

On the Exploration Path of Business Administration Functions in the Context of New Economic Normalcy

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Abstract: Business administration plays a pivotal role in maintaining economic growth and ensuring the normal operation of the market. However, under the new normal, China's economy has been transformed from the crude development mode in the past to a refined development mode, which puts higher demands on the functions of business administration. The article starts from the overview of the new economic normal, briefly introduces the problems faced by business administration under the new normal, and discusses its function, so as to promote the intelligent level of business administration for business administration in China.

Keywords: Economic new normal, Business administration, Path exploration.

1. Introduction

Business administration refers to the economics, management as the theoretical basis, the government's laws and regulations as the basis for the supervision of the market economy, so as to achieve the stability of economic development. Under the situation that the economy has entered into a new normal, China's market is in the process of structural adjustment, and China's economic development has entered into a period of transition, which has led to the emergence of some problems such as vicious competition and illegal transactions, which have become a stumbling block to the healthy development of China's market economy. Therefore, if we want business administration to better provide more help for economic development, we must take the function of business administration as a breakthrough, and make changes in a way that can match the development situation under the new normal.

2. Overview of Economic Development under the New Normal

The new economic normal refers to a new state of economic development that has emerged after a country has undergone an economic restructuring following a financial crisis. The concept of "new normal" is opposed to the concept of "old normal". First of all, after China entered the "new normal", it paid more attention to "scale" and "speed", focusing on "both speed and quality". "As a result, heavy industries have been highly polluting and the economic structure has been irrational, which has led to a great deal of environmental pollution and waste of resources while our country has been developing. However, under the new normal, the State is more concerned about the rationality of the structure of economic development and has highlighted the need to take the road of sustainable development. Secondly, under the "new normal", China's development model has become more sloppy, favouring expansion and pursuing the rate of growth at the expense of the quality of growth. In China, the Government should clarify its administrative functions and implement an administrative function that is "administration-based and market-based"; the State will only take a macro-control approach when the market fails. In the

conditions of the new normal, China's development mode and development goals have changed, which requires us to recognise the current problems faced by China's business administration, and to take the initiative to seek new ways of development of the enterprise management function.

3. Problems Faced by Business Management in The New Normal

3.1. Shortage of senior business managers

In the new normal, the concept of business management has been unable to adapt to the new normal business development needs, resulting in a lack of high-level talent in business management. In particular, there is a serious shortage of middle and senior level of enterprises. Firstly, under the current conditions, the influence of market factors has led to a more complex and changing economic environment in China, which requires enterprise managers to be very forward-looking and prospective. Some business managers lack a keen and sharp insight into the market, which prevents them from formulating long-term development plans for their companies and predicting the risks that their companies may face. Secondly, the existing training system for business management personnel is not compatible with the new situation under the "new normal". At present, some universities and vocational schools still follow the traditional ideas and methods of personnel training, and their programmes focus on management theories, which are detached from the actual operation of enterprises and the background of the new normal economy. Thirdly, the examination methods of some universities and vocational schools still use the traditional test paper examination method, which only tests the candidates' memorisation of the knowledge points, but cannot test the candidates' application in practice.

3.2. Inadequate organisational structure of enterprises

In this new economic environment, enterprises need to have better business systems to better adapt to the new market environment. However, at the present stage, because of the unsoundness of the business administration institutions, the business function is restricted, which will not only have

certain impact on the quality of business operation, but also weaken the internal control of the enterprise. An enterprise should have a good business system, and a good enterprise should have a good institution to adapt to the changes in the market. However, at the current stage, because the business management organisational structure of the enterprise is still unsound, the business function is limited, which will not only have a negative impact on the level of business management of the enterprise, but also cause a certain degree of weakening of a key link in the business process. From the internal audit and internal control, we can have a comprehensive understanding of the company's operation and management status, and analyse the company's development method and the company's development requirements. The internal audit and internal control of the company have a great connection with the capital chain of the company. If the internal control is not in place, the capital chain of the company will be broken, and the company will be in danger of collapse.

3.3. Insufficient supervision and enforcement of business administration

The function of business administration is to regulate the whole society, and the current regulation is still very weak and has not formed a practical regulatory mechanism. Firstly, there are no sound rules and regulations for supervision. In the case of the new normal, relevant regulatory penalty programmes have also been formulated, and appropriate restrictions have been imposed on enterprises with high pollution, high energy consumption and vicious competition. However, these laws and regulations are of high guiding significance, while their operability is not high, and some of their provisions are very unclearly defined, as a result of which there are some loopholes in the policies when they are actually implemented, which affects the regulation and implementation of them. Secondly, due to the "territorial protectionism" of the industrial and commercial administrative authorities in law enforcement, they relax the supervision and inspection of local companies in order to pursue local economic development, thus failing to truly fulfil the requirement that "law enforcement must be stringent". This "protectionist" mentality has led to the long-term domination of local resources by low-quality companies and the exclusion of high-quality foreign companies, which is contrary to the principle of fair competition in a socialist market economy. Finally, the working style of some operators is not rigorous enough, or for their own selfishness, the implementation of the law is not strong enough, the role of supervision of enterprises has not been well played.

4. The Way of Business Administration to Play a Role in The New Normalcy

4.1. Introduction and training of high-quality talents

To make full use of the role of business administration, the most important method is to introduce and cultivate high-quality talents. Under the conditions of the new normal, we must focus on the present and the future, and constantly deliver high-quality talents to the work of business administration. Firstly, we must strengthen the cultivation of enterprise management talents. Firstly, under the new normal conditions, making enterprise managers aware of the purpose and characteristics of economic development under the new normal conditions will help them to carry out the conversion

of business ideas in a timely manner. Secondly, the cultivation of business management talents should be strengthened according to the characteristics of business management under the new normal. Enterprises can conduct relevant training by inviting professionals to the internal enterprise, so as to enable enterprises to better adapt to the new situation under the new normal. Thirdly, enterprise executives should be encouraged to continue their education, especially for the middle, middle and senior enterprise executives to carry out more in-depth training, he is a person who has a guiding role, so he should have a strong foresight and foresight.

4.2. Improvement of sound business management organisational structure

First of all, it is necessary to reorganise the enterprise management organisation. After entering the new normal, China's economic development has given more prominence to the importance of the market, and at the same time, it has also given more prominence to the functions of the government. Therefore, in terms of business operation, the organisations of enterprises should also be streamlined, and units with the same work should be integrated to facilitate the management of enterprises. Streamlining the organisational structure can effectively enhance the operational efficiency of the organisation. Secondly, it is necessary to clearly define the functions of the various departments of the enterprise management organisation and to refine their respective responsibilities, so as to prevent confusion and the phenomenon of "double-heading" in the management of the enterprise. Clear management functions can enhance work efficiency, streamline work procedures, and in the process of operation, if problems occur, the responsibility can be assigned to a person. Finally, the internal audit and internal control system of enterprises should be strengthened, and administrative licensing, administrative approval, administrative law enforcement and administrative supervision should be managed separately, so as to enhance the efficiency of auditing and controlling, and at the same time, independent supervision can be realised, so as to improve the quality of supervision.

4.3. Improve the regulatory system of business administration

First of all, the regulatory system of enterprises should be improved so that the operators of enterprises can act in accordance with the law. Industrial and commercial management departments should take the laws and regulations promulgated by the state as the basis, and combined with specific regulatory work, and constantly refine the regulations to make them more operable. At the same time, some ambiguous provisions to clean up, and some with the new normal development is not compatible with the regulations to be revised. Secondly, local protectionism should be eliminated and the fairness of the market should be guaranteed through legislation. On this basis, channels for reporting and complaints should be further improved to realise public supervision of enterprises, and a third-party supervision platform should be set up to break the protectionism of enterprises. By eliminating local protection, companies can be given the same rights as their counterparts, thus improving the fairness of the market. Thirdly, the supervision of business operators should be strengthened. When carrying out supervisory work, two or more people should be sent to carry out supervision and auditing, so as to

prevent problems such as poor quality of supervisory personnel, which will affect the effectiveness of supervision. Moreover, after completing the inspection work, an inspection report should be written with the name of the person responsible for the inspection, and if problems are found in the inspection work, the responsibility should be pursued immediately; at the same time, penalties should be increased to increase the cost of violating the law by the business operators.

5. Conclusion

After entering the "new normal", China's economic growth mode and growth characteristics have obvious changes, which also has a greater impact on the function and role of business operations. Therefore, in the current economic situation, the business administration department must start from the personnel, organisational structure, supervision and management and other perspectives, to find out the management links that are not compatible with the new normal, and start from the improvement of the quality of business administration personnel, improve the organisational structure, optimise the supervisory and management system and other perspectives, so as to play the function of business administration to the maximum extent, so that it will be compatible with the development needs under the new normal.

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