



# STRATEGY RESEARCH ON INFORMATIONIZATION DEVELOPMENT OF BUSINESS ADMINISTRATION

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**Received** 04 October 2022  
**Accepted** 03 November 2022  
**Published** 23 November 2022

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**DOI**  
[10.29121/ijetmr.v9.i11.2022.1257](https://doi.org/10.29121/ijetmr.v9.i11.2022.1257)

**Funding:** This research received no specific grant from any funding agency in the public, commercial, or not-for-profit sectors.

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## ABSTRACT

All walks of life in China have derived new models by virtue of the high-speed development of market economy and the rapid development of computer information technology. Simultaneously, under such a special background, the competition between business administrations has become increasingly fierce. In the current period, business administrations should attach importance to their own management, constantly optimize their management system, constantly improve their own competitiveness by taking full advantage of current information technologies, aiming to enable them to gain a place in the current market with great competitive pressure.

**Keywords:** Business Administration, Informationization, Strategy Innovation

## 1. INTRODUCTION

In recent years, each business administration in the market has always been carrying out the process of informationization with the vigorous development of the market economy in China. Simultaneously, many business administrations have also developed their own informationization management models in the current period, aiming to adapt to the needs of the current era in this way. As the main subject of the current market economy, business administrations must start from their own actual situations, constantly change their old management modes, and improve their management efficiency and quality through the application of information technology tools. The implementation of informationization of business

administration can actively promote the development of business administration, hence, in the current period, business administrations must find the channel for the organic connection between informationization and development, aiming to meet the general trend of current market economy development, and help themselves to gain stronger social competitiveness in the current period.

## 2. LITERATURE REVIEW

Fu (2021) described in the *Discussion on the Development Strategy and Innovation of Business Administration Informationization* that: "in the current period, information technology has a significant impact on the development of social industries, the gradual implementation of informationization of business administration should conform to the development needs of the social times; in terms of the continuous improvement, correction and innovation of informationization management efficiency to meet the requirements of informationization development, for this purpose, the author will carry out detailed exploration based on the practice, aiming to bring positive reference to practitioners." Ye (2021) pointed out in the *Research on the Innovation of Business Administration Informationization Development Strategy* that: "in the current informationization development of business administration, there are many problems such as backward construction mode, imperfect supervision system, etc., the lack of progressiveness informationization development will affect the high-quality development and effective implementation of business administration. Hence, the importance of innovative measures in the development of informationization should be brought into play." Zhang Yubing said in the *Research on the Innovation of Business Administration Informationization Development Strategy* that: "the continuous development of market economy and the significant improvement of science and technology have accelerated the development process of informationization, intensifying competition between enterprises. With the purpose of making enterprises develop rapidly and steadily, as one of the important functional departments, business administrations should not only speed up the development of informationization, but also innovate the strategy of informationization development." Yuan (2019) described in the *Innovation Research on the Development Strategy of Business Administration Informationization in the Information Age* that: "the rapid development of market economy and science and technology has gradually intensified the competition among major enterprises, with the purpose of enabling more enterprises to focus on their own development, the traditional business administration mode can no longer meet the current actual needs, hence, it is imperative to implement the informationization development of business administration." Zhang (2020)

## 3. OVERVIEW OF INFORMATIONIZATION DEVELOPMENT OF BUSINESS ADMINISTRATION

The informationization of business administration means that all information, contents, and official business processing modes of business administration are carried out with the support of computers and internet, aiming to "online" all operation items by building a perfect business management information system. For business administration departments, the effective storage and fast transmission of all file contents can be guaranteed while reducing paper-based procedures; many communication and docking contents required for the development of business administration can be carried out online with the business administration

departments, which has reduced the number of "errands" and really realized convenient services.

#### **4. NECESSITY OF INFORMATIONIZATION OF BUSINESS ADMINISTRATION**

In the current period of China, the development of information technology has not fully matched the development of social productive forces. Currently, the development level of information technology in China is higher than that of social economy. Therefore, with the purpose of promoting China's economic development and achieve a new leap forward, the information technology tools should be actively utilized in all aspects of economic development. As an important part of China's economic development, the development of business administration is closely related to the development of social economy. At present, information technology is developing continuously, the business administration system in China is also facing new requirements and challenges. The adoption of traditional business administration mode and management measures has been unable to meet the needs of the current era, hence, only with the development of informationization construction can China's business administration departments be in line with the development of the times, so that the realization of standardized development of business administration in society can be promoted. Simultaneously, the business administration has directly realized the innovation of business administration mode based on the gradual application of informationization technology, which has greatly improved the work efficiency of the relevant employees of China's business administration and provided more guarantees for China's economic and social development.

#### **4.1. SWOT ANALYSIS OF INFORMATIONIZATION DEVELOPMENT OF BUSINESS ADMINISTRATION**

##### **4.1.1. STRENGTHS**

Standardize management and improve image. Utilizing management information system to enhance the company's image and establish the modern information management system. The management information system carries out scientific management for the company's various resources by utilizing advanced scientific and technological means and ideas, enabling business administration to establish the modern information management system and significantly improve the company's image; clarify labor division and management authority. Realize the clear use authority of each department within the company and eliminate the phenomenon of shifting responsibility. The management information system reasonably integrates various resources of business administration to avoid blind spots and overlap of business boundaries of various departments; hence, since departments cannot shirk their responsibilities, their work efficiency has been significantly improved; mine data and help development. Develop the decision support system to provide graphical and report-based market analysis data for the business administration decision-making level, which can predict the company's business development, customer demand development and market development in the future. The system conducts analysis and processing in accordance with the decision-making needs after centralizing various resource information of business administration, and then form intuitive and understandable information to help management make decisions; improve efficiency and save costs. The most direct role of informationization is to comprehensively reduce the operation cost of

business administration, improve the overall operation efficiency of the company, greatly expand the business, maximize the profits of business administration, and further improve the competitiveness of business administration.

#### **4.1.2. WEAKNESSES**

The informationization of business administration is rising every year. Nonetheless, the informationization application of business administration has not achieved obvious results, affecting by the following factors: some habits of manual operation that cannot be changed; lack of senior talents in informationization; imperfect informationization department; lack of informationization funds, etc. Besides, in terms of the production field, the informationization of business administration has poor collaboration, low office efficiency, insufficient market information, poor adaptability, and too extensive management, which hinder the informationization process of business administration.

The following problems exist in the informationization development of business administration: the first is the unbalanced development, there is a "digital divide", a large development gap, and a low level of sharing of basic networks and information resources; the second is the low overall level of information technology application, there is a common phenomenon of emphasizing construction over application, and the leading role of informationization in industrialization has not been fully played; the third is the weak independent innovation capability of information industry, there is a lack of business administration aimed at competitive advantages, as well as a smaller overall industrial scale; the fourth is the insufficient input, there are unobstructed investment and financing channels and low investment enthusiasm of market players; the fifth is the formulation of informationization laws and regulations lagging behind the actual needs, the system and mechanism need to be improved, and the information security guarantee ability needs to be strengthened.

#### **4.1.3. OPPORTUNITIES**

Business administration has the late-mover advantage and comparative advantage and has a great market demand for the application of information technology. For this purpose, in recent years, business administration actively applies information technology to transform processes, strengthen management and improve the efficiency of business administration, and the market competitiveness has been significantly enhanced. Business administration plays a "stable" role in economic development. In the 11th Five-Year Plan period, China has focused on building industrial bases, providing opportunities for the development of business administration. To fully support the development of business administration. China has implemented the "development strategy of the whole people should focus on entrepreneurship, management should focus on leading enterprises, industry should focus on clusters, competition should focus on innovation, foundation should focus on management, and government should focus on services for the business administration, aiming to make business administration bigger and stronger, and promote business administration to become the main force of national economic development and the main channel of social employment."

#### **4.1.4. THREATS**

Firstly, the informationization of business administrations have low starting point, low management level and relatively weak capability of management informatization system, some are even in the initial stage of implementation with imperfect basic data of business administration, non-standard business processes, difficult technical transformation, and weak basic management.

Secondly, some new technologies cannot be quickly accepted by the business administration with relatively backward informationization level. The role of informationization has not been really played to integrate resources, manual operation is still adopted by all parties, which has seriously restricted the informatization level of business administration and the development of business administration.

Thirdly, the informationization of business administration is seriously short of senior talents. Business administrations are generally characterized by unsatisfactory profitability, high personnel mobility, serious shortage of senior professionals and other phenomena. Therefore, business administration needs to carry out retraining for talents while attracting talents and needs to give play to the subjective initiative and potential of talents in the work process, aiming to enable them feel their role in the informationization process of business administration. In such way, the humanized management and long-term development of talents can be realized, and the competitiveness of business management can be improved.

### **4.2. PROBLEMS URGENTLY NEEDED TO BE SOLVED IN THE PROCESS OF INFORMATIONIZATION OF BUSINESS ADMINISTRATION**

#### **4.2.1. UNIFIED INFORMATIONIZATION MANAGEMENT STANDARDS THAT MUST BE ESTABLISHED QUICKLY**

In the current informationization process of business system in China, the biggest problem at this stage is the lack of unified management standards, which has made the informationization process of business administration in various regions more decentralized. Simultaneously, many kinds of informationization of business administration tools have appeared driven by the high speed development of science and technology and internet technology, while some of these tools have not yet fully met the informationization specifications of business administration, the application in some areas of information technology for engineering management based on these tools has directly led to the waste of resources.

#### **4.2.2. RELATIVE LACK OF INFORMATIONIZATION MANAGEMENT DETAILS**

The well completion of detail control of informationization management is a very important link in the process of the informationization of business administration in China. However, most of the informationization processes of business administrations only attach importance to the construction of the framework of informatization management, ignoring the details involved. Speaking from the reasons, there are many insufficiencies in the informationization process of business administration, the effective management of informationization cannot be realized for the some special information and new information.

### **4.2.3. LACK OF ELECTRONIC SHARING PLATFORM OF INFORMATION RESOURCES**

In the informationization processes of business administration, many regions only carry out information management in accordance with the established plan, and cannot timely adjust the contents that has not been planned in advance and does not meet the actual needs. Therefore, business administration must establish a unified information resource sharing platform. By virtue of such sharing platform, the barriers between various departments can also be broken to greatly improve the quality of China's business administration. In addition, speaking from the long-term development, the construction of information resource electronic sharing platform can also further expand the modes and methods for business administration; on the basis of the information resource sharing in various regions, it can reduce the possible shortcomings of traditional management models in the past, improve the security of business information and data, and promote resource allocation in the process of business administration and make it more high-quality.

## **4.3. MEASURES FOR INFORMATIONIZATION DEVELOPMENT OF BUSINESS ADMINISTRATION**

### **4.3.1. FURTHER IMPROVEMENT OF NETWORK AND INFORMATION TECHNOLOGY HARDWARE CONFIGURATION**

With the purpose of promoting the informationization of business administration, the corresponding engineering management information infrastructure should be perfectly configured. In addition to the corresponding hardware facilities, the network and other software need to be configured. Only by completing the configuration of infrastructure can various departments better promote the realization of informationization development. Simultaneously, the efficiency and security of information transmission should be considered as the basis while building the internal network, aiming to effectively improve office efficiency.

### **4.3.2. WELL COMPLETION OF CLASSIFICATION OF MANAGEMENT WORKS**

In terms of the business type and object of management object, the projects managed by the business departments in China can be divided into various categories. Various responsibilities in the management process can be assigned to fixed subjects by dividing management objects into different categories, with an order to avoid shifting responsibilities among various departments in the process of management. Simultaneously, the classification of different categories is able to make it easier for relevant personnel to handle business.

### **4.3.3. IMPROVEMENT OF INFORMATIONIZATION WORKING LEVEL OF RELEVANT EMPLOYEES**

Business administration departments shall carry out informationization business training for relevant internal management personnel before promoting the informationization development of business administration, with an order to help these management personnel more familiar with the new office modes and relevant



office equipment in the informationization age, and further improve the informationization office level of business administration departments. Simultaneously, business administration departments should improve the service awareness of the relevant employees, aiming to further enhance the service level of the business administration departments in China.

## **5. CONCLUSIONS**

The informationization development of business administration is the inevitable trend under the current special background. Therefore, business administration departments must start from the actual work, find out the problems existing in the current process of informationization management and solve them pertinently, and then formulate the informationization strategy of business administration in line with the actual needs, aiming to continuously promote the informationization development of business administration departments in China and improve the level of business administration in China.

## **CONFLICT OF INTERESTS**

None.

## **ACKNOWLEDGMENTS**

None.

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