

Research on the Path of Enterprise Management under the New Normal of Economy

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Abstract: With the constant progress of China's economy and society, more and more emerging enterprises begin to enter the market, which not only accelerates the process of China's economic progress, but also intensifies the market competition. Under the context of the new normal of economy, it is very critical for enterprises to strengthen and improve management if they want to occupy a competitive advantage in the fierce market competition. However, from the current development of major enterprises in China, there are still many problems in their management work and mode. Based on this, this paper analyzes the path of enterprise management in the context of the new economic normal, hoping to provide some reference for the sustainable development of major enterprises under the context of the new economic normal.

1. Introduction

In recent years, China's economic trend has gradually transformed from a high-speed stage to a new normal development stage, which has a significant impact on the progress of all walks of life in the market^[1]. In the context of continuous economic progress and development, more and more small and medium-sized enterprises have entered the market and continued to develop. At present, small and medium-sized enterprises have occupied a large share of the social market and become an important pillar to promote China's economic progress. However, in the context of the new normal of the economy, many small and medium-sized enterprises have not kept up with the times to improve and innovate their management, which has hindered the upgrading and transformation of enterprises to a certain extent. Therefore, how to strengthen and innovate management under the new economic normal has become the key issue and key work faced by major enterprises.

2. Significance of Strengthening Enterprise Management in the Context of the New Economic Normal

2.1 Help to Improve the Level and Efficiency of Management

Enterprise management is a key factor affecting the upgrading, transformation and sustainable progress of enterprises. Under the new economic normal, the content of enterprise management is very complex and extensive, including but not limited to financial management, human resources management, production and marketing management, etc.^[2]. Therefore, only by improving management can enterprises further improve work efficiency and management level. However, according to the current situation of the management work of major enterprises in China, many enterprise managers focus on how to enhance the economic returns of enterprises and expand the production scale, thus ignoring the importance of management. This reduces the efficiency and level of management work to a certain degree, and hinders the sustainable progress of enterprises. Under the new economic normal, strengthening enterprise management can break the traditional management thinking and mode, reorganize and optimize the internal management resources of the enterprise, and further enhance the level and efficiency of management.

2.2 Help to Strengthen the Competitive Advantage of Enterprises

Under the background of increasingly fierce market competition, more and more enterprises want to achieve sustainable progress under the new normal trend of economy^[3]. However, due to the large proportion of small and medium-sized enterprises in China's enterprises, the overall enterprise size is small and the ability to prevent economic risks is poor. In addition, in the face of fierce market competition, most enterprises focus on improving their economic returns and production scale, but pay little attention to management. Under the new normal of economy, strengthening enterprise management can effectively enhance the efficiency and quality of its management work, and effectively optimize the existing management problems, which is greatly essential for improving the competitiveness of enterprises. At the same time, strengthening enterprise management under the new economic normal can also improve the comprehensive strength of enterprises, laying a good management foundation for expanding production scale and improving economic returns. Therefore, strengthening and innovating management under the new economic normal is conducive to strengthening the competitive advantage of enterprises.

3. Path of Strengthening Enterprise Management in the Context of the New Economic Normal

3.1 Improve the Management Awareness of Enterprise Managers

In order to strengthen and innovate management and enhance the competitive advantage of enterprises in the context of the new economic normal, the first task of enterprise managers is to improve their own management awareness^[4]. Only by improving their management awareness can enterprise managers fully attach importance to the importance of management, and actively formulate relevant policies in combination with the current management status of the enterprise to push the smooth progress of enterprise management. First of all, enterprise managers should keep up with the development of the times, constantly learn the latest management knowledge, and then break the traditional management concept. At the same time, enterprise managers can also actively learn and draw on the excellent management experience of other enterprises, and combine it with the actual situation and development goals of their own enterprises, thus forming a management system with enterprise characteristics. Secondly, enterprise managers should also go deep into the management work, fully understand the problems existing in the current management work, and then make scientific and reasonable decisions. This can not only effectively improve the deficiencies in the current management work, but also set a good management example for the internal staff of the enterprise, thus effectively improving the management awareness of the internal staff of the enterprise. Finally, enterprise managers should also focus on the construction of enterprise culture in the management process. As the core idea of management, enterprise culture plays an important guiding role in enterprise management^[5]. For example, the "wolf culture" can improve the competition awareness and fighting spirit of internal employees, but overemphasizing the "wolf culture" will lead to too strict management, which will reduce the enthusiasm of employees. Therefore, enterprise managers should focus on the construction of enterprise culture in the management process, and formulate the content of enterprise culture suitable for the progress of the enterprise in combination with the development goals of the enterprise and the working ability of employees.

3.2 Establish and Improve the Management System

Establishing and improving the management system is the key to ensure the smooth development and progress of enterprise management. Under the new normal of economy, enterprise managers should comply with the changing trend of the market, and fully combine their own actual conditions and development goals to develop targeted management systems, so as to ensure the smooth development and progress of management, and to maximize the efficiency and quality of management. First of all, enterprise managers should establish a clear system of rights and responsibilities and accountability. The work of each employee is divided according to his/her work

ability and professional quality, which can not only make the employee clear about his/her responsibilities and obligations, but also make effective accountability in case of management problems. This has greatly enhanced the efficiency and quality of enterprise management. Secondly, enterprise managers can also improve the communication and cooperation management system of management departments^[6]. Enterprise management involves a wide range of contents, including the management of various departments. At present, due to the lack of perfect management system in many enterprises, each department only focuses on internal work, thus neglecting the overall level of enterprise work, which hinders the progress of enterprise management. Improving the management department communication and cooperation management system can effectively enhance the efficiency and level of management and is greatly essential for the sustainable progress of enterprises.

3.3 Improve Incentive Mechanism

Incentive mechanism refers to a kind of reward means adopted by enterprises to enhance the working enthusiasm of internal employees. The work enthusiasm of employees in an enterprise affects the efficiency of enterprise management to a certain degree. Therefore, it is essential to improve the incentive mechanism in order to strengthen enterprise management under the new normal economic background. First of all, enterprise managers can regularly assess the current staff's work behavior and attitude, and regularly hold staff summary and mobilization meetings to discuss the current staff's work problems and formulate solutions. In addition, enterprise managers can also select outstanding employees at the end of the year based on their work achievements, and give them incentives and material rewards^[7]. This can not only improve employees' working skills and attitudes in the management process, but also effectively stimulate employees' enthusiasm for work, which is essential to improve the efficiency and level of enterprise management. Secondly, enterprise managers can also set up the position of group leader of outstanding employees and appropriately promote their salaries. This can not only stimulate the work enthusiasm of employees within the enterprise, but also enhance the efficiency and level of management through the team leader. Finally, enterprise managers should also give appropriate welfare rewards to enterprise employees, such as New Year red envelope, Mid-autumn moon cake gift box, etc. This way can not only take care of the mood of the staff with ordinary working ability, but also strengthen the cohesion and centripetal force of the company, laying a good foundation for the sustainable progress of the enterprise.

3.4 Build a Professional Talent Team

The professional skills and professional quality of internal personnel also affect the efficiency and level of enterprise management to a certain degree. Therefore, to strengthen and innovate management under the new economic normal, enterprise managers should strengthen the talent reserve and build a professional talent team. First of all, enterprise managers should strictly review the professional functions and comprehensive qualities of candidates in the recruitment process, so as to guarantee the level of enterprise management team from the source. Secondly, enterprise managers should also provide training on professional skills and professionalism for existing employees, so as to effectively enhance their management awareness. At the same time, regular assessment should also be carried out for the employees of the enterprise to ensure the effective improvement of their professional skills and professionalism. Finally, enterprise managers should also improve the talent welfare policy, so as to attract more talents with professional management ability and experience into enterprise management. This can not only improve the management level of the internal management team of the enterprise, but also promote the effective innovation of the enterprise management, thus improving the market competitiveness of the enterprise.

4. Conclusion

To sum up, it is necessary to strengthen enterprise management under the new economic normal. This is not only an inevitable trend to comply with China's economic development and meet market

demand, but also a prerequisite and basis for improving the market competitive advantage of enterprises. Therefore, under the new normal of economy, enterprise managers should improve their management awareness, and enhance the efficiency and quality of enterprise management by establishing and improving the management system, improving the incentive mechanism, building a professional talent team and other measures, so as to promote enterprises to occupy competitive advantages in the fierce market competition and better achieve sustainable development.

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