

Present Situation of China's Business Administration under the New Economic Situation

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Abstract: With the deepening of economic system reform, China's market economy is gradually on the right track, and the overall economic situation is improving. At the same time, China's economic development environment has also undergone certain changes. As a key component of market economy management, business management is also facing new opportunities and challenges. The tangible market and virtual intangible market all over the world are fluctuating in economic activities, and market supervision and management are facing many new challenges. As one of the government's functional departments, the business administration department must put forward constructive opinions and carry out internal reforms to adapt to the needs of today's business administration. This paper starts from the perspective of China's economic development environment, focusing on the current situation of business administration in the context of China's economic development. In view of the problems faced in the current business management, the development direction of the future business management work is pointed out.

1. Introduction

With the deepening development of market economy reform and the acceleration of global economic integration, world market exchanges have become increasingly close. Great changes have taken place in China's economic situation, which has become more and more closely related to the international economy, putting forward higher requirements for the standardized operation of the domestic economic market [1]. Business administration is an important economic functional department, which has an important impact on the development of national economy. As one of the government's functional departments, the industrial and commercial administration departments must put forward constructive suggestions and carry out internal reforms in order to meet the needs of today's industrial and commercial administration [2]. The business administration work has comprehensively applied expertise in economics, accounting, management, etc. [3]. Analyze the business strategy and internal behavior of the company. Business management work directly has an impact on economic development. It is precisely because of the orderly development of business administration that we can promote the greater stability of China's economic development [4]. Business management must be based on its own position and focus on the transformation of market participants' economic activities. Further development and innovation will ensure that the interests of consumers are not infringed.

The orderly development of business administration is conducive to promoting the sustained and stable development of the national economy. Due to the current ideological concepts, mechanism system, current economic level and other factors [5]. The current reform and construction of the industrial and commercial management status has not changed much. In order to be able to adapt to the needs of today's Chinese society. The government starts with management methods, management capabilities, and management concepts [6]. A major change in the business management of our country. The tangible market and the virtual intangible market around the world are fluctuating and changing in economic activities, and market supervision and management faces many new challenges [7]. While seeing the achievements of China's economic development, we should also deeply realize that although the current management of industry and Commerce in our country is of great benefit to economic development, there are also many hidden problems [8]. We

must actively analyze the problems existing in business management and make effective improvements to them. In order to give full play to the functions of the industrial and commercial administration departments, and promote the healthy development of the domestic market economy.

2. The Present Situation of China's Business Administration under the New Economic Situation

With the transformation and development of market economy, the market economy system has gradually improved, and the industrial and commercial management system has also been innovated and developed. However, compared with the higher requirements of the new economic situation for business administration, the reform of its management system is still lagging behind. Our country's industrial and commercial management system still follows the market management system in the planned economy era. It is only in the process of market economy reform and operation that the management system has only made some name changes. China's talent market only meets the demand of primary business administration. There is still a shortage of business managers in the middle and senior levels. The overall comprehensive quality needs to be improved. The business management work is closely related to the changes in China's market economy environment [9]. At present, China's market economy is developing at a rapid pace, and the economic environment has changed dramatically. In the process of industrial and commercial law enforcement in many areas, there is a problem of insufficient law enforcement. The violation of rules and regulations can not be stopped in time, and the law enforcement process is not strictly regulated in accordance with relevant regulations. Under this circumstance, the authority of industrial and commercial law enforcement cannot be guaranteed, and the credibility is relatively low.

Due to institutional reforms and various factors, the industrial and commercial administration departments have been adjusted and many internal control mechanisms have been continuously changed. In the social and economic development, the market management entity is not static. Different stages of development, there are certain differences in the characteristics of market entities. However, the actual management system has relatively poor volatility and has not yet met the needs of market economy development. The traditional economic environment has been transformed into an economic environment of Internet-based modern technology. In the internal environment, domestic demand in China's economic form plays an important role in promoting economic development. In terms of external environment, changes in the economic situation are affected by the international economic environment, and the overall development is in a positive direction. As a result, the management of industry and Commerce and the management system of industry and Commerce have not quickly adapted to the needs of modern market management.

With the overall popularization and reform and development of higher education, business administration specialty gradually develops towards the direction of marketization and internationalization. However, China's industrial and commercial management system has not changed as a result, and it is still implemented in the previous way. The market structure affects corporate behavior, so the degree of market power can be observed through market concentration. When the level of significance is low, the accounting power of enterprises has a relatively large impact on marketing performance. And as shown in Table 1, the performance index structure parameter estimation and significance test.

Table 1 Performance indicator structure parameter estimation and significance test

Path description	Path coefficient
Income accounting ability → Impact performance	3.36
Cost accounting ability → Marketing performance	3.45
Tax accounting ability → Marketing performance	3.79

In the process of connecting with the international economy, foreign economic exchanges have increased significantly. In dealing with international economic and trade, there are obvious deficiencies in China's industrial and commercial management system. In the context of the

increasingly complex market economy environment in China, there are more and more factors affecting the law enforcement of business administration. In addition, the management department's insufficient attention to industrial and commercial law enforcement and the weakening of the management department's efficiency in industrial and commercial law enforcement have led to a significant decline in industrial and commercial law enforcement. China's market economy environment is greatly affected by various modern technologies such as the Internet [10]. In this case, the main body of the market also presents a lot of new development characteristics and trends. There are many chaotic trading phenomena in the market, which seriously threaten the stable operation of market economy and make it difficult to ensure the fairness of market competition. From the point of view of business administration system, there is almost no supervision on the development of market under the condition of network. Therefore, a large regulatory loophole has been formed, the market management system is unbalanced, and the phenomenon of inadequate management is very obvious.

3. Measures to Strengthen Industrial and Commercial Management under the New Economic Situation

In view of the problems existing in the practical work of business administration, we must improve the management system and working mechanism as soon as possible. To ensure the effective implementation of the system and provide guarantee for the smooth development of market economy. The administrative departments of industry and commerce at all levels carry out training and education for cadres and workers through various channels and forms, taking professional ethics as an important part of pre-post and post training. In practice, we should gradually innovate the teaching idea and optimize the teaching content. The curriculum design fully considers the requirements of market economy development, pays attention to the implementation of innovative education, and builds a training base for talents. Understand the current trend of social and economic development, in order to more fully understand the current economic situation. On this basis, the industrial and commercial administration can reform and innovate the future economic development. The market environment faced by the development of the business management system is becoming more and more complex, and the industrial and commercial management system cannot better expand the coverage under the system management.

The normal development of business administration is inseparable from the relevant systems and systems. From the standards of law enforcement, the national government should carry out a comprehensive optimization, and comprehensively and comprehensively adjust the laws and regulations related to industrial and commercial management law enforcement. In the development of business administration, law enforcement in the management process is also an integral part of the business management. In order to solve the current problem of lack of senior talents in business administration, in the process of professional training, we should pay attention to the development of comprehensive quality of talents. Taking professional competence as the standard of talent cultivation and testing will completely change the previous talent cultivation mode. Relevant personnel of law enforcement in industrial and commercial administration should have a clear awareness of law enforcement in industrial and commercial administration. There is a clear understanding of the laws, regulations and standards of law enforcement in industrial and commercial administration. We should give full play to the functions of comprehensive supervision and management and carry out contract management in accordance with the stipulated requirements. Effectively standardize the order of socialist market economy and gradually improve the market mechanism. Reasonable play to the effectiveness of industrial and commercial law enforcement is also a means to rectify the market environment. It is the dependence of standardizing market order and purifying market environment.

In addition to improving the industrial and commercial management system, the industrial and commercial administration departments should conduct a comprehensive study and analysis of the current industrial and commercial management work. There is also a great distance between the setting of accounting subjects and the requirements of accounting system. Advances are not made

according to the requirements. There are also many problems with income and expense management, and there are occasions when the book is inconsistent with the actual situation. The existence of agency problems makes asset managers' time preferences inevitably internalized in financial institutions' investment decision-making activities. The financial situation risk comparison data is shown in Table 2. The relationship between financial position risk weight value and evaluation value data is shown in Figure 1.

Table 2 Financial situation risk comparison data results

	Return on assets	Marginal cost rate
Return on assets	0.56	0.72
Marginal cost rate	0.47	0.63

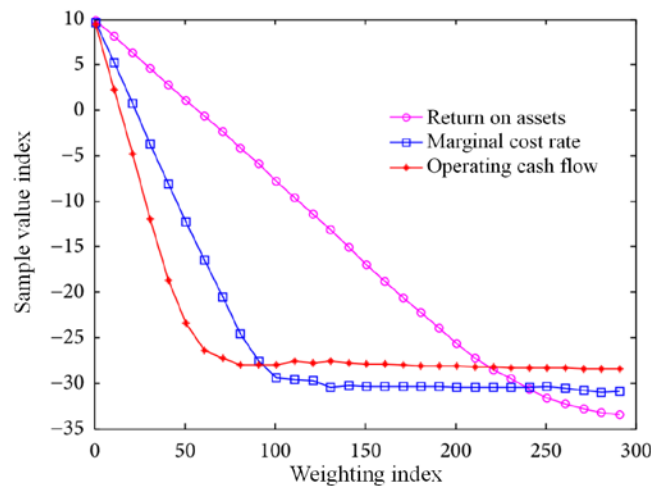


Fig. 1 Relationship between financial risk risk value and evaluation value data

The market economy is diversified, and the behavior of market entities and subjects is becoming more and more complex. Under the rapid development of the network economy, the market economy has broken through the traditional geographical restrictions. During their studies at the school, students will be able to access more international advanced business management concepts and establish a preliminary understanding of the actual business management. As an integral part of economic management, business management must also adapt to the new forms of development needs. Make corresponding updates and improvements to improve management effectiveness. As a functional department, the industrial and commercial administration organ has the right of market supervision and administrative law enforcement. We must fully grasp the existing laws and regulations, gradually improve the relevant supporting policies, and formulate implementation rules. In light of the current economic development situation, the basis for law enforcement should be gradually unified. According to the actual needs of market supervision and management, the audit structure should be set up. Or work out special documents with audit departments for market supervision and audit to promote the healthy development of this work. Only in this way can we ensure the legal efficiency in the management of industry and commerce.

4. Conclusion

With the acceleration of economic globalization, the socialist market economic system has gradually improved. The importance of business management has become increasingly prominent, and the optimization of organizational structure has been realized. We should pay close attention to and clarify the current situation of China's industrial and commercial administration from time to time. Only in this way can we advance with the times and put forward countermeasures to adapt to the current situation of business administration. China's economic situation will continue to move towards a positive direction on the road of development, and the management of industry and commerce also needs to play its management role in the economic development. The parallel

establishment of internal supervision and audit institutions is an important component of the internal control measures of business administration institutions. Can better regulate the work style of business management staff. As far as the status quo of business administration is concerned, there are still certain problems and deficiencies. It is necessary to build a sound management system to improve the level of business administration. In turn, promote the coordinated and stable development of the national economy. The state should pay more attention to the cultivation of business management talents. Management and adjustment of business administration from various aspects such as business management law enforcement, system construction and internal control. Guarantee the business management work to better serve the country's economic development.

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