

Study on Business Administration Problems and Countermeasures of Rural Enterprises in the Context of Rural Revitalization

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Abstract. The general requirements of the rural revitalization strategy pay more attention to the overall development of rural areas and have richer connotations. Industrial prosperity means promoting industrial development, attracting a large amount of capital, advanced technology and talents into the countryside, promoting the industrial development of the countryside by mobilizing the production enthusiasm and creativity of farmers, forming a vibrant rural industrial system, and realizing the modernization of the countryside and the modernization of agriculture. In the context of rural revitalization, business administration innovation in rural enterprises has become an important way to enhance the comprehensive strength and core competitiveness of enterprises. However, enterprise business administration innovation also faces a series of problems and challenges, such as the lack of innovative elements in enterprise culture, imperfect talent training mechanism, high cost of technological innovation, and insufficient sense of win-win cooperation among enterprises.

Keywords: Rural Revitalization Background; Rural Enterprises; Business Administration; Problems; Countermeasures.

1. Introduction

The business administration of rural enterprises should take the current market situation as the basis for adjustment, and actively promote the diversified development and integrated development of enterprises under the background of the new economic normal, and at the same time, it should flexibly apply the knowledge of management, marketing and statistics to realize the improvement and optimization of the business administration system, and give full play to the advantages of financial management to realize the effective enhancement of the level of business administration of enterprises. To ensure that the effectiveness of business administration is fully demonstrated, it is also necessary to further increase the cultivation of human resources, by carefully capturing the market dynamics and information data, to provide reliable support for the development of business administration. Enterprises should also be good at capturing the shortcomings of business management, through the investigation of the causes of the problem one by one, to promote the innovation and reform of business management.

2. The Concept of Business Administration of Enterprises

Business model is divided into various types, and business management is just as one, whose function is to summarize and define the position of the enterprise in the market. The business management of enterprises involves a wide range of issues, and only with a clear understanding of the actual operation of the enterprise, can we plan for the future of the enterprise, so as to ensure the smooth and scientific development of the enterprise. In addition, when enterprises formulate various regulations, they must be familiar with the relevant legal provisions and must not violate the law. To match the market economy of the new era, enterprises must continue to carry out their own reforms, the existence of defects and factors affecting the development of enterprises must be adjusted, and only by formulating perfect rules and regulations can enterprises develop better and always maintain a certain position in the tide of reform and opening up. An enterprise's business involves various aspects such as capital operation, product quality, marketing, talent recruitment and so on. Enterprises want to improve their operational efficiency, the need to optimize from a variety of aspects of its all-round, with the growth of time, quantitative changes will become qualitative changes, thus ensuring that the enterprise to get

a fundamental reform, so that the enterprise's material and financial resources to save, so that all the resources to get a reasonable configuration, so that the enterprise's economic efficiency has been greatly improved for the subsequent development of the enterprise to lay a good foundation.

3. The Rural Enterprise Business Management Problems

(A) poor external law enforcement environment

In the current enterprise business management development context, the management of the external law enforcement environment there are more significant problems loopholes, enterprise operation process, and business management related laws and regulations there are more obvious defects. Because in order to give full play to the effectiveness of business administration, it is necessary to have a good foundation of laws and regulations, so the lack of perfect laws and regulations to support the effectiveness of business administration has declined, and the actual implementation of the relevant work is also affected by this effect, greatly reduced. In the current practice of business administration, the lack of reliable laws and regulations to support their own work, coupled with the relatively poor environment for the implementation of business administration, law enforcement personnel will naturally be subjected to a number of obstacles in the process of practicing, and it is difficult to effectively implement the work.

(B) Outdated and backward management thinking

At present, the root cause of the effectiveness of business administration is difficult to effectively play, because the management thinking and work concepts of the relevant personnel are very significant backwardness, resulting in the implementation of their work in the process of work can not be timely innovation and upgrading, and ultimately make the effectiveness of business administration gradually lost. From the perspective of the overall development history of business administration, some old management ideas and work implementation methods still play a role in the current enterprise business administration, but, in the current situation of enterprise development, the old management ideas and work methods will only bring negative impacts on management work, and it is difficult to positively promote the development of enterprise management. To the actual content of the work, for example, a large part of the industrial and commercial managers in the work of the practice of the lack of correct self-knowledge, to face the work of the task and related issues with an attitude of superiority, resulting in the inherent functional utility of the work of business administration is difficult to give full play to the incorrect attitude also affects the credibility of the enterprise business administration to a large extent.

(C) Deficiencies in the management system

Combined with the essence of the role of the management system to analyze, in the process of enterprise management, the degree of perfection of the internal system is linked to the efficiency of business administration, high-quality internal system can largely improve the comprehensive efficiency of business administration work, help to promote the development of enterprise management, but if there are serious loopholes and shortcomings in the internal management system, then the overall survival and development of the enterprise will be threatened. In the current implementation process of enterprise business management, due to the poor standardization of the internal system set up, so that the relevant management departments in business management activities during the period, failed to establish a good working relationship with other relevant functional departments, resulting in the promotion of business management stage of the various departments of the communication links of the closeness of the lower, in the failure to reach a comprehensive management network under the premise of the overall efficiency of the enterprise's internal management have been affected by the negative impact and The overall efficiency of the internal management of the enterprise is negatively affected and reduced.

4. Rural Enterprises in the Context of Rural Revitalization of Business Administration Problem Solving Strategy

(A) Actively improve the legal and regulatory environment

In the process of optimizing the construction of the external law enforcement environment of enterprises, we should start from the perspective of perfecting laws and regulations, and through updating and upgrading the methods and means of implementing the work of industrial and commercial management, we can effectively meet the needs of the development of the new era, fully meet the overall requirements of the reform of the market economic system, and effectively integrate and optimize the external legal and regulatory environment of the enterprises, so as to lay a good law enforcement foundation for the effectiveness of industrial and commercial management, and enable the staff to carry out trustworthy work when implementing the management measures in accordance with the law. The staff can carry out trustworthy work in the implementation of management measures in accordance with the law [1]. Therefore, in the process of improving the effectiveness of business administration, the relevant units should be combined with the needs of market economic development, make reasonable amendments to the content of the regulations, and promote the implementation of the law in the process of law enforcement with the help of high-quality cultural construction work force. In addition, the business administration department should also combine specific practical experience and industry development needs for content innovation, according to the changes in the market environment, the design of laws and regulations can really provide protection for the work of law enforcement officers, so as to effectively build a harmonious external law enforcement environment [2].

(B) actively innovate and optimize management thinking

In the process of promoting the effectiveness of enterprise business management, the first and foremost, should be the staff's management thinking to revolutionize the change. Specifically, in practice, the relevant departments should be combined with the current situation of business administration development, a clear knowledge and understanding of their own work, and from the macro level of the overall economic development situation and business management issues to be studied, in order to accurately find out the foci of business administration in the enterprise on the basis of the management of the work of the management of the innovation to further improve the strength of the management of the management of the management of the management of thinking from the perspective of the management of the management of the management of the staff to participate actively in the learning activities of advanced management ideas. From the perspective of management thinking, managers are encouraged to actively participate in the learning activities of advanced management ideas, and at the same time, in the process of promoting the development of business management theory and ideas, we can reasonably draw on the excellent experience of business management development to ensure the efficiency of management thinking innovation. From the perspective of personal growth of the staff, the enterprise unit should be in the daily management of the implementation process, the business management personnel to carry out regular professional training and education, and encourage the business management personnel in the work of introspection at all times, and then combined with their own work problems selective theoretical learning, so that the business management personnel can be in the process of continuous learning and progress, and gradually set up an advanced management thinking [3].

(C) Strengthen the management culture construction efforts

Relevant units in the process of promoting the development of management culture construction, should be combined with specific business management implementation needs, the existing cultural background for innovation and upgrading, extract the essence of the current management culture for cultural construction optimization. Through the innovative management culture consciousness to further construct advanced management culture background, through the creation of quality management culture atmosphere to promote the performance of enterprise business management. Culture construction personnel should effectively implement the work of innovation, from the

perspective of the overall enterprise culture construction, according to the construction of the management system, planning a reasonable cultural construction ideas. In the actual cultural construction design process, the ideology of the masses as the main content, to promote the elimination of the official management culture, with the basic form of publicity and education, to change the consciousness of the management personnel, as far as possible to replace the official consciousness with the people-oriented culture, and then make the business management personnel can in the process of the work, in order to safeguard the interests of the masses of the people as the starting point for the in-depth analysis of their own functions and adjust and optimize their own work, to provide the masses with the most effective and efficient business management. Adjustment and optimization of their own work, to provide the masses with better quality services.

5. Conclusion

To sum up, under the background of rural revitalization, rural enterprises should improve the quality of business administration, and the awareness of business administration of managers and all employees plays a decisive role. It is very necessary for enterprises to have a high level of management and do a good job of business management training. Implemented to the specific operational level, the training should be put in place, and improve the assessment system, so that the enterprise business management work is constantly optimized.

References

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