
Review on the Promotion of Business Administration to Economic Development

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[Abstract] Business administration is the most common management profession in the market economy. It is a discipline that specializes in the basic theory and general methods of economic management of industrial and commercial enterprises. The study of this discipline is directly related to the development of the economy. Qualified business management professionals can bring unpredictable value to the enterprise. On the contrary, if the enterprise does not do well in business management, it will seriously affect the development of the enterprise economy. The use of modern management methods to conduct effective business management and business decision-making is very important for the future survival and development of enterprises. The article analyzes and discusses the promotion of economic development by business administration, and hopes to promote the rapid development of Chinese enterprises.

[Keywords] Business administration; Economic development; Promotion

1. Introduction

The sustainable development of the market economy needs to rely on the scientific and effective industrial and commercial management system. As more and more enterprises in China enter the international market, the development of China's social economy is rapidly improved. To develop healthily and steadily in a highly competitive international market requires business management. At present, China's economic level has been on an upward trend, which has a certain relationship with perfect business management. Standardized market economic order and reasonable protection of consumer rights are the functions of business management functions. Paying attention to the functional role of business administration is the prerequisite for the rapid improvement of the corporate economy.

2. The Functions and Characteristics of Business Administration

2.1 Business Management Function

The business qualifications, behaviors, and whether or not they operate in accordance with regulations are the scope of business administration. The State Administration for Industry and Commerce is the backing of business administration.^[1] Therefore, the standardization of the enterprise directly affects the economic image of the enterprise.

Today, with the development of marketization, China's economic development has gradually entered the international market, and more and more international exchanges have added momentum to the sustainable development of enterprises. The advent of the economic era has increased the flow of funds between countries, and the exchange of technology has become more frequent due to the development of enterprises. Therefore, the development of the times marks the progress of the country, and these advances are based on reasonable business management.^[2] The development of the company is strictly implemented in accordance with the regulations, ensuring that there is no leakage in business management. Strictly speaking, the main role of business administration is a constraint on the enterprise industry. It can help enterprises to develop more standardizedly and promote enterprises to become the core of market development.

2.2 Characteristics of Business Administration

As a state administrative agency, the Industrial and Commercial Bureau is an administrative management tool for enterprises. The establishment of any enterprise requires an industrial and commercial license, which is a kind of protection for market development and makes the market development more standardized.^[3] There is a certain difference between business administration and other departments, and there is no clear explanation for the specific work requirements and the provision of funds. The significance of its existence is to safeguard the rights and interests of consumers and ensure the standardized operation of enterprises. A good market economy development environment requires the business administration department to play a certain role. This role can effectively help enterprises to improve their competitiveness in market research and development, production and marketing. Business management is the implementation of standardized management of enterprises in strict accordance with national standards.

Once there is an unreasonable behavior, an enterprise may impose corresponding administrative penalties in accordance with the regulations. For example, the "black-out" action and "illegal practice" frequently reported in the news media are one of them. Many small clinics in the market still operate without a business license. However, many consumers do not understand the facts, which damage the rights and interests of consumers to a certain extent, and is also irresponsible to consumers. In the event of a problem, consumers may face a situation where there is nowhere to complain. Therefore, strictly combating "illegal practice" is the protection of the people of the whole society.

In recent years, with the improvement of people's living standards, more and more people are increasingly aware of the law. It is the right of every consumer to protect their legitimate rights and interests. The laws and regulations of business administration are gradually improving and fully functioning to help the rapid development of the company's economy.

3. The Role of Business Administration in Promoting Economic Development

3.1 Strengthen Market Economy Management

Strengthening market economy management is the driving force for sustainable development of enterprises. Strictly standardize corporate behavior, conduct a comprehensive inspection of the company's business license, and strictly follow the regulations when issuing business licenses to ensure that the company's behavior is regulated and operated.^[4] At this time, the company is allowed to register trademarks. The management of each link must be strictly handled, so as to ensure the steady development of the market economy. If it is not implemented in accordance with the relevant regulations of business administration, it will seriously affect the market economy system.

First, as the market continues to change, monopolistic phenomena will inevitably occur in market operations. For this phenomenon, administrative measures should be adopted in time to ensure the steady development of the market economy. At the same time, we urge enterprises to be honest and trustworthy in the development process, create a harmonious atmosphere for market competition, and promote the rapid development of the market economy.

Second, safeguarding the trademark rights of enterprises is the responsibility of business administration. Trademark rights are the foundation of a company's development. Any company has its own trademark. The registration and inspection of trademarks are all helping enterprises to occupy a leading position in the market development. Therefore, regulating trademark rights is also a key task of business administration.

Third, the speed of the company's regulation and whether the company has non-compliant industries or information in its operations requires business management to supervise, and business management can help companies get on track faster. Strict business management can reduce the risk of business operations. In addition, the credit and norms of the enterprise can be evaluated through business administration. This is also the characteristic of business administration, which is more bidirectional and can regulate the market economy more.

3.2 Promote the Improvement of the Enterprise System

Continuous improvement of the enterprise system is the legal administrative function of business administration. In order to balance the development of China's market economy, the state has also introduced some regulations that restrict corporate behavior.^[5] The state has the right to control the irregularities in the operation of the enterprise. In particular, if there is a problem in economic development, the state will adopt administrative intervention to create a fair and just development environment for the enterprise. In order to achieve long-term development, enterprises must always alert themselves and standardize corporate behavior. Business administration plays a certain role in supervision. For an imperfect enterprise system, the industrial and commercial management will effectively rectify and promote the smooth operation of the market economy.

3.3 Ensure Stable Economic Development

The stable development of the market economy requires business management to be managed from various aspects. For example, business management can regulate corporate behavior, provide a fair competitive environment for market economy development, and help enterprises develop rationally and healthily. From resource optimization, business management can effectively utilize human and material resources to accelerate the development of enterprises. At the same time, industrial and commercial management has certain legal effects, and it has a binding supervision role for enterprises, which enables enterprises to regulate market behavior and protect consumers' rights and interests.^[6] By regulating corporate behavior, consumers are provided with better products to protect consumers' rights. Business management plays an active role at many levels, promoting stable and sustainable development of enterprises and enhancing China's international status in the global economy.^[7]

4. Conclusion

As an important institution for the national government to exercise management authority and implement macro-control policies, business administration has a great impact on the country's economic development. China is currently in a critical period of economic development and faces a huge impact on global economic development. Business management is particularly important. Business administration shoulders the responsibility of market supervision and protection of rights and interests. It not only protects the interests of enterprises but also protects consumers' rights and interests. It promotes the healthy and rational development of enterprises through strict requirements and plays an important role in regulating corporate behavior. At present, the administrative department of industry and commerce has fully played its role. Enterprises should pay attention to the functional role of business administration and promote the sustainable development of China's socialist economy.

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