



On the current situation and development direction of the Business Administration of small and medium-sized enterprises in Xi'an, China

Zhaijuan Ding

Hefei City University

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Representative e-Mail: 549009845@qq.com

ABSTRACT

With the gradual improvement of China's market economic system, China's small and medium-sized enterprises have played a very important role in the development of the social economy. To ensure the sustainable development of China's small and medium-sized enterprises, we must strengthen their industrial and commercial administration and fundamentally improve their economic benefits. Therefore, it is particularly important to do a good job in business administration. This paper mainly studies some problems existing in the industrial and commercial administration of Chinese small and medium-sized enterprises and the corresponding solutions. The results show that China's small and medium-sized enterprises have some defects in industrial and commercial administration, and need to adjust the system and introduce talents.

Keywords: *Small And Medium-Sized Enterprises; Business Administration; System*

I. INTRODUCTION

For Chinese small and medium-sized enterprises, business administration plays a great role in their development. It can ensure the orderly and efficient operation and management of the company, and is an important basis for enterprises to make scientific decisions. It can timely feed back the defects existing in the business process of the company, so that the staff can deal with them at the first time, so as to reduce the losses caused to the company.

In addition, business administration can achieve the goal of jointly improving the economic and social benefits of the company to a certain extent, so that the enterprise can have a better social reputation and reputation. At present, due to the rapid economic take-off and China's loose incentive policies, the trees of domestic small companies are increasing and their scale is also expanding. The external market competition it faces is becoming increasingly fierce, and it has entered a white hot stage at present. If the company wants to survive in the fierce market environment, it needs to closely follow the pace of the development of the times, improve its own strength and change the traditional work management mode. The use of modern and brand-new industrial and commercial management methods can ensure the efficient development of the company's operation and management decisions. If Chinese small and medium-sized enterprises want to take the road of sustainable development, they must introduce modern industrial and commercial management, and establish a set of management methods in line with the actual situation of enterprises according to their own development strategic objectives.

However, from the specific situation of the business administration of Chinese small and medium-sized companies, although many Chinese small and medium-sized enterprises have made some achievements in business administration, there are still great problems in the business administration of some companies. The main direction of this research is to explore the deficiencies of Xi'an small and medium-sized companies in business administration, and put forward corresponding improvement strategies.

II. RESEARCH METHOD

The research methods include research method and interview survey method, which are detailed as follows: Firstly, Literature research method. It is mainly to sort out and collect relevant literature, and study and analyze these literature. It is the most common and vital scientific research method used by scholars in the research process. This paper mainly uses some social institutions such as libraries, historical archives and museums to obtain the literature needed for this research. By studying and consulting the theoretical knowledge about the business administration of

small and medium-sized enterprises in these materials, sorting out and summarizing the current academic research results in this field, this paper lays a theoretical foundation for the next research.

Secondly, Case analysis method. It is a method based on the company's operation, which objectively expounds a specific management scenario in the process of company management, and carries out case analysis. Here, the selected case must be representative. In the process of case study, we need to comply with these requirements: first, establish the object to be studied. The case study method mainly takes the events of the company or industry as the research examples, which must have certain representativeness and practical value; Second, the source of data is true and reliable. When using this method for research, we need to obtain first-hand data. Using interview survey and data survey statistics, the information obtained is more comprehensive and objective; Third, realize the unity of theory and practice. Follow the research process of asking questions, analyzing problems and finally solving problems. according to their own development strategic objectives.

To sum up, this study the situation and development path of Business Administration of domestic small and medium-sized enterprises. In the research process, Xi'an small and medium-sized enterprise company is analyzed as a research example. The data source in this paper is mainly obtained through communication and interview with the company's management staff and field investigation. The material evidence is the first-hand information of the enterprise.

Thirdly, interview survey method. In order to further understand and analyze the current situation and development direction of Business Administration of small and medium-sized enterprises, this research activity mainly uses the form of random interview, and selects the staff of 20 small and medium-sized companies in Xi'an as the object of the interview. The specific interview time is set at the lunch break stage, when the staff have free time. The interview shall be conducted by telephone, wechat and face-to-face conversation, and the time shall be controlled within 20 ~ 30 minutes. Use the interview outline prepared in advance to conduct questioning interviews with relevant personnel.

III. DISCUSSION

3.1 Development status of Business Administration of small and medium-sized enterprises in Xi'an, China

From the daily management of 20 small and medium-sized companies in Xi'an, it is learned that 15 companies currently use the methods of real-time production and zero inventory production. The reason why they choose these two methods of production is mainly because many enterprise managers believe that they can help the company obtain economic benefits in the short term; There are also three companies that use traditional inventory management methods. In short, the company makes its own inventory by formulating enterprise inventory control plans. The most remarkable feature of this model is the closed state of other supply chains; Only two companies apply the supplier inventory management method. This management method takes the idea of system integration as the core of inventory management, which can synchronize the supply chain system. In a word, more than 70% of the companies currently use real-time production and zero inventory management.

Figure 1 shows the survey of enterprise managers' understanding of business administration. It can be seen that among the small and medium-sized companies surveyed, about 14.5% of the company managers believe that business administration is very necessary; The management of the company with 31.5% said that business administration is still relatively important; In addition, 42.8% think that business administration is not so important.

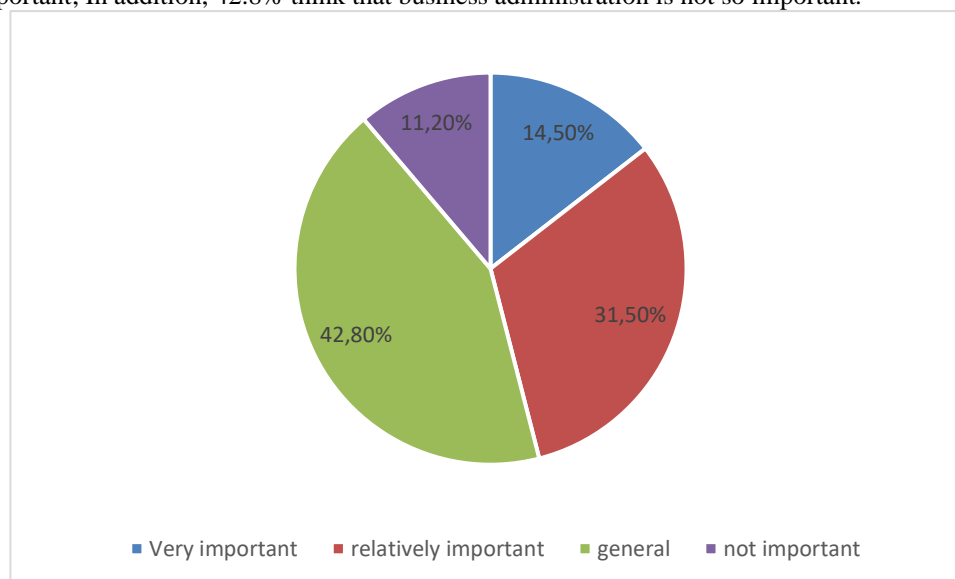


Figure 1 Importance Of Business Administration

3.2 On the development of Business Administration of small and medium-sized enterprises in Xi'an, China

3.2.1 Insufficient understanding of the importance of Business Administration

According to the existing business administration of small and medium-sized companies, about 54% of the managers of small and medium-sized companies have no business administration background. In the process of company management, it basically uses an extensive management mode, which lacks professional management

knowledge and skills. In this case, the management quality of the company has not been substantially improved. On the other hand, the management and business administration of many small and medium-sized companies have not formed a scientific understanding. Sometimes, we only consider the product cost purely, and do not invest more time and funds in management, and do not form a perfect industrial and commercial management mechanism. The management is chaotic, let alone innovate in management. Therefore, enterprise management needs to change their cognition in management.

3.2.2 Lack of business administration talents

Talents can inject continuous development power into the development of small and medium-sized enterprises, which is an important guarantee for the development of the company. If the company lacks professional talents in business administration, its goals and plans may not be realized efficiently, which will affect the position of the enterprise in the market. At present, the biggest problem faced by many small and medium-sized enterprises is the lack of management talents. In reality, many high-quality talents prefer to develop in large enterprises. This is because large companies have many promotion opportunities and relatively good salary. Because many small and medium-sized companies are in the development stage, their opportunities are relatively small compared with large enterprises, and there is a certain gap in welfare treatment.

Therefore, small and medium-sized companies are not very attractive to professional management talents in the market. Moreover, even if there are professional talents willing to go, they cannot be retained for a long time, which makes a large gap in professional management talents in small and medium-sized enterprises. Therefore, if enterprises want to achieve sound and rapid development, they need to pay attention to this aspect.

3.2.3 Unclear Business Administration

Due to the increasing reform of the social and economic system, its requirements for the industrial and commercial management of small and medium-sized companies are increasing. Therefore, small and medium-sized companies first need to establish their own business management objectives and find the correct positioning in order to ensure that business management measures adapt to the development needs of enterprises. However, in practice, many small and medium-sized companies do not determine the direction of business administration according to the actual situation in the process of business administration. Most of them are managed according to the orders of the management, and the management measures implemented are often lack of scientificity.

Under this kind of management, enterprise employees cannot strictly demand themselves according to the pre-set goals, and many of their plans are inconsistent with the actual situation. Therefore, it can not play a role in promoting the development of the company. In addition, small and medium-sized enterprises have limited platform resources, which can not create opportunities for those with high quality and high ability to display their talents, and can not compare with large enterprises in terms of salary. Therefore, it is difficult for small enterprises to attract excellent managers. Even if small and medium-sized companies can formulate scientific development strategies according to their actual situation in the development process, it is difficult for them to develop in the long term due to the lack of talents.

3.3 Solutions to the problems of industrial and commercial management development of small and medium-sized enterprises in Xi'an, China

The development pace of domestic small and medium-sized companies is relatively slow, especially in the mode of operation and management, there are still many problems. In the actual management, small and medium-sized companies have great shortcomings in both market competitiveness and market positioning and analysis, which makes enterprises unable to accurately locate their long-term development goals. These are all caused by inadequate business administration. Therefore, improving the level of Business Administration of small and medium-sized companies is an effective means to solve the current development dilemma of small and medium-sized companies. For the deficiencies in business administration, the author believes that the following measures can be implemented:

3.3.1 Change ideas and correctly view the importance of business administration

In order to occupy a large market share in such a competitive market environment, enterprises must improve the efficiency of business administration. Therefore, it requires the management of the company to correctly view the importance of business administration in the development of enterprises, recognize the value of business administration to the development of the company, and improve the level of business administration. As an excellent business administrator, you also need to master the way of business administration and understand that your work needs to be done step by step. Only after long-term persistence can you see the effect. Enterprise managers should have good faith in the development of the company in order to lead the continuous development of the company.

3.3.2 Establish scientific management objectives and promote the improvement of the company's industrial and commercial management level

In the development process of small and medium-sized companies, in addition to advanced technology and excellent creativity, efficient business management is also very important. In the business administration of the company, the first thing to consider is to establish good management objectives. Only when the enterprise has a unified and clear goal can the employees and management of the company work together for the development of the company. Only by fully mobilizing the enthusiasm and autonomy of employees can we realize the benign development of the company. When establishing the objectives of business administration, we must adhere to the principles of concretization and comprehensiveness. The established management objectives must be purposeful, and this objective needs to be consistent with the actual situation of the enterprise. It is not allowed to blindly copy the development objectives of other companies. In setting goals, we should not aim too high. Because the goal itself is a target of the

company's business activities. If the goal is set too high, it will be a great burden for the company's management and employees. The implementation of goals divorced from the actual situation of the company can not only promote the development of the company, but also affect the normal operation and management of the company.

To ensure the efficiency of management, we need to create a perfect mechanism to regulate the daily activities of the company. The company needs to establish a mechanism with clear rights and responsibilities. If the rights and responsibilities of the enterprise are not clear enough, it may cause employees to prevaricate and quarrel with each other in case of work mistakes, which will eventually damage the interests of the enterprise. Therefore, only by clarifying the scope of rights and responsibilities can enterprises improve the work level of employees and bring more economic benefits to the company. In addition, the company also needs to constantly improve the reward and punishment system. A reasonable reward and punishment mechanism can make employees have a strong sense of belonging and identity, take their work seriously, and improve employees' enthusiasm and sense of competition. When employees seek their own development, they also promote the development of the enterprise to a certain extent.

3.3.3 Attach importance to the cultivation of business administration talents

Firstly, companies need to raise the recruitment threshold for business executives. The recruited managers must have management knowledge and skills, and also need relevant qualification certificates.

Secondly, the company needs to irregularly train employees in business administration, and invite experts or relevant personnel with practical experience to popularize this knowledge to enterprise managers by means of lectures and improve their practical management efficiency. It also needs the sense of responsibility and professional ethics of enterprise managers to make them aware of the importance of their posts and be able to consciously and actively complete relevant management work. When facing the temptation of the outside world, they can make reasonable decisions from the perspective of the enterprise.

Thirdly, implement the system of combining business administration and responsibility mechanism. If the company has management problems, it can find the corresponding person in charge in time and be unaware of the relevant problems, so as to avoid causing economic and reputation damage to the company. Certain rewards can be given to employees who perform well in enterprise business administration and put forward practical suggestions. On the contrary, those workers who are passive contract workers can be punished. Only by binding the interests of the company and the personal interests of employees can we maximize the subjective initiative of employees.

IV. CONCLUSION

In short, in the current environment of rapid development of market economy, if small and medium-sized enterprises want to stand out in the market competition, they need to innovate the business management mode of enterprises, change the traditional business management ideas and practices, and realize the necessity of business management in the process of enterprise development. Improving the company's management efficiency is the core means of the company's sustainable development and scientific outlook on development. Organically link the industrial and commercial management technology with the management mechanism and the operation and management of small and medium-sized companies, build an efficient industrial and commercial management team, and strive to improve the quality level of high industrial and commercial managers. Only in this way can the enterprise accurately grasp the development opportunities in the fierce social competition, timely find the places that need to be improved in the management, and establish the strategic planning suitable for the development of the company according to the actual situation, so as to realize the goal of maximizing the economic benefits and benign development of the enterprise.

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