy development should be studied deeply, and ineffective macroeconomic management methods should be reduced.. Second, we should pay attention to the risk control work, reduce as much as possible all of the negative effects brought about by risks, and eliminate risks before they occur. Third, governments should also use enterprises for macroeconomic management. By defining the characteristics of enterprise's macroeconomic construction and management, encouraging enterprises to reflect the trend and law of market economy development in the construction process. Both steps are necessary.

5.4 Increase the degree of government intervention in macroeconomic management

Macroeconomic management mainly depends on the government, so the government needs to strengthen its intervention and play the role and value of the whole macroeconomic management. Moreover, the relevant managers within the government need to actively participate in it, so that the government can fully play to its own abilities in macroeconomic management.

6. Conclusion

Macroeconomic management is an important guarantee for the development of enterprise market economy, so the government must attach importance to macroeconomic management and establish a reasonable, feasible and scientific management system as far as possible. Macroeconomic management plays an incredible important role in the development of enterprise market economy and brings value. And more and more people began to pay attention to macroeconomic management. Therefore, it is clear that macroeconomic management can respond to the trend and needs of social production, regulate the imbalance of enterprises in the process of market economy development, and steadily promote the progress of China's economy as a result of the research and analysis presented in this paper. The enterprise market economy is able to compensate for the shortcomings of the market economy and adapt to the requirements of the socialist market economy under public ownership. On this basis, this study puts forward

some suggestions, such as clarifying the connection between macroeconomic management and market economy, constructing management system and management policy, and formulating scientific management methods. The application of these policy suggestions and development paths can ultimately ensure that China's macroeconomic management is carried out in a way that is more suitable for promoting the level of enterprise market economy. The application of these policy suggestions and development paths can ultimately ensure that China's macroeconomic management is carried out in a way that is more suitable for promoting the level of enterprise market economy.

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