

The study of Business Administration in promoting economic development

Jingliang Zhang

Shandong Sport University
Jinan, Shandong, 250102 China

Abstract—With the continuous improvement of China's international status, China's economic development have higher requirements, in order to ensure the continuity and stability of China's social and economic development, the Chinese government must adopt macroeconomic policies, business management is a important government macro-control measure for China's social and economic development which has great significance. This article focuses on the work of management for promoting the economic development.

Keywords- *Business management, economic development, promoting*

I. INTRODUCTION

In recent years, China's social and economic system constantly improve the steady improvement in the economy, the reason why our country has a well-regulated market economy, to a certain extent, depends on business administration, business management is an important means of macroeconomic regulation and control of our government, has great significance in terms of socio-economic development. Uniqueness and functionality in business administration determines its role in promoting social and economic development in our country, it is able to circumvent the economic development of the risk factors for the continued rise of China's economy provides a good and fair market environment in which our social and economic embark on the road of sustainable development.

II. BASIC FUNCTIONS OF BUSINESS ADMINISTRATION

In practical work in the industrial and commercial administration, the basic functions of business administration is mainly reflected in the following three parties which: first, to participate in the country's macro-economic control, which controls access to the main market, the implementation of the relevant country's macro-control policies. Industrial and commercial administration functions are not in place or if there is no further enforcement will lead to confusion in the market economic order, thereby affecting the effectiveness of national macroeconomic regulation and control, thereby preventing healthy and normal development of the national economy. Second, strengthen market

supervision and effective maintenance of normal market economy. The State Council and the National Editorial Board will be positioned as the industrial and commercial administration market "competent" enough to explain the large high status of industrial and commercial administration, the role of. Thus, industrial and commercial administration departments at all levels should continue to strengthen effective regulation of the market, bear market when good economic performance, "referee" and maintain the market economic order this great mission "strong defender." Third, actively cultivate excellent market players, promote enterprise and between enterprises, organic collaboration between business and industry and commerce administration departments, and constantly establish and improve various types of market system which is the administrative department for industry and commerce to the normal effective enforcement of security, but also orderly development of the market economy will inevitably reflect the requirements of the above functions in business administration in the maintenance of stable and sustainable social and economic operation side and played an important role in scientific and rational business management system will greatly facilitate and improve the mechanism of China's market economic system, greatly facilitate steady and healthy development of the national economy.

III. BUSINESS ADMINISTRATION IN THE MARKET ENVIRONMENT

At present, the working characteristics of business administration are mainly in the following aspects: to create a fair and orderly market environment, social and economic services. Business administration department does not separate content funds, and other aspects of the project, it is mainly the implementation of the basic functions of maintaining market to create a favorable competitive environment for China's economic development. There are lots of regulatory means. Our Business Administration mainly takes a combination of administrative penalties and administrative guidance; strengthen market supervision by public opinion and regulation. The number of implementation of laws and regulations in business administration department is up to 498, accounting for almost half of the national laws and regulations. To strengthen law enforcement, according to the law sanctions on the market, criminal acts combined with flexible

initiatives, and maintained market order. Wide scope of regulation, Business Administration, from the scope of regulation, include market tangible and intangible markets, the market economy the main city of people, trade, cooperation, competition, elimination and other aspects. Close contact with consumers. The basic function of Business Administration is a regulated market economic order. Good market economic order, help protect the legitimate rights and interests of consumers. Many of the functions of business administration, the people's livelihood and the market economic order, linked to the interests of consumers. While the business sector carrying out market regulatory functions, they can protect the legitimate rights and interests of consumers.

IV. AN OVERVIEW OF SUMMARIZED FEATURES OF THE WORK OF BUSINESS ADMINISTRATION

There are some differences between business administration and other government departments, in the course of their work, business administration promote the development of China's market economy with management and supervision, it is not a substantive operation of the social economy development. According to the nature of business administration, business administration management behavior can be said that in our implemented social and economic activities, it does not need a lot of money, on their own management practices to guide the direction of social and economic development, mainly helping to correct "the bad wind" in social and economic development, maintaining our social market economy order to provide a good competitive environment for all enterprises. In business administration there is certain flexibility in the actual management process for different economic activity status, its related management staff will take a different management style and methods, and its manner of working is very diverse. Business administration department will vigorously promote the implementation of the basic economic policy of our government, the purpose is to reduce the economic activities abuses which encountered illegal or undesirable behavior, business administration departments will be stopped and punished promptly, regulate the market economy environment. Involving a wide range of business administration, business management department at the main market in the regulatory process presented in two forms, one is tangible regulation, the other is invisible regulation, in market regulation, it is necessary to supervise market access, trade execution, competition and exit and management of other aspects, to ensure the fairness and reasonableness of the market economy transactions.

V. THE FUNCTIONS OF BUSINESS ADMINISTRATION IN PROMOTING THE ECONOMY

A. *Make standards for access to the market economic agent*

Business administration department play a important role in regulating the market, and promoting legal operations and maintenance of market players and maintaining the order of

the market economy, so that the main access system for China's market economy has become more rational and norms. The main access system adopted business registration system which is based on strict examination. Under the situation of China's market economy development and improvement of the situation, more and more enterprises went to the local industrial and commercial administration departments to apply for registration, and then after registration they can get access to the main qualifications of the market economy, The industrial and commercial administration departments must strictly control market access and the main rigorous review process for approval should be standardized to improve the quality of management companies registration and actively cultivate those relatively good market economic entities. What Business administration department done on access system work in a positive way can be beneficial to the construction of relatively standardized market players' access system, to effectively safeguard China's market economic order, and ultimately ensure the healthy and stable China's market economy development.

B. *Effectively strengthen supervision of markets*

Main acts regulating the market, the job market supervision and the business administration department play a huge role, through the implementation of market competition and trademark registration and management of some of the more effective supervisory measures, we can make the body conducting market and trading activity when operating activities comply with the relevant norms of the market economy, helping to create a market for relatively good market operations and competitive environment. The role of the business administration department at strengthening market supervision and management of the economy is mainly manifested in the following aspects. First of all, we should vigorously implement oversight of antitrust and unfair competition. By implementing a number of antitrust oversight and unfair competitive practices, the investment environment for China's market economy can get a good improvement, to create a honest and fair competition environment for investment. This will make China's economic mainstay of the market dynamic activity, so as to provide the most effective protection for China's a small break in market economy. Second, increase the protection of trademark rights. A trademark is an important symbol of commodities in the economic development of the role of globalization; its functions are also growing. A corporate trademark can be a strong legal protection, it will be directly related to the survival and development of enterprises in the future, it also has a significant role to maintain the normal order of market economy. Business Administration, by actively protecting corporate trademark rights of those counterfeit trademark infringement and other intellectual property rights of illegal corporate behavior, by severely blowing, you can make the legitimate rights and interests of trademark protection stronger, and thus to the steady development of social market economy. Then, the industry classification of the regulatory system needs further improvement. The regulation of industry risk, credit rating,

etc., will make the whole regulatory system more effective and precise, which would be more effective for the regulation of various industries, at the same time, more targeted and ultimately promote the stable development of the social market economy. Finally, strengthen crackdown on those who violate the rules. For those false and illegal advertisements we should increase related remediation efforts, to clean the entire advertising market and create a very good environment, while play a more important role in regulating the market behavior of economic agents advertising. It is helpful to form a more honest and trustworthy market economy environment, making the market more stable economic development, and promote the healthy development of the market economy.

C. Improve the establishment and perfection of the socio-economic system in each market

In the course of the business administration department supervision and management of the market economy, through some of its own administrative functions, to market players actively foster and effective supervision, a good market economy which promotes the development of various markets and growth, but also to promote the establishment and improvement of the various markets in the system. Among the social and economic operation of the market is a central location, it plays a very important role in the establishment of a market economy system and continuous improvement during economic development and growth, embodied in the following aspects. First, that makes rational allocation of economic resource, which is always scarce in the market. For these scarce resources, if they can be fully utilized without being wasted and idle, it is the key issues to stable, health and sustainable development the market economy. The establishment and improvement of the market system, can well reasonable configuration for these scarce resources. This is a big market by the invisible hand of the role, and then use the price of market regulation means, thereby to guide these scarce resources in a market economy, eventually flow to those in need, the most efficient sectors of the economy, making the overall operating efficiency of the economy well promotion, health protection of social and economic stability and sustainable development. Second, achieve good implementation and guiding some of the country's macro-control policies. Social market economy is a micro-economic activity, if some of the country's macro-control policies want to achieve the related purposes, it must be implemented and guided through the market, the market has become a intermediary body between micro-economic activities and macroeconomic management. Some countries, regulated the supply and demand of goods directly through macro-control, and then, formed a certain mechanism by price, guided and regulated production and operation of enterprises, and ultimately achieved the national macro-control purposes. Establishment of a social market economy and improvement of the system are help to ensure the implementation of macro-control and guide the country during the time, and enhance market supervision body for effective control of economic activity, which would produce

a more positive impact on the stable operation of the economy.

D. Safeguard the legitimate rights and interests of consumers; strengthen the monitoring mechanism of the law

Relevant laws and regulations of the country gives some of business administration administrative privileges and responsibilities, so in monitoring the market, business administration must be strictly in accordance with the relevant laws and regulations in the implementation, but also should intensify law enforcement, to protect the country's effective implementation and relevant regulations and laws, as well as the authority of the national laws and regulations have also been relatively good maintenance. Principles of business administration department should be strictly in accordance with the administrative enforcement procedures, and in accordance with the administrative punishment and combining education, focus on legal supervision, that should be actively guide for the competitiveness of enterprises and effectively safe guide to business behavioral norms and normal order of market economy. It also should be improving business management laws and regulations to make Business Administration transparent and legitimate in the monitoring enforcement process. For the operational behavior of market players' economy, business management should carry out effective and strict norms, strengthened the supervision of quality of goods, while the investigation and punishment for those offenses should be increased, in particularly pay attention to the interests of consumers to protect the legitimate rights and interests of consumers effectively.

VI. CONCLUSION

Continuous development and improvement of the administrative institutions of the internal control system, improve the efficiency of the administrative institutions, attitude which effectively prevent the emergence of corruption, ensuring transparency in the use of funds. In the future, it is necessary to continue to actively explore, innovate, and take effective measures to management of precaution, strengthen supervision of the administrative control of internal business to ensure continuous improvement of administrative units of the internal control system.

REFERENCES

- [1] Tong Ling, Ming Wei Ju. Explore role in promoting economic development in Business Administration [J]. Modern business, 2014,09:77.
- [2] Xue Ping. Role in promoting economic development analysis [J]. Modern business, 2012,30:168 -169. Business Administration.
- [3] Zhu Baoxing. Business Administration role in promoting the economic development of Analysis [J]. Knowledge economy, 2012,22:53.
- [4] Pang Yan Bo, Wang Yue. Promoting the Role of Business Administration on economic development [J]. Mall modern, 2013,07:100-101.

- [5] Wang Hu. Business Administration's role in promoting the economic development of Analysis [J]. Managers, 2013,13:145.
- [6] Fu Jie, Gao Yan Ying. Analysis of business administration role in promoting economic development [J]. Modern economic information, 2013,15:44.
- [7] Chang Jun Yan. Explore role in promoting economic development in Business Administration [J]. Mall modern, 2013,23:195.
- [8] Wangjun. About Business Administration to promote the economic development discussion [J]. Managers,2013,20:209-210.
- [9] Lijishan. Business Administration's role in promoting the economic development of Analysis [J]. Managers, 2013,23:226.