

# ***Under the Current Economic Structural Transformation and Development Research on the Innovation Strategy of Industrial and Commercial Enterprise Management Model***

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**Abstract:** The management mode of industrial and commercial enterprises can improve the operational efficiency and cost control ability of enterprises, help enterprises formulate scientific development goals, deeply tap the potential of employees, comprehensively understand the financial status of enterprises, promote the improvement of economic benefits, promote corporate culture and brand building, strengthen information construction, and enhance corporate social responsibility and sustainable development ability. At present, the concept of business administration is backward, the management structure is rigid, the management method is single, the talent management is not good, the risk management is insufficient, the strategic management is lacking, the corporate culture is lagging behind, and the degree of internationalization is insufficient. Update the management concept, optimize the management structure, enrich the management means, strengthen talent management, improve risk management, formulate long-term strategies, reshape corporate culture, and promote the internationalization strategy. This paper provides comprehensive guidance for enterprises to innovate the management mode of industrial and commercial enterprises in the context of economic structural transformation.

**Keywords:** business administration model, Economic structure, transformation and development, tactics

## **1. Introduction**

### **1.1. Improve the operational efficiency and cost control ability of the enterprise**

The business administration model of enterprises can greatly improve the cost control ability and operational efficiency of enterprises. By introducing advanced and scientific business management concepts, enterprises can further streamline the existing management process and make the work more scientific and reasonable. This can not only reduce unnecessary waste, but also improve the efficiency of the internal management process of the enterprise[1], so as to optimize the allocation of various resources within the enterprise; The business administration model focuses on cost control, and through refined management and budget control, enterprises can manage various expenses more

effectively. This helps companies minimize operating costs and improve profitability while ensuring product quality and service levels.

### **1.2. Help enterprises to set scientific development goals**

Enterprises adopt the business administration model, and can formulate scientific and effective long-term development plans according to their own development conditions. Through a clear investigation and analysis of the company's operation, the company can formulate scientific and reasonable development goals and clarify the future development direction. This helps enterprises to avoid adverse effects on the health and sustainable development of enterprises due to unclear development paths; The business administration model emphasizes the importance of strategic planning. Enterprises need to formulate a strategic plan that meets market demand through market analysis, competitor analysis and other means. This can not only enhance the market competitiveness of enterprises, but also ensure that enterprises maintain a leading position in the fierce market competition.

### **1.3. Dig deep into the potential of employees and improve the level of human resource management**

Enterprises implementing the business administration model can clearly plan human resource management work and formulate a reasonable human resource management system. This helps enterprises to better tap and utilize the potential of employees, so that employees can play the best role in the positions that suit them; By formulating a reasonable incentive mechanism and reward and punishment system, enterprises can stimulate the enthusiasm and creativity of employees. This can not only improve the overall performance of the enterprise, but also enhance the cohesion and centripetal force of the enterprise.

### **1.4. Comprehensively understand the financial situation of the enterprise and optimize the capital structure**

Enterprises can develop a business administration model to have a more comprehensive and in-depth understanding of their own financial situation. Through the analysis and interpretation of financial statements, enterprises can formulate a more scientific and reasonable capital structure to ensure the safety and stability of enterprise funds. The business administration model emphasizes the importance of risk management. Enterprises need to identify and respond to potential risks in a timely manner by establishing a risk early warning mechanism and improving the internal control system. This helps companies stay sound in a complex and volatile market environment.

### **1.5. Promote the improvement of economic benefits of enterprises**

The business administration model can standardize and implement the inspection system and review mechanism of the enterprise, so that the procurement, production and other work links of the enterprise are more standardized and efficient. This can not only improve the operational efficiency of the enterprise, but also reduce the probability of violations of laws and disciplines, and protect the legitimate rights and interests of the enterprise; By strengthening business administration, enterprises can continuously improve their product quality and service level, and enhance market competitiveness. This helps businesses stand out from the fierce market competition and win more market share.

### **1.6. Promote the construction of corporate culture and brand building**

The business administration model focuses on the construction of corporate culture. Enterprises need to carry out various cultural activities, training and other ways to shape a distinctive corporate culture[2]. This can not only enhance the sense of belonging and cohesion of employees, but also enhance the brand image and social influence of the enterprise; By strengthening brand building and marketing, companies can enhance their brand awareness and reputation. This helps the business to establish a good image in the market and attract more consumers and partners.

### **1.7. Strengthen the construction of informatization and improve management efficiency**

With the popularization and application of science and technology such as the Internet and big data, enterprises need to speed up the process of business administration informatization. Through the establishment of information management platform, improve the information system and other means, to achieve information sharing and collaborative work between different departments. This can not only improve the management efficiency and work quality of the enterprise, but also reduce the management cost and information transmission cost; Informatization construction helps enterprises to obtain market information and internal data more quickly and accurately, and provides strong support for enterprise decision-making. This can not only improve the decision-making efficiency of the enterprise, but also ensure the scientific and accurate decision-making.

### **1.8. Enhance corporate social responsibility and sustainable development capabilities**

As a member of society, enterprises need to actively assume social responsibility. By strengthening business administration[3], enterprises can pay more attention to investment and management in environmental protection, employee welfare, etc. This can not only enhance the social image of the enterprise, but also enhance the sustainable development ability of the enterprise; In the context of economic structural transformation, enterprises need to actively promote green development. Through the adoption of environmental protection technology and technology, strengthen energy conservation and emission reduction and other measures, reduce environmental pollution and damage. This helps enterprises to contribute to the sustainable development of society while achieving economic benefits.

## **2. The main problems existing in the management mode of industrial and commercial enterprises in the context of economic structural transformation**

### **2.1. The management concept is backward and lacks innovation**

Many companies are still deeply influenced by traditional management concepts, such as "family management" and "empirical decision-making". These concepts often ignore market changes and the diversity of internal needs of enterprises, resulting in a lack of scientific and forward-looking management decisions; In the context of economic structural transformation, enterprises need to constantly innovate to adapt to market changes. However, due to the backward management concept and the lack of the ability to accept and apply new ideas and technologies, many enterprises lack the motivation for innovation and it is difficult to form competitive products and services.

### **2.2. The management structure is rigid and inflexible**

The management structure of many enterprises is too complex and there are too many layers, resulting in poor information transfer and inefficient decision-making. This not only increases the operating costs of enterprises, but also reduces the market response speed of enterprises; Due to the rigid

management structure, there is often a lack of effective communication and collaboration mechanisms between different departments, resulting in waste of resources and low efficiency. This is especially true when it comes to cross-departmental projects or new business developments.

### **2.3. Single management means and lack of diversification**

Many enterprises meet the needs of modern enterprises for data analysis and decision support in terms of management methods; There is still an over-reliance on traditional methods, such as manual statistics, paper documents, etc[4]. These methods are not only inefficient, but also difficult in the information age, enterprises need to improve management efficiency through information technology. However, due to capital, technology or awareness reasons, many enterprises ignore the construction of informatization, resulting in a single management means and difficult to adapt to market changes.

### **2.4. Poor talent management and lack of competitiveness**

Due to the imperfect management mechanism, many enterprises struggle to attract and retain excellent talents. Brain drain not only increases the recruitment and training costs of enterprises, but also affects the stable development and innovation ability of enterprises. Many companies are underinvesting in employee training, resulting in uneven skill levels and difficulty in adapting to changes in market demand. At the same time, the lack of systematic training also limits the career development space of employees.

### **2.5. Insufficient risk management and lack of early warning mechanism**

Many companies do not pay enough attention to risk management, resulting in a weak sense of risk. This increases the possibility that enterprises will face various risks, such as market risks, financial risks, legal risks, etc.; Due to the lack of an effective early warning mechanism, many enterprises are often caught off guard when risks occur, and it is difficult to take effective countermeasures. This not only increases the loss of the enterprise, but also affects the reputation and brand image of the enterprise.

### **2.6. Lack of strategic management and long-term planning**

Many companies tend to focus too much on short-term interests when formulating strategies, ignoring the long-term development of the enterprise and changes in market trends. This leads to a lack of forward-looking and sustainable corporate strategy; In the context of economic structural transformation, enterprises need to have keen market insight to capture market opportunities. However, many enterprises lack the ability to accurately judge and analyze market trends due to poor management, resulting in poor strategic decision-making.

### **2.7. The corporate culture is lagging behind and lacks cohesion**

Many enterprises do not invest enough in the construction of corporate culture, resulting in low employee cultural identification with the enterprise. This not only affects the sense of belonging and loyalty of employees, but also limits the cohesion and centripetal force of the enterprise; The lag of corporate culture is also reflected in the lack of innovative spirit of enterprises. This makes it difficult for companies to adapt and change quickly in the face of market changes, thus losing their competitive advantage.

## **2.8. Lack of internationalization and global vision**

Many companies tend to confine their strategies to the domestic market, ignoring the opportunities and challenges brought about by globalization. This leads to a lack of competitiveness in the international market. Due to the lack of internationalization, many enterprises lack experience in operation and management in the international market. This increases the risks and challenges faced by businesses in the international market.

To sum up, the main problems existing in the management mode of industrial and commercial enterprises in the context of economic structure transformation include backward management concepts, rigid management structure, single management methods, poor talent management, insufficient risk management, lack of strategic management, lagging corporate culture and insufficient degree of internationalization. These problems not only restrict the development of enterprises, but also increase the risk of enterprises to cope with market changes. Therefore, enterprises need to actively take measures to improve the management mode of industrial and commercial enterprises to meet the needs of economic structural transformation and achieve sustainable development.

## **3. Relevant strategies for the innovation of industrial and commercial enterprise management models in the context of economic structural transformation**

### **3.1. Update the management concept, pay attention to innovation and change**

Establish an innovation-driven development concept: Enterprises should clarify the core position of innovation-driven in enterprise development, and regard innovation as the key driving force to promote enterprise development. Through continuous technological innovation[5], management innovation and market innovation, we will continuously enhance the core competitiveness of the enterprise.

Advocate the concept of open cooperation: In the context of economic globalization, enterprises should actively advocate the concept of open cooperation, strengthen cooperation and exchanges with other enterprises, universities, scientific research institutions, etc., realize resource sharing and complementary advantages, and jointly respond to market challenges.

### **3.2. Optimize the management structure and enhance the flexibility of the organization**

Flat management: Enterprises should implement a flat management structure, reduce management levels, and improve the efficiency of information transmission and decision-making. Reduce operating costs and improve your company's market responsiveness by simplifying management processes.

Cross-departmental collaboration mechanism: Establish a cross-departmental coordination mechanism, strengthen communication and coordination between different departments, and achieve optimal allocation and efficient use of resources. Through cross-departmental cooperation, the overall operational efficiency and market competitiveness of enterprises can be improved.

### **3.3. Enrich management tools and introduce advanced technology**

Enterprises should increase investment in informatization construction, introduce advanced information technology and management systems, and improve the informatization level of enterprises[6]. Through information technology, real-time sharing and analysis of data can be realized, providing a scientific basis for enterprise decision-making; Use artificial intelligence, big data and other advanced technologies to realize the intelligent management of enterprises. Through intelligent

means, optimize the production process, improve product quality, reduce operating costs, and enhance the overall competitiveness of the enterprise.

### **3.4. Strengthen talent management and build a high-quality team**

Enterprises should establish a sound talent introduction and training mechanism to attract and retain outstanding talents. By providing competitive salary and benefits, good career development space and perfect training system, stimulate the enthusiasm and creativity of employees; Establish a scientific performance management and incentive mechanism, and reward and punish employees according to their work performance and contributions. Through performance management, it stimulates employees' enthusiasm and motivation to improve the overall performance of the enterprise.

### **3.5. Improve risk management and establish an early warning mechanism**

Enterprises should establish a sound risk identification and assessment mechanism to identify and assess potential market risks, financial risks, legal risks, etc. Through risk identification, timely detection and response to potential risks to reduce the loss of the enterprise; Establish an effective early warning mechanism to monitor and warn in real time of market changes, policy adjustments and other factors that may have an impact on the enterprise. Through the early warning mechanism, take countermeasures in advance to reduce the risk exposure of enterprises.

### **3.6. Formulate long-term strategies and focus on sustainable development**

Enterprises should formulate a long-term strategic plan and clarify the direction and goals of the enterprise. Through strategic planning, we ensure that the company maintains its leading position in the fierce market competition and achieves sustainable development; Enterprises should actively fulfill their social responsibilities and pay attention to sustainable development. Through environmental protection, public welfare and other activities, enhance the social image and reputation of the enterprise, and lay a solid foundation for the long-term development of the enterprise.

### **3.7. Reshape corporate culture and enhance cohesion**

Enterprises should actively build a distinctive corporate culture to enhance employees' sense of belonging and cohesion. Enhance the brand image and market competitiveness of the enterprise through the construction of corporate culture; Cultivate a culture of innovation and encourage employees to dare to try and innovate. Through the cultivation of innovation culture, stimulate the innovation vitality of enterprises and promote the sustainable development of enterprises.

### **3.8. Promote the internationalization strategy and expand the global market**

Enterprises should actively explore the international market and participate in global competition. Enhance the international influence and competitiveness of enterprises through international market development; Strengthen the cultivation and introduction of international talents, and enhance the international operation ability of enterprises. Through the support of international talents, we will promote the steady development of enterprises in the international market.

## **4. Conclusion**

The future outlook of the business enterprise management model is diversified, which requires enterprises to continue to explore and practice in digitalization, flexibility, sustainability, innovation



and humanization. In the face of a complex and changeable market environment, enterprises need to maintain keen insight and rapid adaptability, and constantly adapt to new trends, in order to remain invincible in the fierce market competition and achieve sustainable prosperity and development.

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