

# Enterprise Administration Pattern Innovation Path in the New Era

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**Abstract:** Administrative management plays an important role in the development and stability of an enterprise, is the center of enterprise management in the management of the enterprise, because the enterprise has more employees, especially the need for administrative management to give full play to its role as a bridge, strengthen the communication between managers and employees. With the continuous deepening and reform of the domestic market economy, various enterprises have encountered various problems in the administrative management. Under the background of new challenges, it is urgent to solve and improve these problems. This paper briefly introduces the characteristics and concepts of enterprise administrative management, analyzes the importance of administrative management in enterprise management, and discusses and studies the innovation path of enterprise administrative management in the new period.

**Keywords:** Enterprise; Administration; Innovation path

## 1. Introduction

The management of enterprises in the new era is inseparable from administrative management. The survival and progress of enterprises are closely related to management. Administrative management has become an important part of enterprise management. In the new era, enterprises are constantly innovating in their actual production operations, and the core of their production content is constantly being replaced. Therefore, the content of enterprise administration is also somewhat different. The daily management object of enterprise administration is mainly administrative affairs, and the difference in content is considered here. In the deeper analysis, we can also see that the environment is also an important factor affecting the enterprise administration. With the development of The Times, economic growth, the environment has changed, which imperceptibly affects the development and progress of enterprises. In the stage of production and development of enterprises, we can see the tragic situation of enterprises in the context of market competition. In order to achieve better development and improve economic benefits, enterprises should seek a way out in this adversity. In order to make the rapid development and progress of enterprises, it is bound to start from management, improve the level of administrative management, and seek for better management methods to find innovative paths. Giving full play to the advantages and characteristics of administrative management can greatly improve the competitiveness of enterprises in the market. For the enterprise itself, it is necessary to change the management thinking, innovate the management method, improve the market competitiveness of the enterprise, and lay a solid foundation for the development of

the enterprise. The renewal of the management content and the innovation of thinking will certainly affect the development pace of the enterprise. If the enterprise wants to develop continuously, it is necessary to carry on the innovation and innovation of enterprise administration to the end. Based on the existing problems and characteristics of enterprise administration, the author finds out the thinking path of innovative management and analyzes it. Through in-depth analysis of the importance of administrative management to enterprise development, the development of enterprises in the new era has been greatly improved[1].

## 2. Analysis of the Characteristics of Enterprise Administration

Enterprise administrative management to realize the development and progress, must to deep mining, the characteristics of the enterprise administrative management should be paid attention to by to summarize the characteristics of the enterprise administrative management and grasp, combined with the characteristics of the enterprise administrative management activities, so as to promote the development of the enterprise management and promotion, administration makes the improvement of enterprise management is more comprehensive and enterprise's growth and survival is inseparable from the administrative management. The special management mode brings up the pluralistic characteristic of administration. The characteristics of administrative management also become a means of constant enterprise in a certain level. It has the characteristics of obedience, compulsion, timeliness and other characteristics, which are particularly consistent in pace. Due to the organic combination of

characteristics and characteristics, enterprise administrative management can maintain a smooth operation in the operation of enterprises in the new period.

### **2.1. Compliance of enterprise administration**

There is a potential connection between an enterprise and its subordinate institutions. The organization forms an enterprise organization. The enterprise administration is the organizational process of management activities. In addition, the behavior of administrative organization, at one level reveals its inherent meaning, can say enterprise top leadership put forward the opinion, or the upper leadership of commands are formed according to a kind of management behavior, its essence embodies a kind of personalities characteristics, comprehensive interpretation of enterprise administration, let us learn that within the enterprise is inseparable from the management functions, management agencies necessary features of factors such as administrative management characteristics of block diagram shows is not a single, they are to communicate with each other, restrict each other, the lower level was organized and orderly. The management behavior reflected in the process of administrative management is an inherent right and a function of obeying orders. Therefore, the administrative management of enterprises has the characteristics of obedience.

### **2.2. Mandatory enterprise administration**

Here we can make a conceptual overview of enterprise administration. Its management behavior is actually the execution of an order. Because of its mandatory characteristics, it greatly improves the overall management level of the enterprise and makes its effect more prominent in front of us. The mandatory characteristics of concrete also show that enterprise management on the strict punishment, such as enterprise in an important production orders, nonconformists, even not to follow the orders, so you need to severe punishment, all obey the management, will adopt the method of absolute don't perform management, make it obey orders issued, so as to better show the effectiveness of enterprise administration. The implementation of this necessity is bound to require mandatory implementation, thus forming the characteristics of enterprise administration[2].

### **2.3. Timeliness of enterprise administration**

Enterprises as the alternation of The Times, and always have been updated, so its constant is the characteristics of administrative management, change in the situation, or environmental change, the replacement of new period, can make the management behavior more targeted, let the administrative management with these changes, seize opportunities, under the bright future to realize the improvement of enterprise management. Enterprises need to cooperate with administrative management if they want

to generate income, improve production efficiency, play production role and change bad production environment. Administrative management will formulate corresponding plans, long-term construction system and functional organization block diagram, so that the production of enterprises will move forward steadily under the long-term planning of administrative management and step steadily into a new era of enterprises. According to the characteristics of administrative management, give full play to its internal force, grasp the openness of enterprise administrative management in the big era, better apply it to the internal implementation of enterprise management, and effectively implement the orders issued in administrative management, which reflects the timeliness of enterprise administrative management[3].

## **3. The Importance of Enterprise Administration in the New Period**

### **3.1. Enhance their competitive advantages**

With the increasingly fierce competition among enterprises, foreign-funded enterprises are developing rapidly in China. In order to gain a firm foothold in competition, private enterprises and other private enterprises must resort to administrative management to build learning enterprises. Strengthen the learning and training of administrative personnel to ensure the advanced and perfect management concept. Establish a new management team to ensure the enterprise management concept, operation concept, scientific and technological advancement. Assist the production and operation of enterprises, enhance the comprehensive strength of enterprises.

### **3.2. It is conducive to the realization of enterprise development goals**

Generally speaking, administrative management plays a planned, organized, commanding and controlling role in the operation of enterprises. The administrative management system of an enterprise can carry out functional management with the help of relevant principles, systems, laws and methods, so as to better realize the development of the enterprise under the premise of effectively unifying the above four functions.

### **3.3. Improve self-adaptation and development ability**

Administrative management is the core link in the process of enterprise development, is the driving force of enterprise management, and assists enterprise managers to communicate with employees[4]. The development of market economy advances by leaps and bounds. While competing, enterprises should constantly innovate the concept of administrative management, make it effectively subordinate to the production and development of enterprises, promote enterprises to enhance their develop-

ment ability, and promote the benign development of enterprises.

## **4. Innovation Paths of Enterprise Administration in the New Period**

### **4.1. Innovative administrative management system**

Innovation and improvement of power and responsibility system in order to ensure the good implementation of the management work, the current administrative management system can be used to design the administrative management framework of enterprises, clarify the work responsibilities, work content and code of conduct of administrative personnel, so as to make the administrative work have rules to follow and laws to follow. The staff carries out the management rules and methods in a scientific way, which makes the political management system more rigorous.

Innovation and improvement of technical system in order to better promote and implement administrative management, technical support must be strengthened. I can record the management problems in work through Word, Excel and other software. The problem phenomena, causes, responsible persons, solutions and other input into the database, so that the same kind of problems encountered in the future can be quickly and effectively solved, so that the manager is more handy in handling transactions.

### **4.2. Application and popularization of information technology**

Due to the rapid development of modern technology, the inevitable trend of enterprise development is the effective unification of information technology and administrative management. In the enterprise administration, the application of information technology mainly pays attention to the following two aspects: first, to determine and establish the enterprise administration system based on the work tasks of enterprise administration. Analyze its work content scientifically and systematically, and provide perfect and accurate data support to administrative personnel. Secondly, enterprises should be carried out by professional personnel on the platform of administrative management software and regularly train the informatization software of administrative personnel. In the process of system upgrade, the database and model database should be sorted and optimized to improve the efficiency of administrative management.

### **4.3. Optimization of administrative management mode**

Getting rid of the lag and inflexible management is an effective way to improve the management ability of enterprises in the new period. Statistical enterprise products in the market share and development prospects is a pre-

requisite for the innovation of administrative management mode. Put the determination of enterprise objectives in the first place, combine the actual situation of enterprise staff and long-term goals of the enterprise, to find a more optimized administrative management mode. In the process of exploration, timely improve and find problems, improve the level of enterprise administration and promote the sustainable development of enterprises.

### **4.4. Formulation and implementation of incentive methods**

Incentive law is the full embodiment of the people-oriented concept in the new era of enterprises and an efficient method of enterprise administration. The correct application of the incentive method can make the administrative work quickly adapt to the needs of enterprise development in the new era. On the premise of the fairness of incentives, the content, principles and projects of incentives should be formulated, so that the initiative of administrative managers can be fully mobilized. It can also adopt the work mode of group evaluation to cultivate the sense of collaboration among administrative workers, so as to accomplish various tasks more efficiently.

## **5. Conclusions**

As an important part of enterprise operation and management, administrative management plays an irreplaceable role in the development, innovation and enhancement of enterprise competitiveness. To enhance enterprise administrative management ability and strengthen the innovation of administrative management can guarantee the enterprise to carry out efficient and smooth modernization. This paper mainly emphasizes the importance of optimizing administrative management in market competition, and advocates the innovation of administrative management in various ways, so that enterprises can fully improve their competitive advantages in the context of rapid development of market economy, and provide stronger theoretical support for better and faster development of enterprises.

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