

Research on The Promotion Function of Business Administration to Economic Development

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Abstract: In recent years, with the continuous improvement and development of market economy, market subjects are increasingly diversified, and market competition is increasingly intensified. Business administration can regulate the behavior of market subjects and create a good business environment, which plays an important role in promoting economic development. Under the background of expanding economic volume, giving full play to the function of business administration is also of great importance to maintaining the stability of economic development. This paper will combine the analysis of the basic functions of business administration, in-depth exploration of business administration to promote economic development.

Keywords: Business administration, functional analysis, market economy, promoting effect

1. Introduction

The business administration has the important function of supervising the market, which is of great value and significance to the development of market economy at the present stage. In the face of the rapid development of the domestic market environment and increasingly competitive international market environment, strong business management can play a role in promoting economic development, promote the effective allocation of resources in the market (Jinjing, 2018).

2. The characteristics of business management

Business administration is divided into industrial and commercial enterprise management and industrial and commercial administration. Generally speaking, "business administration" refers to "industrial and commercial administration", that is, the management activities carried out by the national industrial and commercial administration department (Xia-wei, 2021). Different from the administrative departments of other countries, the administrative departments of industry and commerce promote the orderly development of the market economy by means of management and supervision, and do not directly interfere in market economic activities, providing a relatively loose regulatory atmosphere for the business activities of market subjects, and at the same time creating a good business environment (Shuang, 2021). Business management adhering to the principle of fairness and justice, can effectively adjust the contradictions between the transaction subjects in the market economy, but also to protect the brand and trademark of enterprises, business management also plays an important role in the rational allocation of resources. In the new era of the development of market economy, business administration continues to play a supervisory and management function, but also do a good job in the publicity of economic policies, the impact on the development of market economy is growing (Wei, 2020).

First, comprehensiveness. The object of business administration is the enterprise or individual in the market economy, the scope of jurisdiction is wider, the content of management is broader, showing the characteristics of comprehensiveness. With the development of market economy, market subjects and transaction types become more diversified. Therefore, business administration needs to comprehensively supervise and guide the above two. Strong administrative measures should be taken to eliminate undesirable factors in market transactions, prevent the occurrence of "bad money driving out good money", and guide the construction of a fair and just market environment.

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Second, order. Business administration is a government-led supervision and management of activities in the market economy, order is also one of its important features (Yanzhu, 2018). In the process of business administration, both administrative punishment and verbal warning are based on the requirements of national laws and regulations, are carried out within the scope of the law, with rigor and order. The act of business administration is governed by law and therefore more convincing.

Third, flexibility. Business management is faced with different market subjects, and the problems are more diverse, which cannot be regulated by unified standards. Therefore, business management flexibly carry out regulatory activities within the scope of the law, can design targeted management programs according to the cognition of different market subjects, education level and business conditions, and flexibly carry out economic policy publicity activities.

Fourth, authority. As a national administrative department, the administration of industry and commerce has authority in the eyes of ordinary people. On the one hand, its supervision activities are within the scope of the law, strictly in accordance with the provisions of the law, virtually enhance its credibility; On the other hand, its management behavior is reasonable, adhering to the principle of fairness and justice, which also enhances its authority and credibility to a certain extent.

3. Analysis of the basic functions of business administration

2.1 Participation in macroeconomic regulation activities of the state economy

The macro-control of national economy is a necessary measure to guide the development of market economy effectively, and is also the key to optimize the allocation of resources in the market. One of the basic functions of business administration is to participate in the macro-control activities of the national economy. It plays an increasingly prominent role in the regulation and maintenance of the market economy, and plays an important role in ensuring the business environment and promoting economic development. Business administration can effectively adjust the market order, and supervise the low-price competition and vicious competition behaviors, which can promote the construction of fairness and justice, and is conducive to the steady development of social stability and economy. Business administration also plays an important role in the macro-control of resources. The allocation of resources in different stages of economic development has its different emphases. The department of business administration gives full play to its functions in the macro-control of resources, which can ensure the rationality and effectiveness of the market economic order, so as to promote economic development.

2.2 Complete the strengthening and supervision of the market economy

Although the development of market economy has entered a new era, the market economy still needs to be further developed in combination with the current social development, and there are still unreasonable areas that need to be supervised. The basic functions of the administration of industry and commerce also include the strengthening and supervision of the market economy. The local administration of industry and commerce is the guarantee to maintain a fair and just market order. Through the management and regular inspection of enterprises and individual industrial and commercial households, the awareness of market economy can be improved, so that they can carry out production and business activities within the scope of the law, and strictly abide by the relevant laws and regulations. With the improvement of public awareness, shoddy goods and fraudulent behaviors in market trading activities will gradually reduce, and "integrity", "fairness" and "justice" will become the consensus of market subjects when carrying out production and operation activities. In this context, the market economy can achieve orderly development, market vitality and influence will also be strengthened, helping to promote economic development.

2.3 Realize the integrated development of market subject access management and behavior management

The integration of market access management and behavior management is also one of the basic functions of business administration. Before entering the market economy, market subjects need to pass the examination of the industrial and commercial administration department. In this way, some operators with bad behaviors can be excluded, and the market environment can be purified to a certain extent, and the risk of economic development can be reduced. In terms of behavior management, the department of industry and commerce will not only supervise and manage the rationality of market pricing, but also manage the monopoly phenomenon and the violation of good faith in the market and regulate the business behavior of market subjects (Chong & Sungap, 2021). Based on the effective supervision of business administration, the order and stability of economic development have been guaranteed.

4. The role of business administration in promoting economic development

4.1 Establish clear market access standards

To give full play to the role of business administration in promoting economic development, it is necessary to establish a clear standard of market access. The administration of industry and commerce can combine the previous experience in dealing with market disputes, malpractice of market subjects and vicious competition to formulate market access standards and effectively avoid market access risks. This also requires the department of business administration in the process of market behavior management need to do a good job of archiving management, through the construction of a large database and data resource sharing, to be able to unified archiving management of business management activities across the country. In the process of management, it is necessary to clarify the market behavior problems, laws and regulations to be followed and the handling methods. On this basis, the industry and commerce administration can establish a clear market access standard, this standard under the legal framework, can effectively maintain market fairness and justice, protect the market main business activities, has a role in promoting economic development.

4.2 Establish a more perfect market system

Establishing a more perfect market system can effectively play the role of business administration in promoting economic development. Market information asymmetry, bad money driving out good money and vicious competition have caused negative impact on the market environment. Business administration should play its overall control role and promote the construction and development of a more perfect market system. First of all, based on the current industrial development and economic development trend, the resource allocation between different industries is effectively balanced. For example, the current environmental protection industry is a key development industry, but its start is relatively late, in the process of development needs more help to improve its market. Relatively speaking, the development of heavy industry market is relatively complete, but the existing problems such as market system rigidity also need business management to guide its reform. In terms of resource allocation, macro-control measures can be adopted to increase support and attention to new industries and promote the coordinated development of all walks of life. Secondly, the market information asymmetry problem will also make the promotion of business administration to economic development greatly reduced. The industrial and commercial administration departments can make timely access to the latest economic policies by means of economic policy publicity, so that market subjects can make business adjustments according to the changes in economic policies and apply for corresponding preferences in a timely manner. At the same time, through the business administration department as the "intermediary", can further improve the market information asymmetry, balance the market supply and demand. Relying on the application of big data technology, cloud computing and other information technologies, it can promote the transparency of market transaction information, because the disputes and problems caused by asymmetric market information will be increasingly reduced, and market subjects can conduct business activities in a more honest and fair market system. Perfect market system construction needs to give play to the function of business administration, promote the construction of vertical management system, from order management to product quality management, conduct comprehensive management and constraint on the behavior of market subjects. Only by doing a good job in management and service can business administration play its role and value in promoting economic development.

4.3 Strengthen market supervision and management

The role of business administration in promoting economic development is also reflected in the supervision and management of the market. Only by increasing the market supervision can it effectively play its role in promoting economic development. First of all, the unfair competition in the market should be supervised to increase the punishment and the cost of breaking the law. In order to monopolize the market or increase the market share, the market subject will adopt the way of low-price competition in the operation process. For some large enterprises, low price competition has little impact on their overall profits, but this move has an impact on the price of the whole market, and the operation of some small and medium-sized enterprises will be affected by low price competition. The administration of industry and commerce needs to strengthen supervision of this issue and strictly implement anti-monopoly regulations to protect the development of small and medium-sized enterprises. Secondly, in the process of market competition and publicity, some enterprises will exaggerate the efficacy of products and appear misleading advertisements. False advertising is rampant in the area of weight loss products. The administration of industry and commerce needs to step up efforts to crack down on false and illegal advertisements and effectively safeguard the rights and interests of consumers (Abanyam & Abanyam, 2021). Through regular inspection and dynamic monitoring of the media market, false advertisements can be found in time, corrected and dealt with in time to minimize the impact of false advertisements, which can effectively maintain market stability and stable economic development. Finally, increase the protection of trademarks. A trademark is a symbol of a product or enterprise, and a trademark that is well known to the public is also recognized by the public. Along the way, enterprises have invested a lot of money in brand

positioning and product research and development. Trademark infringement is undoubtedly stealing the fruits of others' labor, but also cause disturbance to the market economic order. The administrative departments of industry and commerce need to strengthen the examination and verification of trademark applications, check the situation of registered trademarks through the national networked information system, and effectively protect traditional trademarks. This is also a necessary measure to promote stable economic development.

4.4 Accelerate the improvement of economic level

Accelerating the improvement of economic level and promoting the construction of honesty and integrity of industrial and commercial administration departments is also the focus of promoting economic development (Nakamura, Kaihatsu, & Yagi, 2019). The administration of industry and commerce is responsible for supervising the development of market economy, and its credibility and authority will be greatly compromised if there are corrupt officials among them. Therefore, in the staffing of the business administration department, it is necessary to carry out ideological assessment of the staff regularly, improve their professional ethics, so that they will be fair and just as their work beliefs. On this basis, conscientiously perform the functions of business administration, meticulous supervision and management of market behavior, the emergence of unfair competition and other acts of severe punishment. Only in this way can we create a sound business environment and enable market players to develop in a fair and just atmosphere, thus promoting economic development and naturally promoting economic development.

5. Conclusion

What has been discussed above, business management plays an important role on economic growth and its good play in macroeconomic regulation and control, market regulation, market main body and behavior management with the development of the integration of the basic functions, maintain its authoritative, comprehensive, flexibility, and order wait for a characteristic, is the key to let its effective play a role in promoting. For malignant competition, monopoly competition market environment and good money after bad money market phenomenon, such as industrial and commercial administrative departments need to play a role of regulation as a whole, to eliminate the adverse factors in the market economy, the implementation of the management principles of justice, in under the framework of laws and regulations, standardize the market main body behavior to create a good market environment for economic development. In addition, trademark protection, consumer rights protection and the treatment of false advertising are all powerful measures for business administration to promote economic development. Strictly standardize the behavior of business management staff, is also an important measure to promote economic development.

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