Research on the Impact of E-Commerce on Business Administration and Countermeasures

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Abstract: The advent of the Internet era provides a good environment for the development of e-commerce. The rise and rapid development of the e-commerce industry has changed the traditional way of commercial transaction activities, which has brought a greater impact on the traditional business administration methods, online management and supervision, and increased the difficulty of business administration. Some countermeasures to optimize business administration should be explored under the environment of clarifying the various impacts brought by e-commerce to business administration, so as to actively cope with the impacts brought by e-commerce.

"E-Commerce Law" has come into force since January 1, 2019, effectively promoting the healthy development of China's e-commerce industry, promoting the continuous emergence of various new business models, enhancing the vitality of economic development, promoting the transformation and upgrading of traditional industries, while also bringing a greater impact on the work of business administration, business administration departments need to actively respond to the challenge, with the advantages of Internet development to continuously innovate management methods, improve online management, strengthen supervision, effectively regulate e-commerce behavior, and actively promote the common development of e-commerce and business administration.

1. The impact of e-commerce on business administration

1.1 Impact on traditional business administration methods

In the Internet environment, the e-commerce industry has been developing rapidly, driving the transformation of industrial and corporate commercial transaction activities and prompting them to accelerate their information transformation. In this environment, the business administration departments responsible for managing industries and enterprises urgently need to keep pace with the times and change their management methods in time in order to meet the e-commerce needs of industries and enterprises. However, in this process, the traditional business administration methods have a big impact. On the one hand, e-commerce deflates business transaction activities, leading to a major change in the marketing model and making business transaction activities more flexible and diverse, while traditional business administration methods cannot meet the management needs of

online business transaction activities, resulting in traditional business administration work cannot be carried out smoothly. On the other hand, under the influence of e-commerce, the organizational structure is increasingly decentralized and deflated, and flat management is required. The traditional business management method usually adopts a top-down management approach, which cannot meet the management needs of enterprise and industrial organization structure in the e-commerce environment[1].

1.2 Make online management more difficult

The prevalence of e-commerce has led to the gradual development of product marketing, finance, human resources and other work methods in various industries in the direction of information technology, and a sharp increase in online transactions and business activities, which in turn has led to the need for business administration personnel to open online management on the basis of the original offline management model, increasing the difficulty and workload of online management. On the one hand, under the requirements of market supervision departments, industries and enterprises need to do a good job in e-commerce trade activities in the merchant identity authentication registration, need to show their identity to participate in legal e-commerce trading activities. In this regard, it will increase the workload and difficulty of identity authentication registration of business administration personnel. On the other hand, enterprises and industries will increase online product marketing, financial and human resources information management work in e-commerce trade activities, and cannot establish various information management systems according to their work requirements, which will increase a lot of information data in online work and increase the online management workload of business administration personnel. For example, in the online product marketing, there will be various online marketing data, and the business administration personnel need to sort out valuable data information from the huge marketing data in the online product marketing management, which will greatly increase the workload and difficulty.

1.3 Weak industry and commerce supervision efforts

In the business administration of enterprises and industries, the main purpose is to supervise their production, operation and management, to ensure the standardized and orderly development of all aspects of enterprises and industries. However, under the influence of e-commerce, its production, operation and management methods have changed greatly, especially the operation and management methods and product marketing channels have developed in the direction of information technology, which has led to the development of the original supervision of the business administration part from the original offline supervision to the mixed supervision of online and offline. On the one hand, because the business administration department is in the fumbling stage of online supervision, the supervision of each link is not skilled enough, easy to weaken the regulatory dissipation. On the other hand, enterprises and industries are prone to tamper with data information or maliciously invade information systems to leak information with the help of network loopholes in carrying out online commodity transactions, and various illegal and irregular behaviors occur, which bring greater supervision difficulties to the business administration department.

2. Optimization measures of business administration in e-commerce environment

2.1 Strengthen the construction of information technology to develop business administration methods

In view of the large impact of e-commerce on traditional business administration methods,

business administration departments need to update their management methods in a timely manner and develop a management model that matches e-commerce in order to actively respond to the impact and challenges brought by e-commerce. On the one hand, make full use of information technology to build a network management platform. The industrial and commercial management department needs to build a network management platform with the help of Internet technology and big data technology to manage the e-commerce trade activities. At the same time, according to the changes in e-commerce trading activities, the corresponding management system is formulated, and the enterprises and organizations involved in e-commerce activities are qualified to ensure the legality of e-commerce trading activities. On the other hand, the e-commerce platform is used to strengthen the management of commodities. In e-commerce trading activities, it is necessary to establish a standardized e-commerce platform to provide conditions to support its trading activities, so that all e-commerce trading activities of enterprises are completed in the e-commerce platform, which is convenient for the business administration department to manage them online. Especially in the process of product marketing on the e-commerce platform, it is necessary to strengthen the management of commodities, conduct strict audits on various commodity parameters, ensure the quality of commodities, provide consumers with high-quality goods and safeguard their rights and interests. At the same time, setting up a rights complaint module in the e-commerce platform can provide convenience to consumers' purchase, return and rights protection actions[2].

2.2 Improve online management for business managers

For e-commerce to promote enterprises and industrial trading activities in the network virtual platform to complete transactions, in this regard, the business administration part needs to focus on online management, and constantly improve the online management level of managers to effectively regulate the behavior of e-commerce transactions.

First, it is necessary to update the online management concept and security awareness of managers. On the one hand, when the business administration personnel carry out online management, they need to update the online management concept in time and provide guidance for their online management with the online management concept. It is necessary to use Internet thinking to update the online management concept, accurately grasp the development trend and management characteristics of e-commerce, and develop e-commerce management methods. On the other hand, under the prevalence of e-commerce, all trading activities are completed on the virtual platform of the network, which brings greater risks to online trading activities due to the insecurity of the network environment. In this regard, business managers need to enhance the awareness of security management in online management, pay attention to the authentication of enterprise qualification and various e-commerce transaction activities, cooperate with professional electronic authentication agencies, and conduct a comprehensive review of their qualifications with the help of the network platform to ensure the safety of transaction activities[3].

Second, strengthen online management skills training. To improve the effect of online management, it is also necessary to strengthen the training of online management level for business administration personnel. By inviting professional and excellent online management talents for one-on-one guidance or special lectures, guidance is provided for the operation skills of business administration personnel such as big data processing technology and Internet technology to ensure that business administration personnel can use these technologies to complete various online management work. For example, business administration personnel need to master big data processing technology, sort out and mine all kinds of data generated in enterprise e-commerce transaction activities, integrate valuable information, and fully grasp the specific situation of e-commerce transaction processes and behaviors to ensure the reasonable and orderly

implementation of e-commerce transaction activities and enhance the quality of online management.

2.3 Strengthen the supervision of industry and commerce to regulate the conduct of e-commerce

In response to the situation that enterprises have weakened the supervision of business administration in carrying out various e-commerce transaction activities, it is urgent to strengthen the supervision of industry and commerce and regulate various e-commerce behaviors of enterprises. On the one hand, strengthen the supervision of the identity authentication of both sides of e-commerce transactions, strengthen the qualification audit, and effectively regulate e-commerce behavior. Industry and commerce management departments need to monitor the electronic version of business licenses for both sides of e-commerce transactions and authenticate the identities of both sides. At the same time, improve the network enterprise qualification certification system, in the certification platform can be a comprehensive supervision of the identity of the two sides of the trade hip, to ensure the security of e-commerce trading activities. On the other hand, build a social supervision mechanism. When the business administration department exercises supervision functions on the production, operation and management of enterprises and industries, it needs to strengthen cooperation with the masses, bring into play the supervision power of the masses and jointly implement supervision functions to ensure that e-commerce transaction activities are more standardized and reasonable. The Internet platform can be used to build a social supervision mechanism, allowing the masses to participate in the supervision of business administration, through channels such as We Chat public number and mass hotline to facilitate mass supervision. A corresponding incentive system can be set up to encourage the public to actively participate in the supervision work in the business administration department, so as to continuously strengthen the supervision of the business administration department and effectively regulate the e-commerce behavior of enterprises.

3. Conclusion

In conclusion, in the process of the flourishing and widespread use of e-commerce, it has brought greater impact and influence on business administration methods, online management and supervision functions. Business administration departments need to timely use information technology to innovate management methods, continuously improve the online management level of managers, and strengthen supervision to effectively regulate e-commerce behavior, so as to actively respond to the challenges brought by e-commerce and promote the healthy development of e-commerce and business administration industry.

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