

# Thinking on business administration development strategy in network economy era

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**Abstract:** At present, our country has stepped into the information age. With the emergence and rapid development of the computer and Internet, we have stepped into the era of the network economy, which has posed a great challenge for each of our industries, especially the enterprise. The traditional way of business operation has been more and more behind the development trend of The Times, can not meet the development trend of modern network economy, is not conducive to the long-term development of enterprises. The quality of enterprise management is related to the long-term development of the whole industry, but also related to the healthy development of a country's economy. If an enterprise wants to develop healthily, it must innovate in the concept and mode of operation. This article starts from the actual situation of enterprise management, and makes a simple analysis and discussion on the development strategy of enterprise business administration in the era of network economy, so as to provide reference for enterprises.

**Key words:** network economy era; Business administration; Development strategy

## Introduction

With the continuous development of optical cable communication, computer technology, digital technology and satellite communication and other technologies, contemporary information technology has been rapid development, and has produced many new economic development mode, that is, network economy. Since its birth, it has caused a great impact on people's society, economy and daily life at that time. Compared with the traditional economic model, the Internet economy has many advantages, such as speed, convenience and self-expansion. For a long time, Chinese enterprises have adopted the traditional economic model, and for the emerging economy, enterprises lack effective means of management. In this context, the administrative organs for industry and commerce should actively adjust their management scope and work function, so that they can effectively promote economic development.

## I. The meaning of network economy

Network economy refers to a kind of economy developed with the help of modern network and computer technology, also known as information economy or Internet economy. Internet technology, information and data play an important role in the network economy, and serve the network economy as an intermediary. Compared with the traditional economic model, the Internet economy realizes the network in many aspects such as the production, sales and delivery of goods, which not only saves the labor cost, but also improves the work efficiency, which is undoubtedly very beneficial to the development of enterprises. However, there are also great challenges in the Internet economy, which lead to a lot of uncertainty in the operation of enterprises, which makes the development of enterprises encounter some difficulties. Of course, if we can find the problems in time and make appropriate supplements to them, we can make up for the shortcomings of the network economy and provide a more favorable environment for the development of enterprises.

## II. The role of the network economy era on the development of business administration

### 1. Strengthen the control of enterprise working costs

The network economy has saved the sales expenses of physical stores, and there is no real place to work. Commodity trading can be carried out on the Internet platform, which can not only meet the various requirements of customers, but also be accepted by the public. At present, many enterprises have participated in the Internet economy platform to improve the efficiency of commodity circulation, a wide variety of products can allow different social groups to choose, not only can reduce the time of consumers to buy, but also can bring convenience to consumers (without leaving the house, you can meet all kinds of life and life needs), therefore, Formed a business, consumers and logistics three dimensions of the network economy form, better adapted to the development of the socialist market economy, to meet the needs of modern people's real life. In addition, industrial and commercial enterprises can also make use of various functions in the network system to monitor and manage the company's internal staff in real time, so that the staff's work enthusiasm and work efficiency can be greater improved, so that customers have a good shopping experience. Increase the sales of the company's goods, promote the positive increase of the company's economic benefits, at the same time, the company can also free up more time and energy to develop and develop other investable industries, so that the company's all-round and diversified development.

### 2. It is conducive to building a fair and just market economic competition environment

In today's increasingly competitive market economy, how to win in the increasingly fierce market competition, it is not a difficult thing for many large enterprises. It is very difficult to get a share of the pie between these two companies. In particular, some large-scale enterprises or enterprises that have formed a monopoly can maintain a leading position in the market for a long time just by virtue of the core technology developed by themselves and the advantages of diversified marketing means, which poses a great threat and obstacle to the survival and development of small and medium-sized enterprises. However, with the advent of the Internet, this situation has been

well transformed and balanced, through the integration of competitive platforms, so that various industries can form an equal competition environment, through the establishment of a unified competition platform, you can more quickly and widely publicize and spread market information, which has played a great role in promoting the establishment of a fair and just market economic environment. It has created a better development environment and platform for the development of small and medium-sized enterprises, which is good for their long-term development.

### 3. Help enterprises to better understand and master the development dynamics of market economy

With the advent of the network era, information technology and the development of market economy are more closely combined together, which makes the network economy get an all-round development, which requires enterprise managers to have higher information work ability and network literacy. In addition, it is also necessary to have a strong sensitivity to the current social economic market development, and be able to grasp the market development trend and policy in a timely manner, so that the company can grasp the better development opportunities, and occupy the dominant position in the case of obtaining more profits. In the context of the Internet economy, the use of big data technology can effectively analyze and integrate the feedback information generated by the company in the process of product sales, and find many problems in the company's operation at the same time, it can also allow the company to better understand and grasp the social and economic development trend. Make the enterprise in a favorable position, and timely formulate their own development strategy and future product research and development direction, so as to better meet the needs of customers for products, so as to obtain higher economic benefits. Promote the company's sustainable and healthy growth.

## III. The difficulties faced by the development of network economy at the present stage

With the passage of time, the vigorous development of Internet information technology and Internet technology has prompted the change of traditional marketing methods, and the growth model of network economy based on computer and Internet has gradually emerged. Successfully become a new way of economic development, it can meet the needs of People's Daily life, but also to meet the needs of society, once entering the market, it is widely used, it has penetrated into the economic development of all walks of life, the People's Daily work and life has had a great impact. Compared with the traditional mode of economic development, the rise of the Internet economy makes the operation mode of integration of purchase, sales and service realized, and connects merchants, consumers and sellers closely. It not only saves consumers' shopping time, energy and economic cost, but also brings consumers more convenience in consumption, realizing the happiness of shopping without leaving home. It brings more choices to consumers. At the enterprise level, enterprises from the original physical sales mode to online sales, which not only greatly saves the company's economic office development costs and human resources costs, but also brings more and greater development space for the company's development, and promotes the development of modern economy. However, as a new way of economic growth, there are still many problems in the development of network economy. Therefore, before entering the network era, we must deeply understand the network economy, deeply analyze its advantages and disadvantages in the development of business operation, through the measurement of its advantages and disadvantages, learn some useful things from it, in the background of network economy, further improve the enterprise management system, promote the overall and healthy development of enterprises, so as to promote the sustained and rapid development of China's economy.

## IV. The era of network economy innovation business management development strategy

### 1. Change management concept and optimize management mode

In order to adapt to the development of network economy, enterprises must change the traditional management concept and management mode. The government's macro-control of the economy is an effective management mode, which can solve various problems in the economic development under new circumstances and promote the healthy development of the economy. The introduction of the most advanced machinery and equipment and the use of modern scientific and technological methods to carry out production and business activities. In addition, human, material and other resources should be integrated to gradually improve the way of business operation, change the business philosophy, and improve work efficiency. At present, China's network economy has entered a new period of development, we must carry out active reform and innovation, in order to meet the needs of the new era and promote the rapid development of our national economy. At present, the focus of China's industrial and commercial administration is how to adapt to the network economy and build a new market economy order. First of all, we should start from the managers themselves, let them constantly self-learning, take the initiative to absorb new knowledge; Have the ability of independent thinking, but also to maintain innovation, expand thinking, with professional knowledge quality and work ability to solve the real problems, pay attention to the content of management work. Secondly, the relevant units should increase the training of the staff and comprehensively improve the quality of the staff and workers. Finally, the government should further reform, formulate and improve the enterprise registration and filing procedure, use the online examination and approval function, simplify the enterprise registration procedure, under the premise of saving time, but also can better play the advantages of network technology, use modern science and technology, shorten the distance between enterprises and the network economy; The new business operation mode is constantly optimized.

### 2. Create management mechanism and make top-level design

The construction of the business management mechanism should be based on the actual development trend of the economy, conform to the trend of The Times, ensure the effective operation of the management system, but also pay attention to the combination of theory and practice, the implementation and execution of the system, expand the development space of enterprises, and truly realize the "people-

oriented". In the construction of the enterprise management mechanism, we must carry out scientific and rigorous analysis, and in strict accordance with the provisions of the state, to build a system conducive to the sound development of the economy. The business administration department should make full use of its functions, and the managers should strictly follow the norms in the implementation, resolutely reject the unqualified enterprises, and adopt a serious and responsible attitude when registering; Operate according to the standard process, and constantly improve the governance mechanism of the enterprise. To investigate the market situation and development status in advance, and grasp the development needs of enterprises at any time, not only to do a good job in operation, but also to do a good job in coordination between various departments, so as to optimize the industrial structure. Enterprises should strengthen internal communication, improve the work efficiency of employees, and make contributions to the economic development of enterprises. Business operation institutions can not only plan the development of enterprises, but also bring benefits to people's lives, improve their happiness and contribute to the prosperity of the country.

### 3. Strengthen management functions and fulfill their responsibilities

In the environment of network economy, the function of business administration is weakening day by day, and it cannot provide the function of overall planning and management for economic development, which is unfavorable to the long-term development of enterprises. Employees are not enthusiastic about their work, and the status of enterprise management is getting lower and lower. Therefore, we should further strengthen the functions of the industry and commerce administration, strengthen its management function, and lay a good foundation for the healthy development of China's market economy. The function of the administrative departments for industry and commerce is to supervise enterprises to ensure the normal operation of the economy, ensure the healthy development of the market and crack down on illegal business activities. Only in the supervision at the same time, to maximize the function of managers, so that enterprises have a sense of law, abide by laws and regulations, maintain the order of market economy, at the same time, it is also necessary to cultivate the sense of responsibility of enterprises, take the initiative to shoulder their own economic and social obligations, the rights and obligations between enterprises and enterprises, individuals and enterprises, individuals and individuals are clearly divided.

## Concluding Remarks

To sum up, the economic development of society depends on the operation of enterprises. Therefore, if enterprises want to survive in a good economic environment, we must establish a healthy and efficient market economy system. Only in this way can the market economy remain stable and orderly and promote the development of the national economy. In the background of network economy, the administrative department of industry and commerce should also adapt to the actual situation of our country and act according to the law of development of market economy. Combining with the actual situation, this paper puts forward the change management idea, optimize the management mode; Create management mechanism, do a good job of top-level design; Strengthen management functions and fulfill their responsibilities; To formulate laws and regulations and improve legal mechanisms; Pay attention to the quality of personnel, improve the management quality of the countermeasures, in order to make the development of enterprise business administration more in line with the requirements of the network economy era.

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