



CONSTRUCTION OF ENTERPRISE BUSINESS MANAGEMENT MODE UNDER THE TRANSFORMATION OF ECONOMIC STRUCTURE

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**AN INDEPENDENT STUDY SUBMITTED IN PARTIAL FULFILLMENT
OF THE REQUIREMENTS FOR
THE MASTER'S DEGREE OF BUSINESS ADMINISTRATION
GRADUATE SCHOOL OF BUSINESS
SIAM UNIVERSITY**

2022



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Thematic Certificate

To

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This Independent Study has been Approved as a Partial Fulfillment of the Requirement of International Master of Business Administration in International Business Management

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Abstract

Title: Construction of Enterprise Business Management Mode Under the Transformation of Economic Structure
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Major: International Business Management

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..... 28 / 4 / 2022

With the continuous development of China's economy and the gradual improvement of the market system, China's economic structure is facing a transformation and upgrade. To achieve stable development in fierce competition, enterprises must constantly promote the transformation of their economic structure and change to improve their business management model. To adapt to China's new economic development trend and external market environment to obtain sustainable development for enterprises in the fierce competition advantages. This article used the literature research method and observation research methods and the industrial and commercial management were observed and summarized. This study focused on the perspective of economic structure transformation and the existing problems in the new stage of enterprise business management analysis. Backgrounds of the economic structure transformation for enterprise business management models to build a strategy provided references for enterprises to build a variety of business management models.

Keywords: Transformation of economic structure, Enterprise development, Business administration mode, Construction strategy



摘要

题目： 经济结构转型下企业工商管理模式的构建

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随着中国经济的不断发展和市场体系的逐步完善，中国经济结构正面临转型升级的局面。为使企业在激烈的竞争中实现稳定发展，必须不断推进企业经济结构转型，转变和改进企业工商管理模式。适应中国新的经济发展趋势和外部市场环境，使企业在激烈的竞争中获得可持续发展的优势。有鉴于此，本文主要运用文献研究法和观察研究方法，对企业的商业管理进行观察和总结，从经济结构转型的角度，对企业工商管理新阶段存在的问题进行分析，探讨经济结构转变企业工商管理模式构建策略的背景，为各类企业构建工商管理模式提供参考。

关键词： 经济结构转型；企业发展；商业管理模式；建设策略

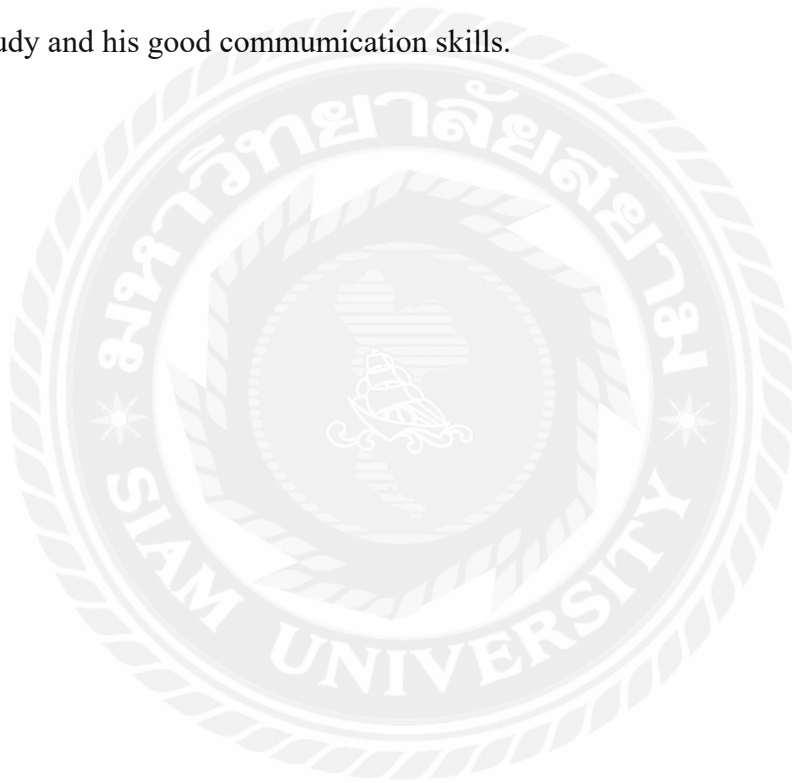


ACKNOWLEDGEMENTS

In this section, I would like to express my gratitude to Dr. Zhang Li, advisor and Associate Professor Dr. Jomphong Mongkhonvanit, Dean, Graduate School of Business, Siam University, Bangkok, Thailand for their thoughtful and caring supervision by means of his educational excellence. I am most grateful to them especially for their deep understanding of the Independent Study and his good communication skills.

MA FENG

2022



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Chapter 1 Introduction

1.1 Research background

1.1.1 Economic Background

The deepening of China's opening to the outside world has brought huge economic benefits and development space to the country. Now the opening and cooperation of the "Belt and Road" has entered a new stage, and it has also had a great impact on the future development of Chinese enterprises. Therefore, China's policies are constantly adjusted and updated according to the economic situation, which in turn affects the transformation of the economic structure (Du, 2022). In the context of economic structural transformation and development, if an enterprise can adapt to the structural change and transform its business management concept model, it can seize the opportunity of national opening and economic transformation to enable the enterprise to develop better. The business management of an enterprise refers to the systematic and comprehensive overall management of the enterprise by citing modern scientific management concepts and methods, management systems and action methods, so the business management mode of the enterprise has a very far-reaching significance for the development of the enterprise itself (Lin, 2008). In this special period of economic transformation and enterprises facing huge challenges of the times, enterprises should pay more attention to the construction and improvement of business management models, and provide theoretical and institutional foundations and inexhaustible assistance for the steady development of enterprises in the future through the reform of the model.

The market environment is complex and changing rapidly. In daily business, enterprises face many dividends brought by the development of the times, but they also face many challenges. Opportunities and challenges coexist. As one of the more common management methods in the socialist market economy, enterprise management should give full play to the advantages of enterprise management, provide scientific and reasonable guidance, comprehensively optimize the production and business management of enterprises, improve the enterprise management system, and promote enterprises to quickly adapt to the development of the market economy and achieve further development. (Zhao, 2018).

Positive structural transformation is also the result of consumption guidance. Under the background of modern social development, the consumption needs of residents have undergone great changes. The previous economic structure has been quite different from the consumption needs of residents. This requires targeted improvements to better meet the needs of residents. Residents' consumption needs. In particular, with the continuous development of Internet technology, national consumption is characterized by diversification. Faced with this situation, it is necessary to develop the economic structure in

a personalized way to better meet the needs of national consumption. Targeted cultivation of consumer groups (Chen, 2021). my country has a large population, but the folk customs formed in different regions are different. Therefore, it is necessary to change the consumption pattern in a diversified way, so that people in different regions can improve their consumption power, so that the consumption structure can be changed reasonably, and at the same time transition economy.

In addition, this is also due to a shift in export demand. In the context of the new era, my country's foreign economic exchanges have become more frequent, and export demand has gradually changed, which has had a direct impact on my country's economic structure. Judging from the current situation, the domestic export demand covers a very wide range, from the simple introduction in the past to the current investment attraction, which enables more and more people to understand the development of our country, and this kind of international exchange can also The economic structure of our country has been rationally transformed. In this context, domestic export commodities have higher added value, and the amount of foreign investment funds will gradually increase (Zhan, 2020).

Therefore, the establishment of the business management model of enterprises under the transformation of economic structure plays an indispensable role in the development of enterprises, but the master of enterprise management is also facing its own development while promoting the rapid economic development of enterprises, which requires the attention of enterprise managers Strengthen the transformation of self-development and improvement, so that the management work can better adapt to the development of the times. In-depth analysis of the important role of business management in enterprise management and further strengthening of the practical application of business management in enterprise management will have a profound impact on promoting the long-term development of enterprises. It is also beneficial to achieve the goal of optimal management, and it is worthy of in-depth research in this regard.

1.1.2 Research Background

Duan Huali (2021) pointed out that the main features of China's economic structural transformation are the changes in consumer demand orientation and export demand. Wei Chunhai (2021) believes that the economic structure will be more optimized during the "14th Five-Year Plan" period, huge regional differences will affect the high-quality transformation and development of the economy during the "14th Five-Year Plan" period, and the new industrial revolution will become the leading industry in the new era. She also believes that the characteristics of economic structural transformation in the new era will inevitably require enterprises to continue to attach great importance to the development of business management, use scientific methods and methods to study the laws of market development, optimize strategies, and continuously optimize and adjust their own structure, so as to promote the development of enterprise management models. . Wei Chunhai (2021) believes that many enterprises still have many difficulties in the enterprise management model, which are mainly reflected in: First, everyone does their own thing. Judging from the current

business management model of many companies, different functional departments often perform their own duties, lack of communication and understanding between each other, and there is a phenomenon of going their own way and scrambling for each other, seeking advantages and avoiding disadvantages, and even shirk each other. . 2. At present, many companies focus on short-term interests, but often do not pay attention to the negative impact on the future. Third, do what is difficult. Regarding these three issues, Wei Chunhai believes that enterprises should develop through innovation, explore through development, and regenerate through exploration. Different from these broad countermeasures proposed by Wei Chunhai scholars, Duan Huali (2021) specifically discusses the countermeasures for the problems existing in the business management of enterprises under the transformation and development of economic structure based on the actual situation of enterprises. Duan Huali (2021) believes that only by adopting an innovative management model can an enterprise effectively ensure the economic benefits of the enterprise and avoid losses. Therefore, she believes that enterprise managers need to have a clear understanding and understanding of the meaning of enterprise management, extensively absorb management experience, and formulate practical business management models that are in line with enterprise development. Zhang Lu (2021) believes that under the social background of economic structural transformation, corporate business management must actively innovate, and must make in-depth adjustments in talent training and internal division of labor. Rights, responsibilities and interests shape corporate culture and corporate management systems. Accelerate the transfer of information between internal departments, realize information sharing, and improve the adaptability to the external environment.

To sum up, Chinese scholars have thought and analyzed the problems existing in the business management of enterprises under the transformation of economic structure, and given their own construction strategies on how to construct the business management model of enterprises from the perspective of enterprises. It can be said to be a theoretical and practical structure, with certain operability. However, there are many enterprises in China, and their development is not the same. These coping strategies are based on an enterprise, so there is no general solution that can be applied to more enterprises. Therefore, further research can be carried out on this part to enrich the research on the construction of the business management model of enterprises.

1.2 Research Problem

The continuous development of China's economy and the gradual improvement of the market system have provided more opportunities for the development of all walks of life. At present, the scale of enterprises continues to expand and the number of enterprises increases significantly, which brings more challenges to the internal development of enterprises. Most of the engineering management models adopted by some traditional Chinese enterprises are extensive business management models. This management model easily leads to waste in the enterprise, which is not conducive to the effective improvement of the enterprise economy, and also makes the enterprise form a management concept of high consumption and high production (Wang, Li &

Chen, 2020). At this time, how to improve the comprehensive level of enterprises? Very important. The construction of enterprise management mode is a necessary move, which is conducive to the realization of optimized management objectives, and it is worthy of in-depth research in this aspect. In order to better improve this phenomenon, enterprises should break the traditional enterprise management model and build a new management model in line with the development of the new era. This paper attempts to analyze the problems existing in the business management of Chinese enterprises under the background of the current economic system transformation, and how to build a business management model suitable for their own development.

1.3 Research Objective

The purpose of the research is to point out the deficiencies of the current business management model of enterprises, and to explore feasible methods to establish a management model, so as to help enterprises seek better development in the context of economic structural transformation.

1.4 Scope of the study

The research on the transformation of economic structure and the business management model of enterprises has been extensively and deeply discussed in the academic circles. Therefore, the article will sort out and analyze the previous related research in order to have a comprehensive and systematic understanding of the previous research results.

1.5 Research Significance

The The research significance can theoretically enrich the relevant research on the construction of enterprise business management models; in the practical sense, in the context of economic structural transformation, building a business management model that meets the requirements of the new era and is suitable for enterprise development is the "magic weapon" for enterprise development. It is conducive to helping enterprises gain sustainable development advantages in the fierce competition, and is of great benefit to promoting the healthy development and scale growth of enterprises (Duan, 2021). In addition, there are four meanings:

1. Improve the effect of internal management. Under the background of economic structural transformation, building a good business management model will make the enterprise more efficient, and can coordinate the relationship between various departments in an orderly manner, so as to achieve the effect of multiplying the results with half the effort, saving unnecessary expenses for enterprises, optimizing The resource allocation of the enterprise promotes the enterprise to improve economic efficiency and maximize the management efficiency of the enterprise.

2. Clear development goals. If an enterprise wants to achieve long-term development, it first needs to have clear and feasible enterprise development goals. An enterprise that has no or only short-term goals cannot develop for a long time. After having clear development goals, they can formulate corresponding development plans and business directions according to the goals. With a scientific and standardized business management model, enterprises can formulate various business indicators and analyze their positioning in the market and the purchasing power of the audience. It is not only a sensitive capture of the market, but also an important way for the company to continuously adjust itself. It can rely on the business management model to deeply reflect on itself, give full play to its own advantages, and constantly make up for itself. of insufficiency. An effective business management model can enable enterprises to grasp the real trends of the market in a timely manner, without derailing from the current economic situation, and cultivate the information sensitivity of enterprises, thereby realizing the development of enterprises.

3. Stimulate the development potential of employees. Due to the continuous transformation of the economic structure, enterprises will naturally stimulate the work potential of employees after focusing on the construction of business management models, which can effectively improve the efficiency of human resource management, strengthen the enthusiasm and creativity of staff, and allow employees to voluntarily contribute to help the development of the enterprise in the process. When the fate of the enterprise and the interests of individuals are closely integrated, it can effectively stimulate the innovation and creativity of employees, and provide employees with a platform to display their talents. Continuously inject new vitality into the enterprise, and can develop for a long time in the fierce market competition.

1.6 Theoretical Framework

The Incentive theory mainly refers to that the enterprise, based on the management principle of taking employees as the center, mobilizes the enthusiasm of the employees into the management mechanism, so as to realize the overall development strength of the enterprise, thereby attracting the improvement of the cohesion of the enterprise. In essence, through this form of incentives, employees can be motivated to work, so that they can improve and transform themselves at work and become high-quality talents in various positions (Du, 2021). Motivation theories are mainly divided into three types: Content - In the content-based motivation theory, the motivation level should be divided according to the actual psychological needs of employees, and the motivation of employees should be stimulated by formulating individualized incentive plans. At present, Chinese enterprises generally tend to treat Maslow's hierarchy of needs theory and the application of Herzberg's incentive health model. Reconsider the two-factor theory in your own management. This theory of process-oriented motivation focuses on grasping the psychological state of employees through their behavior and performance, and formulating dynamic systems for employee management in enterprises, such as Adams' equity theory and Fromm's expected valence theory. When implementing incentive measures, it is not only necessary to implement incentives through projects of interest, but also to always follow the principle of

fairness to effectively guarantee the final value of incentives. Behavioral reform and incentives, advocate the analysis of employees' psychology and guide employees to change according to the needs of enterprise development, and guide employees to standardize their behaviors with the help of scientific incentive theory, fully meet the needs of enterprises' industrial and commercial development. Enterprise organizations (Zhou, 2021).



Chapter 2 Literature Review

2.1 Economic Structural Transformation Concept

Economic structure has multiple meanings. The economic structure in the transformation of economic structure generally refers to the composition and structure of various sectors of the national economy and all aspects of social reproduction, including industrial structure, distribution structure (such as the ratio of accumulation to consumption and its internal structure). etc.), exchange structure (such as price structure, import and export structure, etc.), consumption structure, technology structure, labor structure, etc. (Xu, 2021). Economic structural transformation refers to the development of each structure in the above description towards a more reasonable and coordinated direction. The direction of transformation should not only consider the basis and development direction of the existing local economic development level, but also fully consider the trend of international economic and technological development, so as to make the development of the local national economy more coordinated and more competitive in the international community. The most efficient use of production factors such as technology, capital, labor, etc. (Wang & Fu, 2019). In addition, under such conditions, China began to pay attention to the development of green economy, and advocated the concept of green, low-carbon and sustainable development. Enterprises have begun to attach importance to energy conservation and emission reduction. At the same time, they have slowed down the pace of industrial development and accelerated the development of commercial and other service industries, thus promoting the transformation and development of China's economic structure and protecting the environment to a greater extent.

The process of economic growth is also the process of economic structural transformation. China's economic growth after the founding of the People's Republic of China and around 2012 was a transformation of the economic structure from agriculture to industry. China's economic growth after 2012 is a transformation of the economic structure from industry to (human capital-intensive) service industry (Liu, 2018). Economic structural transformation is a key clue to understanding major economic phenomena. Without industrialization, the miracle of high economic growth in China from the 1980s to the first decade of the new century cannot be understood. Without the transformation of the economic structure from industry to service industry, it is also impossible to understand the major economic phenomena faced by the Chinese economy after 2012. The big challenges come from it, and the big opportunities also come from it. The power of structural transformation can also be seen behind new consumption, new technologies, new formats, and new cities.

From the development experience of various countries, the transformation of economic structure is mainly two major transformations, one is the transfer of economic activities from agriculture to the industrial sector, and the second is the transfer of economic activities from industry (the main part is manufacturing) to the service sector transfer. The current distinction between industry and services is not particularly satisfactory.

Technological changes are also blurring the lines between manufacturing and service. From experience, after the peak of industrialization, not all service industries have faster growth (relative to GDP), only human capital-intensive service industries have faster growth; not all industries have slower growth, and human capital Intensive manufacturing is also likely to see faster growth. The distinction between industry and service may be more due to not finding a more suitable classification method and lack of matching data support. A more reasonable way to distinguish is labor-intensive industries, capital-intensive industries, and human capital-intensive industries. In the transformation of economic structure from industry to service industry, it is more accurate to say the transformation from capital-intensive to human-capital-intensive (Gao, Dong, Xie, Jiang & Zhu, 2022).

There are three main driving forces behind the transformation of the economic structure (Huang, 2021). One is technological change. The faster the industrial technology progresses, the less labor and capital input are required to produce the same amount of industrial products. As the demand for industrial products is gradually satisfied, the amount of capital and labor input required for the production of industrial products in the whole society decreases. From a statistical point of view, the industrial sector's share of value added, employment and expenditure declined.

The second is the change in preferences. After food consumption is saturated, the growth of expenditure on food will be slower than the growth of income (Engel effect), and after the demand for general industrial products is satisfied, the growth of expenditure on this part of products will be slower than the growth of income (generalized Engel effect in the field of manufacturing products) , and more spending will turn to those services and goods that meet the needs of a better life. These goods and services are no longer needed to meet basic survival needs or basic daily necessities, but more to improve the quality of life. , health, education, beautiful nature, fashion, and entertainment have become the main content of life quality upgrade. From a statistical point of view, the content of these upgrades will be manifested as an increase in the value added share, employment share and expenditure share of the service sector.

The third is the separation of production-oriented services. This is actually a manifestation of the transformation and upgrading of the industrial sector. As Adam Smith put forward more than two hundred years ago, the main ways to improve efficiency are division of labor and specialization. The further efficiency improvement of the industrial sector also depends on further division of labor and specialization. The important content of this is that more and more service links such as R&D, innovation, management, consulting, warehousing, and sales have changed from traditional ones. Separate from the industrial sector to form more specialized and efficient services. The efficiency improvement of traditional manufacturing also comes from this deeper division of labor and specialization process.

Open big cities mean greater diversity. After 2012, China's economy began to transform its economic structure from industry to human capital-intensive service industry. To judge the inflection point of economic structural transformation, there is a clear definition and a set of general index system in the economics literature, and there is no way to judge with only one index. From the international experience, when the per capita income level

under purchasing power parity reaches more than 8,000 US dollars, when the nominal value added share of the industrial sector reaches a peak value of no less than 35%, it begins to decline continuously, and when the real value added share of the industrial sector stops rising, When the employment share of the industrial sector continues to decline, when the entire society' s share of industrial product consumption continues to decline, and when the added value, employment and consumption share of human capital-intensive service industries continue to rise, and these conditions are all established, can the economy enter the industrial sector. Economic structural transformation to human capital-intensive service industries.

The changes in China's economy after 2012 fully meet the above conditions. Judging from the experience of other high-income countries, China's economic structural transformation from industry to service industry is neither ahead nor behind. It is a very standard move. Next, we discuss several important phenomena in the transformation of economic structure. The first is the consumption upgrade from manufacturing to service. As per capita income increases, urban household consumption expenditure has undergone subversive structural changes. From 2005 to 2012, the average growth rate of household equipment supplies and services (mainly household appliances), transportation and communication, and clothing expenditures was higher than the average growth rate of all consumption expenditures, and the growth rate of food expenditures was very close to the average growth rate of all consumption expenditures. , spending on education, cultural and entertainment services, housing and health care lags behind the average growth rate of all consumer spending. From 2013 to 2018, the growth rate of health care expenditure rose from the last place in the previous stage to the first place, the growth rate of transportation and communication expenditure remained stable in the second place, and the growth rate of education, culture and entertainment services increased from the third to last place. The third place, followed by housing expenditures, then household equipment supplies and services expenditures, these are higher than the average growth rate of all consumption expenditures, and consumption expenditures on food and clothing have the lowest growth rate.

Second, the rise of human capital-intensive industries. The demand side is tilted towards human capital-intensive products and services, and the supply side will respond. We have a graph. The vertical axis of the graph is the human capital intensity of the industry. The specific measurement method is the proportion of employment with a bachelor's degree or above in the total employment in the industry, and the horizontal axis is the average growth rate of the added value of the industry. The fastest-growing industries from 2012 to 2016 were those with more human capital-intensive industries, and there was a very strong positive correlation between human capital-intensity and the growth rate of industry added value. This phenomenon contrasts sharply with the faster development of capital-intensive industries prior to 2012.

Third, the victory of the big city. When China's economy entered a period of economic structural transformation from manufacturing to service, the population continued to flock to cities. Unlike before, the population was more inclined to flow into big cities. From 2012 to 2017, the larger the city, the greater the population inflow. The growth rate of the resident population of a city with a population of more than 1 million is basically the same as that of the province where the city is located, 0.62% and 0.63% respectively; the

growth rate of the resident population of a city with a population of more than 5 million is higher than that of the province where the city is located. The growth rate of the resident population is 0.79% and 0.62% respectively; the growth rate of the resident population of a city with a population of more than 10 million is much higher than that of the province where the city is located, 1.21% and 0.63% respectively.

Whether it is for consumption upgrades or to improve human capital to obtain higher incomes, working and living in larger cities has become the best choice. Large cities have more human capital-intensive service industries and advanced manufacturing because open large cities have more advantages in knowledge creation and dissemination, which is conducive to the formation of human capital-intensive industries. An open big city means greater diversity, which not only contains more knowledge and information, but also brings envy and envy of these original motivations for learning and innovation, and mutual learning between people has A bigger potential space, and even better, a lot of knowledge and information is free. An open big city means a larger market size, which helps to accommodate a finer specialized division of labor and improve efficiency, helps to breed new students, breeds new enterprises and products, and of course also includes new knowledge.

Create a good environment for human capital-intensive industries. The transformation of economic structure is reflected in various aspects. The market share of large enterprises has increased, and some small enterprises are facing difficulties. Big cities have more prominent advantages in consumption upgrading and human capital accumulation, and so on. In the past, the government and enterprises went hand in hand to develop the economy, and the increment was large enough to solve many challenges. What the government needs to do today is how to compensate cities, enterprises and workers who have lost out in market competition. If the increment is not large enough, more structural adjustments are needed. The government must create a good environment for human capital-intensive industries, draw a clear line between the government and the market, and truly achieve fair competition, which is even more precious in today's environment where there is not enough room for incremental growth. Governments need to make cities open to everyone. Population influx will pose challenges for cities. It needs to find ways to improve the quantity and quality of infrastructure, public services and housing, rather than closing the door for newcomers to pursue a better life.

2.2 Four manifestations of positive structural transformation

China is currently in a critical period of economic structural transformation. The transformation of economic structure corresponds to the transition from one state of economic operation to another. It is the inevitable result of economic development to a certain extent and the large-scale development of enterprises. A necessary process for the development of a market economy. China's economy has gone through four key transition periods, namely marketization, internationalization, industrialization and urbanization. In different periods of economic structural transformation, there are also specific and typical

manifestations, which are mainly reflected in four major aspects: international situation, resource types, human resources and consumption concepts.

1. The international situation

After China's accession to the WTO, the volume of import and export trade has surged, and the structure of import and export trade commodities has also changed. change, and this has also reversed China's position in international economic development. With the mature development of import and export trade and the fundamental change of import and export demand, the transformation of China's economic structure is also imperative.

2. Resource type

Based on the economic situation and market demand at home and abroad, new technologies and new products are constantly emerging, and new industries are constantly emerging and developing. This objectively requires re-optimizing the allocation of social resources, while economic transformation requires solving the specific allocation of resources. Contradictions, so that the new economy and the traditional economy are effectively integrated.

3. Human resources

The transformation of the economic structure is also reflected in human resources, the most notable feature being the urgent need for high-tech talents. Transformation and development requires enterprises to better adapt to the market environment and situation, do a good job in the training, export and distribution of high-tech talents, drive the development of high-tech industries with the training of talents, improve China's scientific and technological innovation capabilities, and increase the market share of high-tech products. Increase its share in the national economy.

4. Consumption concept

The economic transformation and development also corresponds to people's diversified consumption concepts. On the basis of the great satisfaction of material needs, people pay more attention to spiritual needs, and the corresponding consumption of life and entertainment increases, and the needs show a trend of diversification and personalization. The current economic structure also gradually tends to transform the consumption structure into the exploration of the construction of new management methods to guide enterprises to adapt to the constantly developing economic situation.

2.3 Corporate business management concept

Based on the market economic environment in the new era, business management is mainly a method for enterprises to manage and plan themselves through economics and management, so as to promote the healthy and stable development of enterprises. In business administration, the research work of business administration was first carried out in the

United States, mainly because the market economy in the United States developed rapidly at that time, the scale of enterprises continued to expand, and the world economy continued to develop in a complex direction (Lu, 2022). Therefore, enterprises not only need to have a good level of operation and management, but also fully understand the market's demand for talents, resulting in the emergence of business administration and rapid development. After 2014, the Chinese industry and commerce department began to actively respond to the national call to transform the traditional extensive business management model, promote the transformation of the management model into a green model, and innovate the management method, and continuously strengthen the premise of promoting the stability of the economic development of enterprises product quality. Under the background of the new economic normal, China has issued some policies and regulations to guide enterprises to think about development issues from a long-term perspective, prompting relevant enterprises to pay more attention to product quality, and to continuously realize the structural transformation of the industry (Xing, 2022). At this stage, enterprises have room for development and can carry out foreign exchange activities based on the development of economic globalization. Enterprise business management has a wider foundation and wider scope, so the relevant personnel need to fully master the knowledge of financial management, strategic management, statistics, marketing and production management. At the same time, they have good competencies in production management, market analysis and talent management, and thus become a comprehensive quality talent in operation and management. Relevant personnel can effectively improve business management and continuously optimize internal control management and external management (Yi, 2021). In addition, it can improve the effectiveness of enterprise resource allocation, positively adjust the business structure, continuously improve its core competition level in the market, lay a solid foundation for the stable development of the enterprise, and promote the enterprise to achieve steady and orderly development under the background of the new economic normal.

The meaning of business management

1. Effectively save costs and improve management efficiency. Business management within an enterprise needs to conduct a comprehensive horizontal and vertical comprehensive audit of the enterprise based on economics, statistics, management and other relevant knowledge, and integrate decision-making, management, production and supervision. The road to management. In the internal management activities, correct the traditional management and work mode and adapt to the new market environment requirements, so as to bring about the reduction of enterprise management costs and the improvement of management efficiency.

2. Clarify corporate positioning and optimize development goals

The development of the market economy is uncertain, and it is not an exaggeration to use the changes in the situation. It is easy for enterprises to lose their way in the wave of economic development, fall into development difficulties, and stagnate. An effective business management model can guide enterprises to clarify their own positioning, formulate scientific development goals, and guide enterprises to improve their core competitiveness

according to market demand. Develop in the right direction and maintain an inexhaustible power in the development.

3. Stimulate the enthusiasm of employees and improve internal cohesion

Enterprise business management attaches great importance to the scientific deployment of human resources in order to realize the reorganization and mining of human resources and provide human resources for the development of enterprises. Although employees in grassroots and management positions receive different treatment and salaries, reasonable human resource management enables them to have the same loyalty and sense of belonging to the enterprise, and with the help of business management, the cultural charm of the enterprise itself is formed, which infects and attracts employees. It helps to establish a good corporate image, highlights the corporate brand value, plays the role of core cultural infection, strengthens the internal cohesion of the enterprise, mobilizes the enthusiasm of employees, and allows people to use their talents to achieve better development of the enterprise.

4. Standardize financial processes and strengthen internal management

Financial management is the key content of enterprise management. Financial management is related to all aspects of the enterprise. It connects individuals in different departments, has a large workload, and has many work risks. Financial management is the rational allocation of enterprise assets, further standardizing the financial accounting, reimbursement, procurement, disposal and other processes, realizing the three-dimensional management of enterprise capital assets, and reducing financial risks, corruption and other problems.

2.4 Strategies for the construction of the current business management model of enterprises

Enterprises strengthen the training of business management talents

The first is to attract more talents to join the company by improving material conditions such as corporate salaries and contribute to industrial and commercial administration. Secondly, it is necessary to clarify the employment requirements of the enterprise, that is, applicants should have rich professional theoretical knowledge and certain business management experience. Third, enterprises should focus on the cultivation of enterprise management talents and carry out related work on a regular basis (Chen, 2022). Knowledge training and knowledge experience exchange meeting. In addition, retaining more business management professionals can help enterprises formulate a scientific, reasonable business management model suitable for the actual development of the enterprise, and ensure the normal implementation of the enterprise.

Strengthen the exploration of business management model

When constructing an enterprise management model, an enterprise should fully consider the current management mechanism, analyze its feasibility in detail, and continuously optimize it according to the specific development situation at the current stage. Identify problems in enterprise management in a timely manner, solve them with scientific methods, and eliminate obstacles in the process of enterprise development in order to maximize economic benefits (Zi, 2021). In the process of development, enterprises must gain insight into the changing environment of the market, break with the needs of the market economy, break the shared management experience of traditional enterprises, and make good innovations in the existing management mode of enterprises.

Actively change the business philosophy of enterprises

Enterprises should get rid of the shackles of the past, actively transform traditional management concepts, introduce and reasonably integrate management concepts into enterprise business management, strengthen internal management of enterprises, improve their own working ability, and actively drive enterprises to transform in the environment of economic system transformation. With the changes in the industry and the entire market environment, the corresponding corporate management concepts also need to be upgraded. Under the new development model, it can effectively release the development potential of the enterprise and achieve good development results.

Establish and improve relevant systems for enterprise business management

Enterprises should establish and improve relevant systems for the business management industry. In the process of development, enterprises should also learn to introduce advanced enterprise management concepts, adapt to the new trend of China's economic structure transformation and development, gradually get rid of the influence of traditional economic development models, reform and innovate existing enterprise management methods, so that they can better to meet the needs of China's new economic development situation. At the same time, when establishing and improving the rules and regulations of enterprise business management, enterprises should integrate people according to the actual situation of development, formulate strategies and methods that are more in line with their own development, and contribute to the development of enterprises. For the innovation of business management model, enterprises should also fully consider the actual needs of employees, so that each employee can fully understand the development goals of the business management model, and gather development momentum for the enterprise.

Chapter 3 Research Method

The main research methods used in this paper were the literature research method and the observation method, to explore the construction of the business management model of the economic structure transformation enterprise.

Literature research method: First, consult books and websites to study and analyze past research papers to clarify the concept of economic structural transformation and enterprise business management.

Observation method: By observing the business management process, ideas and methods of some representative enterprises, summarize the common problems in business management under the background of economic structural transformation, and then propose some general countermeasures.

Chapter 4 Research Analysis

Through observation and past literature research, it was found that under the background of economic structural transformation, enterprises play an important role in the market economy. How to better adapt to economic structural transformation, avoid risks from the source, and find a path suitable for enterprise development has become a The main concern of enterprises. At this time, the role of enterprise business management is fully highlighted, and a reasonable and efficient way can quickly develop an enterprise. However, in the actual business management process of enterprises, there are still many shortcomings to be improved.

4.1 Finding

4.1.1 Management efficiency needs to be improved

At present, the economic system is highly variable. In order to seek development in this economic system, many enterprises have begun to pay attention to and attach importance to their own management work, in order to maximize their economic benefits by improving their own management level. However, for many enterprises, they have not mastered the correct method in the process of promotion, lack of understanding of the concept of business management work, and have not carried out good cooperation between different departments and maintained an independent state with each other (Li, 2009). Lu, Feng, Zhu & Dai, 2021). Many enterprises blindly produce without understanding the needs of customers, resulting in serious constraints on the normal operation of enterprises. The lack of effective

cooperation will also have a negative impact on the improvement of the internal management level of the enterprise, and it is difficult to improve the overall economic level. When the efficiency of business management is gradually reduced, the competitiveness of enterprises will be further weakened, resulting in enterprises having only relatively narrow development prospects, which hinders the transformation. If it is in this situation for a long time, the enterprise will only work in a single working mode, and it is difficult to achieve good development.

4.1.2 Inaccurate corporate positioning

The positioning of an enterprise in construction management is very critical. Only by clarifying the position of the enterprise in the market, can the business management work of the enterprise be better implemented and the direction for the future development of the enterprise is clear. However, the vast majority of enterprises do not have a clear understanding of their own development when using the business management model, they have a wrong orientation, and the goals they set do not meet the development needs of the enterprises (Li, 2021). Especially for some newly established, relatively small-scale enterprises, they pay more attention to economic benefits in the process of operation and exaggerate their position in the market. Although these enterprises can obtain certain economic benefits at the beginning, they are later Its development efficiency will gradually decrease during development, and it is difficult to occupy a dominant position in the market.

4.1.3 Lack of understanding of the market

The market environment is closely related to the development of enterprises, so it is necessary for enterprises to respond flexibly to social changes. However, in actual development, many companies have not noticed this. When they set development goals, they lacked understanding of market demand, and it was difficult to formulate scientific development goals in combination with the market environment. It was impossible to clarify the future direction of the company. There are many hidden dangers.

Chapter 5 Conclusion And Recommendation

The article goes deep into the main problems of the current economic structure transformation enterprise management, using the method of literature research and observation. The purpose was to point out the shortcomings of the current business management model of enterprises and find an effective management model to help enterprises seek better development in the context of economic structural transformation. The research found:

5.1 Enterprises think that business management is not important

Developed Business management is an educational and comprehensive work in business. It plays a very important role in the overall management and development of an enterprise. Can plan the overall work and development planning of the enterprise. At present, some state-owned enterprises still have some problems in the process of development. For example, at the macro level, some enterprises do not pay enough attention to business management, and put more energy on specific management matters such as finance and accounting. Insufficient attention to business management by enterprises also affects the realization of the overall effect. In addition, many enterprises lack attention to business management, which also leads to the inability to reform and innovate enterprise management models under the development trend of economic structural transformation, resulting in unclear enterprise positioning and inability to obtain specific development directions. The development goals and directions of enterprises are closely related to the times, and enterprises must also be based on the market to obtain opportunities for development. Therefore, managers of enterprises especially need to have the awareness of the times and a sharp eye to accurately see the characteristics of the market. Only by complying with the mighty trend of the times can enterprises continue to survive. Therefore, when making production plans, enterprises must take the market demand as the premise to improve the fit between enterprise production and market supply and demand, so that enterprises can keep up with the society. The pace of development and the opportunity to develop at the right time. The socialist market economy in the period of economic structural transformation is in a complex period, and the entire economic structure has been in a state of change compared to the stable period. If an enterprise wants to develop its management, it must be flexible and adapt to the complex and changeable economic situation. In China, small and medium-sized enterprises account for a large part of the enterprise. The managers of many enterprises lack scientific and effective management methods. Most of the enterprise managers are founder members of the enterprise without professional management knowledge, which makes the management of enterprises in the market. It appears chaotic and rigid, and lacks flexibility to change in a volatile market. This makes enterprises lack competitiveness in the transformation of economic structure, and is likely to be eliminated by the market.

5.2 The overall level of management personnel is low

ThroughAt this stage, many Chinese enterprises will focus on examining the loyalty of management personnel, so as to reduce the problem of personnel appointment within the enterprise, but this situation often hinders the introduction of high-professional personnel in the enterprise, and the development of the enterprise will also be affected to a certain extent. . Under the business management model with insufficient flexibility, various problems existing at the grassroots level of the enterprise will not be solved in time, and managers will not be able to immediately understand the various hidden dangers existing in the enterprise. The lack is closely related, and the resulting series of negative effects must be paid attention to. If enterprises want to innovate and develop under the increasingly perfect market economy system, they need to pay attention to the transformation and innovation of their own management work. However, in the actual development, some enterprises have not yet established a sense of coordination, coupled with the lack of in-depth exploration and analysis of market and customer needs, resulting in low level of enterprise operation and management, lack of coordination and communication at various stages, limited business management development, and standardized and efficient enterprises. development is affected. In addition, some enterprises have not yet recognized the necessity of internal management under the transformation of economic structure, their own internal management level is still stagnant, unable to enhance the market competitiveness of enterprises according to the actual situation, and then face the situation of being eliminated.

Because the managers of some enterprises lacked sufficient business management capabilities, the preparatory work did not conduct in-depth research on the market environment, and they were not sensitive to market changes and the needs of the times, and it was difficult to adjust the business content. With the extension of time, the actual development model of the enterprise is out of touch with the market environment, the market competitiveness of products or services is insufficient, and there is a contradiction between large investment in resources and low economic benefits. related to incompetence. For example, employees do not pay enough attention to asset management and sales management, and do not implement management measures in a reasonable manner in their daily work.

5.3 Management of positioning ambiguity

Under the development trend of China's economic structural transformation, the goal pursued by enterprises is not only to improve the economic benefits of enterprises, but also to be different from the development of China's traditional economy. Under the new situation of China's economic development, many enterprises do not realize the innovation of management mode. Following the traditional enterprise management model, it is easy for enterprises to deviate from the current economic development situation in the process of development. At this stage, social value and economic benefits account for a large proportion of the company's development goals, and the company's industrial and commercial orientation is relatively vague, making it difficult to unswervingly develop along the

established track, resulting in the loss of self-economic structure and the high degree of blindness of daily production activities during the transformation. . In the fierce market competition environment, some enterprises face the risk of being eliminated.

A more important step in enterprise business management is to clarify the position of the enterprise itself in the market, establish the general development direction of the enterprise, and draw a development blueprint for the enterprise. However, when most enterprises use the business management model, they lack the understanding of their own enterprises, the positioning of the enterprises is wrong, and the enterprises have no clear goals. For example, some newly established small and medium-sized enterprises pay too much attention to the acquisition of economic benefits in the operation of the enterprise, exaggerate the position of their own enterprises in the market, and do not think about what kind of enterprises to build their enterprises into. This part of enterprises will obtain certain economic benefits in the initial stage, but in the later stage, their development efficiency will gradually decrease, and their competitiveness in the market will gradually decline. If an enterprise follows the traditional business management model, it will lead to the problem of inaccurate self-positioning of the enterprise. Nowadays, the boundaries between Chinese cities and urban economies are becoming more and more blurred. This is exactly the economic development trend of the times. Enterprises do not have a long-term vision, so that their development pattern is limited to a certain area, and the future development space of enterprises is limited. will also become narrower. Therefore, the management and decision-makers of enterprises must have the feelings of a big country, keep up with the pace of the times to learn the latest and best business management theories, and constantly expand their inner structure to find the self-positioning of the enterprise with a more keen and long-term vision. . The inaccurate self-positioning of the enterprise is also reflected in the serious deviation of the planning and formulation of the enterprise, that is, the enterprise cannot only focus on the profits brought by the operation of the enterprise, but should devote more energy to the business management of the enterprise. In order to lay a solid foundation for the future development of the enterprise through continuous reform and improvement of the business management model.

5.4 The management mechanism is not perfect

ComparedA sound mechanism is the basic guarantee for promoting various business management activities. Only when a sound and feasible management mechanism is obtained, can all management work be carried out effectively according to the established plan. However, under the background of economic structural transformation, the business management of enterprises lacks an effective internal management mechanism. The management mechanism of some enterprises still has problems such as imperfect management mechanism, insufficient adaptation to the actual environment, and lack of supervision and optimization of daily work, which affects the actual situation and economic benefits of business management of enterprises, and it is difficult to give full play to the promotion role of enterprise development.

For the management of industrial and commercial enterprises, the system is a guarantee and a constraint, but the current business management of some enterprises lacks a sound internal management mechanism, and the business management is subjective and arbitrary, and lacks systematic planning. Business management is not achieved overnight, it involves all aspects of the content, more systematic and comprehensive. Business management is not only the responsibility of the personnel in business management positions, but also requires the cooperation of multiple departments. It requires managers to understand the development of the industry in advance, the current operating conditions of the enterprise, the current strategic planning of the enterprise, and the need to clarify the laws and regulations of the country. Etc., these are the key points in business management, and these are precisely what the business management mechanism of enterprises is concerned about. Due to the imperfect system, the information is not transmitted in a timely manner, and the enterprises pay insufficient attention to the market in business management, and the information acquisition is not in place. In addition, some people in business management positions lack the consciousness and sense of responsibility of business management work, have no clear management goals and management plans, and have no perfect management mechanism to guide them, resulting in the lack of cooperation between various departments in the business management of the enterprise and the inability to realize the enterprise. The optimization and reorganization of internal elements did not achieve ideal business management expectations.

5.5 Insufficient business management ability of enterprise personnel

Talent is an indispensable soft power of an enterprise. Especially in the field of business management of enterprises, it is very necessary to improve the quality of internal management personnel. After building a high-quality talent team, we will promote the process of enterprise management according to the established system and various requirements. The attitudes and working methods of the internal managers of some enterprises are lacking, and the business management models constructed remain at the theoretical level and have not been operated in practice, resulting in the deviation of the final business management results from expectations.

The management level of the enterprise will directly affect whether the enterprise can take relevant measures in time to cope with the transformation of China's market economy. Therefore, if the management level of the enterprise is low and cannot reach the level of responding to the market transformation, it will be eliminated by the times. The lack of management level of Chinese enterprises today is mainly reflected in the fact that most enterprises have not formed a good sense of mutual cooperation and common development, and have not formed a scientific and organic connection between various departments within the enterprise, so that all the processes of operation cannot be effectively cooperated and co-assisted, and This maximizes the efficiency of enterprise management; there is also a lack of the concept of win-win cooperation between enterprises. In addition to the relationship of mutual competition, there is also the option of cooperation, communication and common progress. At the same time, many enterprises still have the problem of not having a deep understanding and excavation of customer requirements. The low level of comprehensive

management of enterprises will become a stumbling block on the road of enterprise development, seriously hindering the process of improving core competitiveness and adapting to the changes of the times. If an enterprise wants to achieve long-term development, managers must improve their own management level, and constantly reflect on and build themselves. If they can fully play the due role of the business management model, they can greatly realize the progress of the enterprise. In this way It can not only create a good environment for enterprise employees, but also stimulate the enthusiasm and enthusiasm of enterprise employees. In the internal operation of the enterprise, it is necessary to ensure that there is a complete and scientific system to guide the operation of the enterprise. Enterprises need to strengthen the concept of people-oriented, attach importance to the development of individuals and the enterprise itself, allow effective and good communication between various departments, use scientific management methods, have clear development goals, have overall awareness and strategic vision, and build suitable system of modern development. For employees to fully respect their ideas, a fair assessment system and fair rewards and punishments are needed, which can mobilize the enthusiasm of employees to a large extent, thereby improving the comprehensive strength and competitiveness of the enterprise, and promoting the long-term development of the enterprise. Efficient development.

5.6 Recommendation

Enterprise business management model construction strategy

1. Clarify market positioning and goals

With the gradual acceleration of China's economic development, the structural transformation has also begun to show a deepening trend. In this context, enterprises must take effective measures to seize market opportunities, further strengthen their own positioning, clarify basic development goals, and achieve the effect of improving competitiveness. Through the method of business management, the content of the production is positioned and analyzed, so that it can fit the new market conditions and achieve good development results. The structural transformation of the market will bring about significant changes. If the enterprise does not correctly plan its development goals, or fails to identify its market positioning, it will cause serious business problems and reduce economic benefits. Therefore, business management personnel of enterprises should conduct research on the market situation, collect necessary content information, and determine the mainstream demand of the current industry market according to its form, so as to achieve a good analysis goal. At the same time, it is also necessary to carry out the production reform of the enterprise according to the content of the analysis, so that the product can effectively meet the basic needs of the market, reduce the required cost as much as possible, and enhance the economic performance. In this way, the development intensity of enterprises can be significantly improved, the basic effect of increasing competitiveness can be achieved, and the guiding function of market goals can be further implemented.

2. Strengthen the brand building of the enterprise

Under the background of economic structural transformation, the information conveyed by the external reputation of enterprises has important reference value for consumers. If the external reputation is poor, it will seriously reduce the economic benefits of production, which is not conducive to further development in the future. If the external reputation is good, it can achieve the effect of a virtuous circle, further promote the development of the company's brand image and internal spiritual program, enhance the basic confidence of consumers, and achieve the goal of enhancing economic benefits. Therefore, business managers of enterprises should carry out in-depth construction of the brand, so that it can occupy a place in the industry market, expand the influence of the overall product, allow consumers to spontaneously form a publicity chain, and strengthen economic benefits. At the same time, this development method can also improve the adaptability of the enterprise, so that it can realize the unity of responsibility and internal spirit in the context of economic structural transformation, stimulate the enthusiasm of employees, and strengthen work efficiency. In this process, enterprises need to establish basic development goals and apply publicity strategies to expand market influence. At the same time, it should also strengthen the management of product quality, avoid unexpected problems affecting the brand reputation, further strengthen the quality of publicity, and achieve development goals.

3. Properly implement internal reorganization to improve management efficiency

In order to strengthen the operation effect of the enterprise and enable it to adapt to the changes and challenges brought about by the transformation of the economic structure, the internal business management personnel need to carry out appropriate reorganization operations, so that the daily operation effect can be enhanced, avoid unexpected risk factors affecting the quality of activities, and improve the enterprise development stability. In the context of increasingly fierce market competition, enterprises are faced with more severe development challenges. If there are problems in internal management, the quality of activities will be seriously reduced, which is not conducive to the improvement of overall management effects. Therefore, enterprise personnel should carry out scientific and reasonable internal reorganization through the business management model, so as to leave room for development and innovation of technology. At the same time, it is also necessary to strengthen the standardization of daily management, so that the staff team can clarify the basic management concepts, avoid cognitive biases, and realize the sharing and smoothness of information flow. In this way, the efficiency of enterprise management can be improved, the risk resistance of operational activities can be strengthened, and unexpected problems can be avoided, resulting in damage to the economic benefits of the enterprise. In this process, the business management personnel of the enterprise can publicize the details of the internal documents to achieve a transparent office, reduce the possibility of bad problems in the management process, and achieve good development goals.

4. Focus on talent recruitment and training

In the context of economic structural transformation, the efficiency of internal activities and economic benefits of enterprises have become the primary management tasks.

The talent reserve situation has a key influence in this process. Enterprise personnel need to use the business management model to further strengthen the training and reserve of talents, improve the execution efficiency of the internal work team, so that production activities can be carried out smoothly and reduce problems. The probability. At the same time, talents are conducive to the company's product technology research and development, production process innovation, strengthening management efficiency and other aspects of the business process, so the relevant personnel must break the restrictions of traditional recruitment forms, further expand the introduction channels of talents, and achieve good development goals. For example, business managers of enterprises can directly introduce talents with excellent academic performance and skilled application skills through cooperation with universities. Or through the strategy of internal training, strengthen the existing staff ability, so that they can further develop their own activity skills in the post, and achieve good work goals. In order to retain talent reserves, enterprises also need to apply corresponding business management measures, such as salary increases, performance appraisal incentives, encouragement of independent training, etc., to achieve the effect of improving the satisfaction of internal talents and further strengthen the competitiveness of enterprises.

5. Integrate business management strategies

The role of business management in enterprises is self-evident. Under the background of economic structural transformation, managers need to further strengthen the importance of business management content, change the traditional concept of activities, and achieve good development and innovation effects. In this process, changing traditional management measures is the most difficult part. In the long-term business process, most employees have formed inertia of action and cannot change quickly. In this case, business managers of enterprises need to pay attention to the psychological state of employees, design and optimize reform measures based on the basic conditions of the market, so that they can adapt to the internal management form of the enterprise and achieve good development goals. At the same time, it should also absorb the advanced experience of other enterprises in business management, establish a sound business management system, and achieve good development goals.

6. Improve the financial management process

Financial management is an important part of corporate activities. If the relevant activities are not carried out correctly, it will lead to application problems in the capital flow of the company, and even waste and loss. Economic benefits are an important lifeline for enterprise development. Business management needs to strengthen financial control, so that it can normally establish a virtuous capital cycle and avoid unexpected problems that affect the development and survival of enterprises. Excellent financial management measures can significantly improve capital utilization and indirectly achieve the goal of reducing costs. Therefore, managers need to pay attention to the business management model, strengthen financial management and control through this approach, and improve the quality and efficiency of enterprise development.

7. Use a modern management and control system

The transformation of economic structure is inseparable from the development of modern application technology and information intelligence industry. Therefore, the industry changes faced by enterprises are also related. The internal business management personnel of the enterprise should establish a scientific and modern management concept as much as possible, improve the traditional management and control system, so that the production activities and the implementation of employees can be within the normal process range, avoid the problem of illegal operation, and prevent the occurrence of bad business. . Managers should further break through the shackles of traditional enterprise management thinking, apply modern management measures, and improve overall work efficiency as much as possible, so that relevant personnel can integrate into the development situation and clarify the future management direction. Therefore, in the context of economic structural transformation, enterprise managers should combine industrial and commercial management and control strategies, integrate into modern management systems and concepts, achieve the best development results, and seize the dominant position in the fierce market competition.

8. Implement responsibility system and reward and punishment system

In the normal operation of an enterprise, the reward and punishment system and the responsibility system are one of the more critical contents. Under the background of the transformation of the new economic structure, the competitiveness faced by enterprises has increased significantly compared with the past, and the development of the industry and market has also produced a changing trend of change. Under such circumstances, reforming the traditional business model has become the top priority of managers. Enterprise managers need to study and innovate traditional management and control strategies in combination with business management models, so that they can adapt to the basic needs of the modern market. For example, managers can strengthen the management awareness of staff by clarifying the basic responsibility system and applying strategies for timely accountability when problems occur, so as to avoid situations where no one is responsible for unexpected situations. In this way, the probability of dereliction of duty can be reduced, so that staff can devote all their energy to the work content and achieve good development results. At the same time, it can also improve the enthusiasm of employees through the reward and punishment system, so that they can stimulate their own subjective initiative, be serious and responsible for their work, and achieve good production quality and efficiency. In this process, the enforcement of the system has a more obvious effect. Managers should fully combine business management measures to further strengthen the implementation of strategies, so that internal employees can feel the corresponding atmosphere and achieve good management and control effects.

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