



# The development of business administration from the computer perspective

Shun Yu

Nanchang Institute of Technology, NanChang, JiangXi, 330044, China

Email Address: ty36952022@163.com

**Abstract.** With the progress of domestic industrial and commercial enterprises, economic development and the promotion of China's international status, the construction of business administration discipline has been widely valued during the 13th Five-Year Plan period, and the construction effort has been significantly increased. Relying on the special task of "Research on the Development Strategy of the Business Administration Discipline and the '14th Five-Year Plan' Development Plan" of the Management Science Department of the National Natural Science Foundation of China, the research group made an in-depth investigation and research, and more than 1,000 scholars and entrepreneurs at home and abroad participated in the questionnaire survey of the discipline strategy.[1]

**Keywords:** Business administration; Development strategy; The future; Strategic theme

## 1 Introduction

The discipline development strategy is a pointer to how to plan, plan, and allocate resources at a given time. In order to implement the major reform of the National Natural Science Foundation of China (the "Foundation" for short),[2] strengthen the top-level design of discipline development strategy, and promote the optimization of discipline structure in universities, the Management Science Department of the National Natural Science Foundation of China launched the special research work of "Research on the Development Strategy of Business Administration Discipline and the 14th Five-Year Development Plan" at the beginning of 2019. Over the past year, the research group has held more than 20 symposiums, conducted questionnaires among thousands of scholars and entrepreneurs, and extracted the key development directions of the business administration discipline.[3]

## 2 Analysis framework and theme of discipline development strategy

The development of discipline requires the support of basic research and encourages scientists to explore freely while facing the future. Many scholars worry about the limitation of strategic planning and the exploration of new fields.[4] Therefore, although it is difficult to predict and plan the discipline development strategy, it is necessary to analyze the internal and external environment of the discipline development to provide a good platform for the discipline development.[5] In this regard, the research direction and funding direction of the Foundation Committee have guided the development of enterprises over a long period of time. For example, in 2019, the classified application pilot work based on four types of scientific questions of the Foundation played an obvious leading role. For the latter two questions, scholars' answers are more about future research, and the topics and frequencies involved are shown in Table 1 and 2.

**Table 1.** Subject research and investigation

Frequency	theme	connotation
157	Combine theory with practice	Advocate theoretical exploration based on management practice; Pay attention to management change/management issues under the new technology environment; Guiding enterprises with management theory Practice; Serve the development of enterprises
116	China's Characteristic Management Theory	Excavate the management problems with China characteristics; Refine the management practice and wisdom with China characteristics; Highlight China's characteristics in culture, philosophy, system and economy; With special emphasis on China situation and management practice; Put forward China's original management theory/localization theory; Construct the theoretical framework/system of localization.
59	Scientific research management system	Adjust the research orientation (basic orientation/excellent orientation/free exploration/problem orientation, etc.); Improve the evaluation mechanism; Optimize the investment system of scientific research funding
34	discipline construction	Attach importance to interdisciplinary cross-integration; Overall planning/construction of disciplines
32	internationalization	Strengthen international dialogue and cooperation; Enhance the right to speak and influence of the country; Attach importance to internationalization research
25	human capacity building	Training of subject talents; Cultivation of management practice talents
22	innovate	Theoretical (research) innovation; Pay attention to and help enterprises innovate

**Table 2.** Further comments or suggestions for subject development

Frequency	theme	connotation
95	Scientific research management mechanism	Scientific research funding; project evaluation mechanism; Funding scope/strength/method/years/orientation/system/quality; Substantive cooperation mechanism of project team members. Assessment and evaluation mechanism: identification of academic achievements; Assessment method; Academic evaluation system. Management of fund committees: giving full play to the role of fund committees; Reform of specific working mechanism of NSFC; Academic standards established by NSFC (such as periodical identification); Discipline code revision
60	combine theory with practice	The close combination of theoretical research and management practice advocates that business management research should be close to practice, connect with practice and serve practice; Research on business administration in the current practical situation such as new era/technology
37	Other scientific research supporting construction	Construction of discipline platform; Data (database) construction; Chinese periodical construction; Construction of academic collaboration mechanism; International exchange policy; Academic ethics/norms
32	China's Characteristic Management Theory	China situation mining; Research on management problems under the situation of China: Highlighting the management problems with China characteristics; Research on Localization Management
29	Interdisciplinary integration	Attach importance to, encourage and support interdisciplinary integration
18	personnel training	Reform of doctoral training mechanism; Academic training; Update and upgrade the course materials; Subject education
14	Research paradigm/method	Diversification of research paradigms and methods; Research paradigm shift; Method innovation

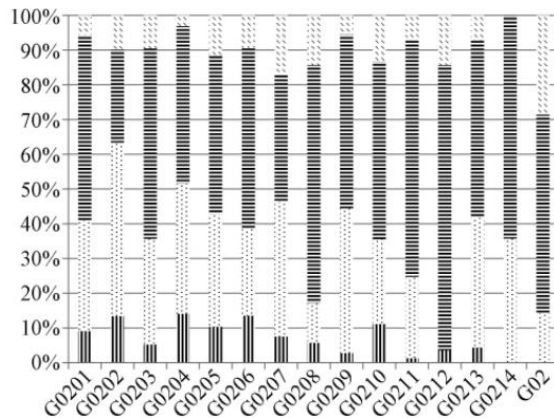
Corresponding to the above questions and the "double first" strategy, domestic and foreign scholars have also expressed their views for many times. Academician Ding Lieyun, Academician Yang Shanlin, Academician Chen Xiaohong, Academician Tang Lixin, Tan Jinsong, Jia Jianmin and other experts and scholars' academic reports and papers all believe that the core elements of academic research on enterprise management include: Three basic elements: talents (academic research team), academic environment (including resources, platform, academic community, assessment mechanism, culture, etc.), academic achievements (including publication, recognition and application of achievements, etc.), and academic achievements (including publication, recognition and application of achievements, etc.).Therefore, scholars will naturally pay more attention to relevant issues such as project application and evaluation when

answering the questionnaire. However, some reform programs have not been widely promoted.[6]

### 3 Strategic initiatives around strategic themes

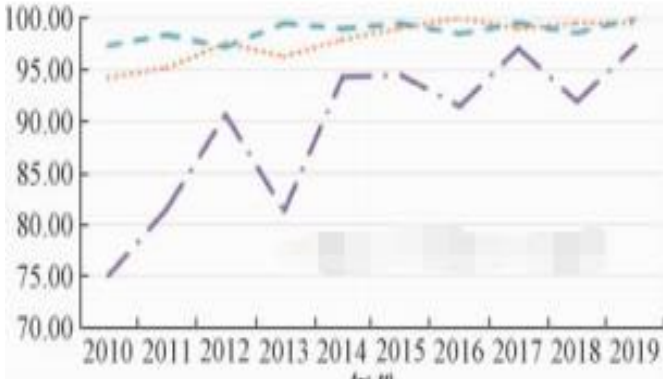
Since the reform and opening-up 40 years ago, along with the continuous improvement and continuous deepening of the socialist market economy system, the role of Chinese enterprises in the market economy has become increasingly prominent. China had 116 million market players as of June this year, according to data released by the State Administration for Market Regulation. Among these enterprises, the technical level of some enterprises and enterprises is no worse than that of the United States and other developed countries. Chinese enterprises are also constantly expanding to other parts of the world, and their development level is also constantly improving.[7]

According to the data of the Fund Committee after the hierarchical audit of scientific problems, it can be seen that the demand-pull projects of the Management Science Department account for more than 60%, while the demand-pull rates of G0211 enterprise operation management and G0212 project management are relatively high (see Figure 1).



**Fig. 1.** Attribute application of four types of scientific questions in business administration in 2012

Experts of corporate strategy consultants believe that there are also macro problems in corporate management, and to meet the needs of the country, it is necessary to have micro research to support. In the upgrade plan released by the Foundation Committee, it puts forward the key points of six systems. Research team is the foundation and fundamental of discipline construction and development. In terms of funding projects, the proportion of researchers with doctoral degrees has increased significantly, and almost all scholars applying for natural science funding projects have doctoral degrees (see Figure 2).



**Fig. 2.** The proportion of doctoral degrees of business administration project hosts in the National Natural Science Foundation

Yellow: surface  
Blue: Youth  
Purple: Region

#### 4 Combine theory with practice

Combining theory with practice is an old subject. In recent years, the cliché has been mentioned repeatedly for the following reasons: 1) Many teachers and students engaged in academic research do not have a deep enough knowledge of management practices, nor do they have a deep enough investigation of society; (2) Academic research only forms a self-circulation within scholars, and has insufficient interaction with entrepreneurs, so that it cannot be applied and converted; (3) Most of the research is carried out around the ideas proposed by western scholars, and there are few theoretical frameworks based on Chinese culture and management practice.

#### 5 Conclusion

There are widespread and qualified disputes about governance in China. In fact, the two are organically unified and inseparable. The general theory is In order to better promote and guide the actual situation of business activities; And "situational" is to further improve and develop the existing theory, and on this basis to explore its application range. The key to realize the unification and coordination of the two is to focus on the problems unique to China and strengthen the governance issues based on China's national conditions.[8]

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