

Research on the Paths to Enhance the Business Administration Management Level of Enterprises in the Context of Digital Economy

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Abstract: With the rapid development of the social economy, various enterprises are facing the situation of transformation and change, which makes the market competition more intense. The advent of the digital economy era has put forward higher requirements for the business administration of enterprises, prompting the innovation and reform of business administration. Based on this, how to improve the level of business administration through more innovative and scientific ways and promote the high-quality development of enterprises has become an urgent problem to be solved. Starting from the importance and current situation of improving the level of business administration in enterprises in the digital economy environment, this paper analyzes and explores its specific practical paths, so as to help enterprises improve their market competitiveness and provide strong impetus for sustainable development.

Keywords: Business administration; Enterprise development; Digital economy; Information technology

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1. Introduction

With the advent of the digital age, information technology has been continuously updated and iterated, and has been more widely applied and developed in various fields. In this situation, China should keep up with the trend of the times, implement relevant policies and regulations, and quickly realize the digital transformation of enterprises, providing a better development prospect for enterprises and internal driving force for the development of the social economy. Under the background of the new era, the rapid development of digital technology has brought greater challenges to the development of enterprises. In order to achieve priority development in the highly competitive market environment, enterprises should combine their own advantages and characteristics, start from the actual situation, deeply integrate with digital technology, actively explore and innovate the management mode, and improve the overall level of business administration. Based on this, enterprises need to break the traditional business administration mode, re-improve and optimize the current human and material resources, integrate their unique competitive advantages, improve their management level and market competitiveness, so as to better enter the next stage of development.

2. The importance of improving the level of business administration in enterprises in the digital economy environment

2.1. Conducive to improving market competitiveness

Against the backdrop of the digital economy era, various enterprises have embarked on the journey of transformation and innovation, making the market competition increasingly fierce, and the market environment has become unpredictable, volatile, and unstable^[1]. The rapid development of new media and digital technology has not only broken the boundaries of space and region, guiding and inspiring enterprises to continuously innovate and reform to face the intense market environment, but also requires enterprises to compete with more outstanding listed companies on the international stage. In this context, business administration, as the core of enterprise development planning and operation management, has become increasingly important. In response, enterprises should continuously innovate their business administration models, improve their internal governance systems, and enhance management efficiency. Only in this way can they better cope with the fierce market competition environment and further achieve sustainable development and strategic layout.

2.2. Conducive to improving the business administration system

As an important cornerstone for determining corporate strategic decisions, the importance and value of data are constantly increasing. Data is the core resource that drives the continuous growth of enterprises, providing them with a unique perspective to see the whole picture of the market^[2]. It enables enterprises to keenly capture subtle market changes, the dynamic evolution of demands, and the behavioral preferences of consumers. At the same time, through in-depth insights from data, enterprises can promptly understand the action tracks and strategic layouts of their competitors. During this process, high-quality and accurate data support plays a crucial role. A sound business administration system can not only ensure the legality and legitimacy of data acquisition channels but also efficiently analyze the results and standardize the management process. Specifically, the business administration system can enhance the authenticity and effectiveness of data from within, prevent data misguidance and deviation, and enable the data to truly reflect the market situation and consumer demands. In addition, the business administration system can optimize the data collection, processing, and analysis processes, improve the efficiency and depth of data utilization, and provide more accurate decision-making bases for the enterprise management layer.

3. The current situation of business administration in enterprises in the digital economy environment

3.1. Failure to recognize the importance of business administration

The digital economy is an era of innovative, integrated, open, and intelligent market competition and development. Judging from the current enterprise management system in China, most domestic enterprises have overlooked the importance of business administration for enterprise development and have not established a sound business administration mechanism, making it difficult for them to keep up with the development pace of the digital economy. At present, the management of some enterprises in China has focused on internal operation management and has not paid attention to market development, resulting in the management level of enterprises being unable to adapt to market development. In the digital economy era, enterprises face great challenges in management and development. The imperfect business administration system will, to a certain extent, prevent the improvement of the quality of business administration in enterprises^[3]. The quality of business administration is closely related to the social influence, brand establishment, and market competitiveness of enterprises. Ignoring the construction of the business administration system will, to a certain extent, affect the future development of enterprises.

3.2. Outdated management concepts

The digital economy is an environment that emerges under the background of the new era, showing the advantages and characteristics of being technological, innovative, and open in enterprise market competition. However, in terms of the specific development of domestic enterprises, under the background of the digital era, the business administration concepts of some enterprises have not been updated in a timely manner. It is difficult for them to compete in the market with other enterprises at the fastest speed, and it is also difficult for them to keep up with the pace of the times. For enterprises, some management leaders have ignored the importance of business administration and focused on improving economic benefits. In the end, it is difficult for them to carry out innovative management and long-term planning with the support of digital technology, which further affects the overall effect of enterprise management and the improvement of market competitiveness^[4]. In addition, the outdated management concepts of enterprises will not only lead to the solidification of the management mode but also make it difficult for enterprises to develop efficiently in the increasingly fierce market competition environment, and thus it is difficult to reflect their true value.

3.3. Shortage of management talents

Against the backdrop of the digital economy era, the rapid development of information technology provides key support for various fields. If enterprises want to improve their business administration level, they need to make full use of digital technology, understand the basic characteristics of the development of the current digital economy era and the benchmarks of market environment changes, and carry out management work in a more innovative and scientific way. However, currently, some enterprise managers, due to a lack of a comprehensive understanding of the digital economy era, have difficulty effectively mastering information technology, market environment changes, and management models, and are unable to use digital technology to carry out various business administration tasks. This affects the improvement of the business administration level of enterprises and is not conducive to the sustainable development of enterprises. At the same time, some enterprise management layers do not attach importance to the professional ability and technical skills training of managers, and it is difficult to implement training programs, development plans, and competition goals based on the development characteristics of the digital era. In addition, the brain drain in some enterprises is relatively serious, which is not conducive to the long-term development of enterprises^[5].

4. Practical paths to improve the level of business administration in enterprises in the digital economy environment

4.1. Establish management concepts and achieve efficient management development

In the digital economy era, if an enterprise wants to enhance the overall effect of business administration and achieve a leap in management efficiency, the key lies in establishing correct management concepts. The transformation of the thinking of the enterprise management layer is not only the compass for the enterprise's direction but also the key driving force to accelerate the enterprise's progress. Therefore, enterprise managers need to have the courage to break free from the shackles of the traditional management model and actively embrace and integrate into the digital wave, taking this as the core strategy for the enterprise to improve its management level.

Specifically, in the process of promoting the digital transformation of management concepts, enterprise managers should place business administration at the strategic core of enterprise operations, deeply understand the internal connection between business administration and the long-term development strategy of the enterprise. At the same time, on this basis, it is necessary to clarify the opportunities and challenges brought by the digital economy era to enterprise transformation, keep up with the development trend of the times, make full use of modern information technology tools, and fundamentally innovate management methods. Only in this way can business administration work be better optimized, enabling the enterprise to smoothly integrate into the digital economy ecosystem and achieve a substantial improvement in management efficiency.

4.2. Cultivate management talents and promote the sustainable development of enterprises

Talents are the key force for an enterprise to achieve long-term development, and strengthening the cultivation of management talents is an important link for an enterprise to improve its business administration level. Enterprises should formulate a long-term talent strategic plan based on their own development goals and the market environment, clarifying the types, quantities, and cultivation paths of the required talents. When introducing talents, in addition to assessing professional knowledge and skills, attention should also be paid to examining their understanding of the economic situation, analysis of the market competition environment, and innovation awareness, so that the introduced talents can fit in with the corporate culture.

On the one hand, enterprises need to establish a high-level and high-quality business administration talent team to provide professional guarantee for the orderly development of business administration work. Enterprises can train their staff. The training of managers should focus on the development goals and plans of the enterprise in the digital economy era. This can not only help managers understand and master the digital economy era and the market development prospects but also prompt them to actively learn information technology and digital management skills. For example, enterprises can regularly train the current internal managers, adhere to the principle of keeping pace with the times, focus on the characteristics of the digital economy era and the business administration work plan, and conduct professional knowledge and skills training for managers. Combining the online-offline integration method, managers can be guided to improve their management skills, master the characteristics of the digital economy era, and learn relevant knowledge about market changes. Enterprises can use network platforms such as enterprise WeChat, DingTalk, and MOOC to provide employees with flexible learning time and location, facilitating their independent learning of the latest policies and business knowledge. They can also organize face-to-face seminars, case analyses, and other activities to enhance the combination of theory and practice and improve the ability to solve practical problems.

4.3. Introduce digital technology to improve the level of business administration

With the advent of the digital economy era, market competition has gradually become fierce. In order to stand out in the market environment, enterprises must focus on improving the level of business administration work, intensify the digital transformation, so as to better adapt to the market environment and achieve long-term development goals. Digital technology, as the key driving force for enterprise transformation, plays an important role. In this regard, enterprises need to start from all aspects to comprehensively improve the digital technology level and management quality, so as to promote the modernization process of business administration.

First of all, establishing a digital management system is the carrier for improving the level of enterprise business administration work. Business administration is a comprehensive work related to enterprise strategy, operation, finance, marketing, and other aspects, with certain complexity, practicality, and uncertainty. It is extremely important to build an efficient, intelligent, and open digital management system. The digital management system needs to closely focus on the enterprise's own characteristics, actual development situation, and future development plan, fully combine the advantages of the digital economy environment, and achieve scientific coverage and precise management of various business administration tasks. Taking cost control as an example, by building a digital management system, enterprises can widely collect, mine, analyze, and integrate relevant data on enterprise costs, and can also intelligently generate cost management and control plans. This can not only help enterprises achieve refined management and optimize resource allocation but also establish a scientific and complete cost management system, improve employees' work efficiency and synergy, thereby reducing costs and achieving comprehensive development.

Secondly, in the context of the digital era, the value of information technology in various industries has become increasingly prominent. By using information technology, enterprises can mine and analyze massive amounts of data and extract important information, which plays an important role in the enterprise's business administration work and improving its market competitiveness. Enterprises can introduce new-generation information technologies such as artificial intelligence, big data, cloud computing, and blockchain to provide strong data support and resource introduction

for business administration work, helping enterprises better understand market development trends, gain insights into market change characteristics, and provide more scientific and intelligent bases for enterprises to formulate business strategic goals, cultivate talents, and manage internal behaviors.

Finally, information technology can also help enterprises promptly discover and solve problems existing in production management, marketing management, human resource management, and financial management, and propose modification plans in a digital form, promoting their scientific development.

5. Conclusion

To sum up, in the digital economy environment, market competition is becoming increasingly fierce, and enterprises are facing huge challenges. At the same time, the advent of the digital economy era has also brought platforms and opportunities for the development of enterprises. In this regard, enterprises should keep up with the development trend of the times, actively transform management concepts, rely on modern digital technology, intensify the cultivation of management talents, achieve innovation and upgrading of business administration work, improve the level of business administration, and promote the long-term development of enterprises.

Disclosure statement

The author declares no conflict of interest.

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