



## ARTICLE

# Discussion on Effective Strategies for Improving Enterprise Operation and Management Abilities

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### ABSTRACT

In the current socialist market economy, if an enterprise wants to grow and develop, it must do all kinds of management for its enterprise, and the most important thing for strengthening management of enterprises is to strengthen their own operation and management abilities. Whether it is financial management, management of personnel efficiency, or management of talents, it is necessary to protect from the infrastructure, so as to fundamentally improve the economic benefits of the enterprise, and vice versa if it is not properly managed, it will affect the development of the enterprise. Therefore, improving the operation and management abilities of enterprises at present is an important factor to promote the economic development of enterprises. This paper analyzes the management problems of enterprises and the definition of enterprise operation and management abilities, and analyzes how enterprises can reform and innovate, thus strengthening the operation and management abilities and economic benefits of enterprises.

## 1. Introduction

Nowadays, it is an era of globalized economy. The economies of all countries are developing very rapidly, and the degree of development of enterprises can highlight China's level of economic competitiveness, therefore, the enterprise is very important. The degree of operation and management of the enterprise directly affects the development of the enterprise. It is an important pillar of the development of the enterprise. In the new era, enterprises must strengthen their management abilities so that they can more effectively improve their economic efficiency.

## 2. Enterprise Operation and Management Abilities

### 2.1 The Definition of Enterprise Operation and Management Abilities

The main implementers of operation and management abilities are corporate leaders, enterprise operations and management abilities, which mainly refers to the management of the production activities and production processes of enterprises according to the requirements of the market economy, mainly in personnel, finance and talents. This management ability directly reflects the production level of enterprises. An enterprise's operation and management

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abilities include not only the internal construction facilities conditions but also the analysis of the enterprise's external business activities. It contains the production and operation activities of the whole enterprise, which can directly reflect the production strength of the enterprise. If properly managed, it can help enterprises achieve effective management, and can also help enterprises achieve rapid transformation, so as to adapt the enterprise to the requirements of social development.

## **2.2 The Importance and Significance of Improving Enterprise Operation and Management Abilities**

Enterprise operation and management abilities are of great significance in the transformation of modern enterprises, and are the fundamental guarantee for promoting the economic development and capacity improvement of enterprises. Enterprise operation and management abilities are not only the talents that enterprise managers need to have, but also the capabilities that internal talents need. For a qualified enterprise operation and management, it is necessary to have certain operation and management abilities, not only to have a risk-awareness assessment capability but also to lead the enterprise, only in this way can they develop steadily in their positions, lead enterprises, and enable them to grow and develop. For internal talents, they need to have the ability to help enterprises develop, and they require high comprehensive quality, strong management ability and high level of knowledge. Furthermore, with the integration and development of the global integrated economy, China's socialist market economy has also put forward higher development requirements for enterprises, and the requirements for managers are becoming stricter, which requires managers to improve their own operation and management level and innovate their development ideas and development plans based on the changing market situation. In response to the constant changes in the domestic and international market economy, the improvement of enterprise operation and management abilities is the fundamental means to effectively improve its economic efficiency, reduce costs and help enterprises transform, therefore, under the current economic development, enterprises can only continuously adapt to the requirements of social development, improve their competitiveness, and improve the overall strength of China's economy by continuously improving their operation and management abilities.

## **3. Development Status of Enterprise Operation and Management**

In recent years, with the rapid changes in the socialist

market economy, the problems of operation and management of some enterprises have gradually emerged. These problems include not only the personnel management system but also the financial management. There are more or less problems in the enterprise management system, and the overall quality of the responsible personnel in the management department is not high, therefore, enterprises should pay attention to the improvement of their operation abilities to gradually improve the level of enterprise operation and management. In recent years, China has gradually raised its awareness of the cultivation of corporate management talents, and enterprises have also exhausted their methods of attracting talents, however, due to the imperfect operation and management model and management system, and the uneven quality of management talents, the operation and management abilities of Chinese enterprises lag behind some developed countries.

### **3.1 The System of Enterprise Operation and Management Is Imperfect**

The concept of a leader directly affects the way enterprises operate, especially some relatively small and medium-sized enterprises. At present, many enterprises in China are old-age enterprises, and their management concepts and management models are relatively backward, which makes it difficult for enterprises to adapt to the requirements of the times and social development under the leadership of this backward concept, especially for some old-age managers, their management philosophy has a low level of cognition, lacking the institutional awareness and normative consciousness that modern society should have, and it is prone to the problem of imperfect enterprise management system. Some enterprises even completely copy the model of successful enterprises, regardless of the actual absorption of their management experience, all kinds of enterprise management is completely a form, lack of normative, managers and departmental staff is an eye Close your eyes. It is said that nothing can be accomplished without norms or standards. It is obvious that there is no institutional constraint, and the management of enterprise is in a state of disunity, which affects the economic development of the enterprise to the greatest extent.

### **3.2 Lack of Innovation in Enterprise Operation and Management**

At present, some small and medium-sized enterprises in China are still in the extensive management mode. In the development of China's economy, private enterprises are also the main source of economic development. However, this model does not adapt to the development of modern

market economy, which makes some traditional enterprises unable to keep up with the trend of the times due to imperfect management system and management concepts, thus reducing the overall competitiveness of enterprises. Many small enterprise management models are single and the level of innovation management is low, which is not conducive to the innovative development of enterprises.

### **3.3 The Overall Quality of Enterprise Operation and Management Personnel Is Uneven**

In the development of enterprises, the comprehensive quality of talents is an important aspect of reflecting the comprehensive capabilities of enterprises. Especially as the talents of management personnel, society and enterprises are stricter with them. The management personnel of many old-age enterprises are relatively old, the management level and management methods are not advanced and innovative, and they cannot absorb new things and new experiences very quickly. In China, many talents who have just graduated from the enterprise have lacked the corresponding social experience and ability to analyze the market, or these management talents lack the ability to actually manage the enterprise. Due to the large number of talents currently required in China, many enterprises are mainly engaged in the introduction of talents, and some of the talents attracted by some enterprises are not professional enough, they are not satisfied with the development of the enterprise, so the existence of these people has correspondingly restricted the development of the enterprise. In addition, the enterprise lacks a qualified and effective human resources management system, and the enterprise leaders lack the cultivation and training of talents, which makes it difficult for many talents to get the opportunity to exercise after they actually enter the enterprise. The enterprise lacks the corresponding incentive mechanism for talent training, and cannot let the talents get enough spiritual satisfaction. Therefore, the strong mobility of personnel and the low quality of personnel have affected the economic development of enterprises.

### **3.4 The Personnel Management of Enterprise Is Unreasonable**

Personnel management is also called staff management. To put it bluntly, it is a series of management, selection, use, training and assessment of a enterprise's staff, aiming at improving the efficiency and economic benefits of the enterprise. Personnel management is mainly a management-oriented work established by the state or enterprise to achieve its purpose. It mainly conducts a series of management activities such as selection, use, training and

assessment of its staff. The purpose of its implementation is to regulate the relationship between personnel through scientific and rational ways and management systems, to maintain the enterprise order, employees as the core strength of enterprise development, and its comprehensive quality level is directly related to the development of enterprises. With the development of the times, the traditional personnel management standards have not been able to adapt well to the development of enterprises, however, personnel management personnel are lazy to update, which makes this standard lack of innovation, and has not played its true role in the enterprise personnel training stage; without a standardized management leadership team, personnel management lacks macro guidance, which reduces the efficiency of personnel management and ultimately affects the level of operation and management.

### **3.5 There Are Drawbacks in Enterprise Financial Management**

The most important thing for an enterprise's operation and management is the management of corporate finance. Under the current development of the socialist market economy, if an enterprise wants to grow and develop, it must do a good job in its management, especially for the financial management of an enterprise, the financial funds of a enterprise can be said to be the foundation of enterprise development. Only when financial management is done well can the economic benefits of the enterprise be fundamentally improved, and vice versa will affect the development of the enterprise. Therefore, the financial management of enterprises has a very important influence on the economic development of enterprises, but many enterprises today recognize the importance of corporate financial management, however, there have been some problems in the process of reform, such as the vague financial management objectives, the lack of innovation in financial management concepts, and the lack of scientific investment decisions.

## **4. Effective Measures to Improve Enterprise Operation and Management Abilities**

In response to a series of problems in the current Chinese enterprise operation and management abilities training, some corresponding solutions should be proposed to meet the development of Chinese enterprises. An enterprise's operation and management abilities should not only take certain measures on the system, personnel training, operation and management of various production activities, but also improve the comprehensive operation and management abilities of the enterprise.



#### **4.1 Innovative Enterprise Operation and Management Concept and the Management Model**

The concept of a leader directly affects the way enterprise operate, especially some relatively small and medium-sized enterprises. Therefore, in a modern market economy, operations and management need to have an innovative spirit, not only to update their own management concepts, but also to innovate a management model that suits their own enterprise development. Only the one that suits them is the most correct. An enterprise's management personnel must always keep innovation, actively advance with the times, remove their own dilapidated ideas, and use the latest and most unique management concepts to guide the enterprise's production and management activities; enterprise managers must have a sense of social awareness, constantly paying attention to the new dynamics of social development, to bring more fresh elements to the enterprise, in order to keep up with the pace of reform in the era, thus helping to improve operation and management abilities, and promote enterprise development. In addition, enterprises must continue to innovate their management models, actively use science and technology, and develop qualified management models to help enterprises develop according to the changing conditions of the market and their own development.

#### **4.2 Improve the System of Operation and Management**

A job with standards and standards will only appear to be level, and many Chinese enterprises are lacking this system. Some traditional enterprises have a lot of problems in the transition period because they do not have a standardized management system. Therefore, having a scientific and reasonable operation and management system is the basic guarantee for improving the operation and management abilities of enterprises. A sound management system can not only restrain employees but also give the enterprise a clear direction and goal, therefore, when formulating an operation and management system, an enterprise must be formulated according to the actual development of the enterprise. It must not be unrealistic and cannot be overstated. Combining the development requirements of the enterprise with the requirements of the society and the enterprise, the transformation and management of the enterprise are all institutionally constrained, which brings a system guarantee to the development of the enterprise.

#### **4.3 Improve the Overall Quality of Operation and Management Personnel**

If an enterprise wants to achieve development, it is in-

separable from the management of human resources, so it is necessary to cultivate the quality of its management personnel. Although in recent years, Chinese enterprise managers have greatly improved their capabilities, but they still have a certain gap with some advanced enterprises. Therefore, we must pay attention to the training and training of talents on the road of enterprise development to meet their material needs while paying attention to their spiritual needs. We sometimes have to admit that many foreign management models are relatively advanced. With the advent of the era of global integration, we need to absorb advanced things to meet the needs of Chinese enterprises. Through the analysis of the management model of other countries, it absorbs the outstanding factors that are in line with the development of Chinese enterprises, takes its essence to abandon its dross, combines with the operation and management mode of Chinese enterprises, and walks out a road of enterprise operation and management with Chinese characteristics.

### **5. Improve Personnel Management Efficiency**

#### **5.1 Establish Appropriate Talent Reward and Punishment Mechanisms to Increase the Enthusiasm of Managers**

Enterprise employees are the frontline strength of enterprise development. Their comprehensive quality level is directly related to the smooth implementation of corporate tasks, directly linked to the economic development and operational efficiency of enterprises. In order to effectively mobilize the enthusiasm of employees, enterprises can establish appropriate reward and punishment mechanisms. In addition, when assessing personnel management personnel, it is necessary to avoid the occurrence of power and privacy, to maintain a fair and impartial attitude, and to take the comprehensive ability of employees as the assessment content. In order to effectively implement the performance appraisal policy, the enterprise personnel department can better implement the reward and punishment mechanism, maximize the enthusiasm of employees, and at the same time strengthen the application of modern technology to employees, and ensure the high efficiency of personnel management.

#### **5.2 Pay Attention to the Training of Employees and Increase Training Efforts**

Increase the training of employees, rational use of human resources, put the personnel management work into practice, and truly play its role in regulating the enterprise. And the enterprise's regular training of relevant skills on employees is also conducive to improving the overall

quality of personnel management personnel, improving their level of cognition, combining talents with talents, and maximizing the effectiveness of personnel management. Therefore, increasing the training of employees is the key to the long-term stable development of the enterprise.

### **5.3 Standardize Personnel Management and Strengthen the Use of Science and Technology**

With the development and progress of science and technology, in the personnel management work, the use of science and technology to solve many problems, the electronic information of employees, the implementation of electronic files, while ensuring the timeliness of employee files, but also improve the effectiveness of personnel management

## **6. Improve the Ability of the Financial Management Department**

### **6.1 Scientific and Innovative Financial Management Concept**

In the current development of the market economy, enterprises should actively change the management concept, take financial management as the main development content, innovate scientific financial management methods, actively participate in the market, and keep pace with the times; enterprises must also have a certain sense of risk, so as to ensure that enterprises can get more benefits when making investments.

### **6.2 Establish a Sound Financial Management System**

After recognizing the importance of financial management, it is necessary for enterprises to establish a sound financial management system to regulate the financial

management personnel of the enterprise, and gradually improve according to the changes in the market economy, so as to ensure that financial management personnel cannot rely on the system when doing management.

## **7. Conclusion**

In short, if enterprises want to develop steadily in today's market economy, they must actively improve their own operation and management abilities while recognizing their own development status, make great efforts in all aspects, innovate management concepts, establish a sound management system, formulate a sound management system, and improve the quality of employees. In summary, enterprises are the most important to improve the management of talents in the management and management abilities, so as to ultimately promote the development of enterprises and improve the comprehensive competitiveness of enterprises.

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