

# An Innovative Study on the Reform of Enterprise Chain Management under the Background of New Normal Economy

Huihua Zheng<sup>1</sup>, Ping Chen<sup>2\*</sup>

<sup>1</sup>Nueva Ecija University of Science and Technology, Cabanatuan, 3100, Philippines

<sup>2</sup>Huizhou Economics and Polytechnic College, Huizhou, 516057, China

e-mail: chuyue1210@163.com

\*Corresponding author: Ping Chen

**Keywords:** The new economic normal, Chain enterprises, Management reform

**Abstract:** Based on the theory and practical application of the new normal economy, the paper combines the basic theory of enterprise chain operation management, demonstrates how chain enterprises can use their own characteristics and the overall market opportunities of the industry, and make a reasonable choice of their management model, and Carry out the construction of a staged management guarantee plan. The thesis analyzes and researches the selection and planning process of the chain company's operation and management mode, and thus builds a framework for the construction of the management guarantee scheme, studies the internal and external environment, advantages and problems of the chain company, and demonstrates the chain company's management mode. The necessity and importance of the reform, combined with the realization of the management guarantee plan reached, find the key point for the chain company to combine the business model with the management application. In the context of the new normal economic environment, companies need to continuously incorporate innovative elements into the process of business management to better adapt to the dynamic changes in the market.

## 1. Introduction

The new economic normal mainly refers to the sustainable development of the economy based on a symmetrical economic structure, with stable and sustained economic growth as the mainstay [1]. In the concept of the new normal economy, the economic growth rate needs to be changed from the original high speed to the medium and high speed, reflecting the emphasis of the new normal economy on the steady growth of the economy, and the new normal economy continues to optimize the economic structure at the medium and high speed economic growth rate to ensure the economy. The structure is in a symmetrical state and promotes the sustainable development of the symmetrical structure, in order to achieve a virtuous cycle of growth promoting development and development promoting growth [2, 3]. Economic development needs to follow objective laws. In different periods, economic development corresponds to the characteristics of different stages and provides new opportunities for economic and social development. In recent years, the economy has grown rapidly, but according to the laws of economic development, the economy must slow down its growth rate. Even if the economic growth rate is slowed to less than 10%, the actual growth of the economy still has a strong observability [4]. At this stage, national policies and strategies require the economy to diversify, encourage enterprises to increase the supply of high-quality products to meet domestic consumer demand, and reduce consumers' dependence on foreign products. At the same time, in the process of continuously optimizing the country's economic structure, the new normal of the economy has fully combined with government policies to stimulate the domestic market for domestic demand once again, leading to a positive upward trend in the number of enterprises and the rate of new growth [5].

This article aims to study the new normal economic theory and its application in the management of chain enterprises. Under the guidance of the strategic planning of the chain operation

management model, study the management methods and operating practices of the enterprise chain development, combined with the theoretical analysis and application of chain operation management, as well as the internal and external conditions of the industry, in-depth development of the chain management model Discuss research. And hope to combine the domestic situation of innovation and entrepreneurship development, and give a constructive and systematic conclusion.

## 2. Analysis of Enterprise Chain Management Reform

### 2.1 Enterprise Chain Management under the Background of the New Economic Normal

In the context of the new economic normal, if the enterprise is managed professionally with the help of industrial and commercial management measures, then the operating costs of the enterprise can be effectively controlled. Regulations of business administration the cost control for enterprises [6]. Measures, at the same time, can also manage the cost of the enterprise in operation. At this time, the resources of various departments within the enterprise can be reasonably allocated, while reducing the waste of resources and funds, and achieving effective control of operating costs. Figure 1 is the enterprise chain management model under the background of the new economic normal.

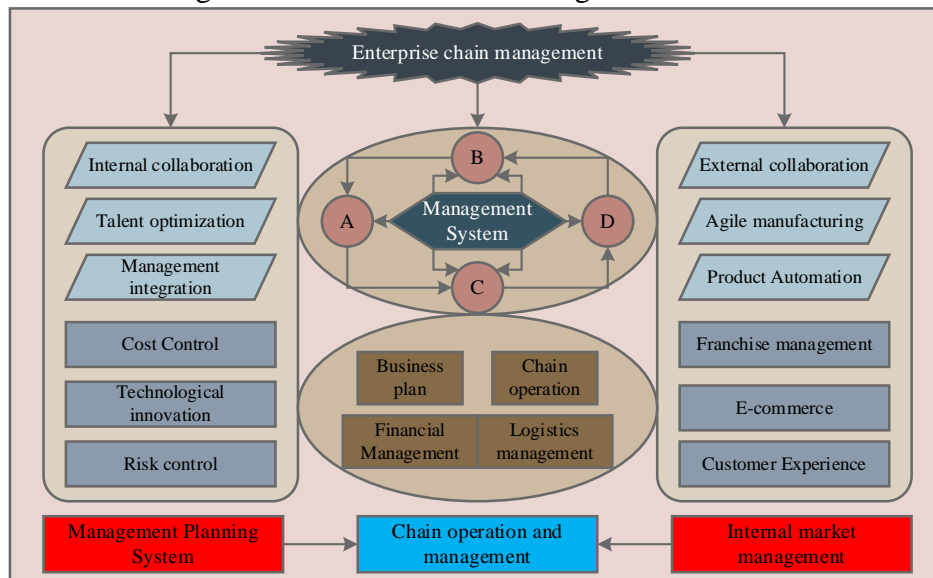


Fig.1 Enterprise Chain Management Model

Under the constraints of the business administration regulations, various departments within the enterprise can perform good self-management. At this time, the role of business administration in improving the efficiency of human resource management is gradually highlighted. For an enterprise, the management efficiency and level of human resources directly affect the operation and operation of the enterprise, because the development of an enterprise needs to be based on the active struggle of every employee [7]. With the help of relevant measures of business administration, the potential of the employees of the enterprise can be fully stimulated, which is beneficial to the enterprise. At the same time, business management initiatives can provide some solutions for corporate human resources management, and promote the rationality of human resources management initiatives, employees are more willing to actively contribute to the enterprise. The business model of enterprise chain management is shown in Table 1.

The business model mainly reflects the general trends and general methods of the enterprise chain operation model at a certain stage of social and economic development, and is usually affected by technological progress. For example, the replacement of rival workshops on production lines and the replacement of traditional retail by e-commerce is large-scale transformations of business models. The business model defines the way of business activities and transactions, but it does not explain how different companies compete with each other when choosing the same business model. The strategy is to compare with competitors in the operation of the enterprise, and

regardless of whether the same or different business models are adopted, they will have their own unique position and difference, so as to obtain competitive advantages and excellent business performance. The business model is easier to imitate, so that the strategy of a specific enterprise is difficult to imitate due to the unique resources and capabilities behind it. Therefore, a business model with only one number may not be enough. Enterprises must be able to win in the fierce competition.

Table 1 Business Model of Enterprise Chain Management

Types	Past strategic system		Chain operation model system		
Customer	Customer lock	Stakeholders	User	Creator Distribution	Customer lock
Value provision	Customer Value / Product Service	Total value / creation	Value user	Value creator	Value wholesale
Profit model	Pricing / target cost	Revenue stream / revenue equation	Mode + fee, free	Advertising mode	Blade + knife holder mode
Strategy / Resources (competitiveness)	Value chain / process / human resources and financial resources	Value / Network	Participants	User creator	Competitors

## 2.2 Reform Measures

Based on the background of the new economic normal, chain companies need to strengthen their business management awareness to innovate business management. Chain companies want to adapt to the market competitive environment under the new economic normal, ensure their stable survival in the market, and enhance their market competitiveness [8]. They need to strengthen their own business management awareness and adopt a positive attitude towards business management. Chain companies enhance their own business management awareness, implement business management work, which is conducive to the profitability and stable development of chain companies, effectively anticipate and respond to various challenges, problems and risks that the chain companies will face in the future, and promote their own clear development Direction, take effective measures around the direction of development, comprehensively prevent chain enterprises from operating risks, and promote the healthy development of chain enterprises under the new economic situation. To strengthen the awareness of business management of chain enterprises, it is necessary to give full play to the functions of business management in specific practical work, and ensure that the functions are exerted to the extreme. Chain enterprises need to reform the traditional systems and systems in accordance with the actual situation. Retain the essence of the traditional systems and systems, and combine the business management concepts and models to optimize the traditional systems and systems. The business management of chain enterprises needs to plan the future development of chain enterprises with effective, feasible and scientific methods, analyze and operate all the links and details of the development of chain enterprises, reflect the strengthening of the awareness of business management of chain enterprises, and strengthen the development ability of chain enterprises. To ensure the long-term survival and stable development of chain enterprises in the market environment. Figure 2 is the structure of enterprise chain management.

With the development and progress of society, chain enterprises are gradually aware of the important role of business management in the development of enterprises, so they gradually pay attention to the cultivation of innovative business management talents. In this regard, first of all, it is necessary to innovate the way of employment, adapt the development trend of the times to adjust the employment concept within the chain enterprise, and arrange talents with real business management capabilities to the corresponding positions to promote their full play. Of course, in the context of the new era, regular training of personnel is also an inevitable move, which can improve the professionalism of staff in different positions to a certain extent, prompting them to exert their own value in the actual work process. It can improve the comprehensive literacy level of employees and lay a solid foundation for the comprehensive and healthy development of employees.

In the context of the new era, innovating business management needs to take corresponding measures at the level of science and technology. In an era of ever-changing dynamics, it is almost impossible for chain companies to try to use unchanging commodities to stabilize their position in the market system. In the era of information technology, technology is driving the progress and development of the world. If chain enterprises do not make technological innovations, they will gradually lose the initiative to compete in the electricity market. In the context of the new economic normal, chain companies need to carry out scientific and technological innovations in conjunction with the relevant content of business management. This shows from the side that chain companies are constantly optimizing their core technologies. Thereby continuously consolidating their position in the electricity market.

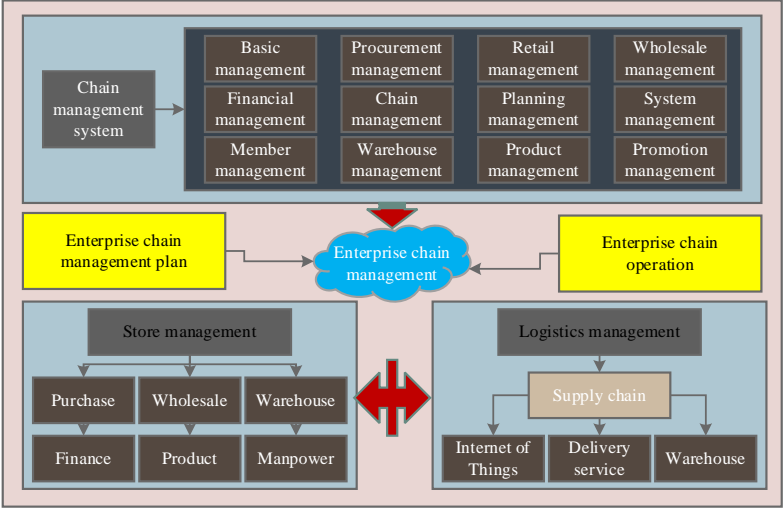


Fig.2 Enterprise Chain Management Structure

### 3. Analysis of Enterprise Chain Management Innovation

#### 3.1 Management Reform Analysis

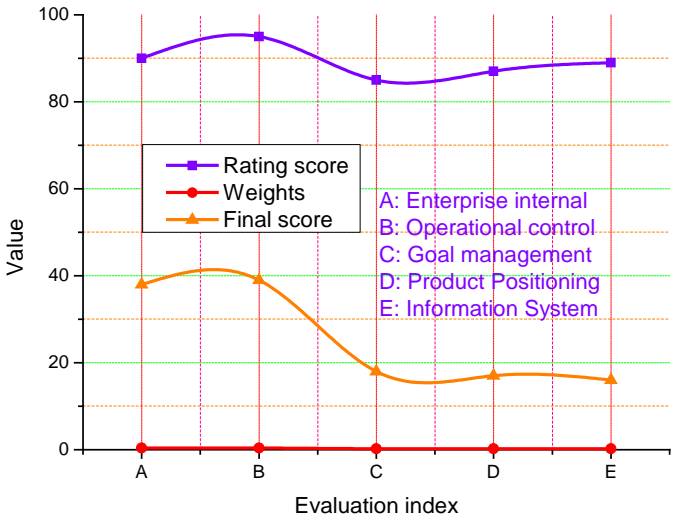


Fig.3 Score Table of Reform Indicators

To broaden market access, it is necessary to set a higher threshold for the reform of industrial and commercial registration departments in a disguised form. This is our most urgent at present, and we must accelerate the “as always” closure of the “three certificates and one” reform to achieve strictly crack down on the approval and process of private enterprises. As a prerequisite for the approval of industrial and commercial registration, the law does not allow the threshold for chain enterprises to be reduced in policy, but to establish a more tolerant and market-oriented business environment. In addition, when formulating policies and economic development plans, it is also

necessary to consider the needs of the economic development of chain enterprises, and at the same time tries to meet the needs and demands of the people as much as possible. In the process of implementing the plan, do a good job of strengthening management and supervision, to urge the government to develop, and develop the economic development space of chain enterprises. Internal operational control of chain companies mainly refers to the implementation of the new system in the implementation of small and micro-scale. Target management mainly involves the clarity of the chain company's vision. The product positioning mainly aims at the optimization and upgrading of the chain company's industrial structure. The construction of the information system mainly involves the informationization of chain companies. Using the AHP model to evaluate the index system of small and micro-scale operation reform of chain enterprises, the evaluation results are shown in Figure 3.

### **3.2 Management Innovation Analysis**

Chain enterprises are innovating business management under the new economic normally need to focus on innovative marketing methods. Chain companies need to ensure the effective promotion of their products through innovative marketing paths and obtain higher economic benefits in market competition. The innovation of the marketing methods of chain enterprises requires chain enterprises to pay attention to the market dynamics in real time, and to fully understand the market to ensure that they can effectively adapt to market changes and occupy a favourable position in the market. On the basis of fully grasping the market dynamics, chain enterprises need to pay attention to the management of internal human resources and finance. Through the combination of the internal management of chain enterprises and the external environment, the marketing model is adjusted in a timely manner to innovate the company's marketing methods and strengthen the enterprise. At the same time, chain companies need to fully grasp the strength of competitors in the process of enhancing their competitiveness through marketing methods, analyze their business strategies, and achieve further improvement and innovation of their product marketing. In the context of the new economic normal, chain companies need to achieve innovation in business management through innovative marketing methods. With the continuous adjustment of marketing models, they can improve their market competitive advantages and promote their long-term development under the new economic situation.

## **4. Conclusion**

In order to adapt to the drastic changes in the economic environment, to achieve core competitiveness, defeat competitors, and get rid of the plight of enterprise development, chain companies must conduct research and management application summary of the management model. Continuously analyze and understand the current operation and management model of the chain enterprises, and take the creation of core competitiveness that others are difficult to imitate as the starting point. From the establishment and innovation path of the operation and management model, decompose the relationship between the operation and management model and the operation and management guarantee, fully demonstrate the operation and management, the importance of the model to the survival and development of the enterprise. The theoretical research combines the research and development of the connotation and form of the international mainstream management model. Combining theory with practice, find a business management model suitable for chain enterprises in the general environment, and combine the close support of strategic management to achieve the competitive advantages of chain enterprises, maximize the value of chain customers, and the goal of sustainable profitability.

## **References**

- [1] Ahlstrom, David, et al. "Managing technological, sociopolitical, and institutional change in the new normal." *Journal of Management Studies*, vol.57, no.3, pp.411-437, 2020.
- [2] Clougherty, Joseph A., et al. "Transformational strategies and productivity growth: A

transformational - activities perspective on stagnation in the New - Normal business landscape.” *Journal of Management Studies*, vol.57, no.3, pp.537-568, 2020.

[3] Bishan, Wu. “Development mechanism of energy industry cluster in new normal economy.” *Energy Sources, Part A: Recovery, Utilization, and Environmental Effects*, vol.41, no.23, pp.2853-2860, 2019.

[4] Yujie, Cui. “Research on the Impact of Energy Supply-Side Reform on China's Economy.” *American Journal of Theoretical and Applied Business*, vol.5, no.2, pp.28-31, 2019.

[5] Jiang, Darong. “Management Accounting Literature Review-Based on the Development of Management Accounting Research in 2015-2017.” *Modern Economy*, vol.10, no.12, pp.2315-2334, 2019.

[6] Zhao, Shuaiqiong. “Bibliometric Analysis of Performance Evaluation Studies.” *Open Journal of Business and Management*, vol.7, no.3, pp.1285-1297, 2019.

[7] Liu, Yuanchun, and Xiaoguang Liu. “2018-2019 China macroeconomic report: China's macroeconomy in the new chapter of reform and opening-up.” *Economic and Political Studies*, vol.7, no.3, pp.233-280, 2019.

[8] Prime, Penelope B., and Kishore G. Kulkarni. “Who Will Lead Global Growth? Slowing Trends are the ‘New Normal’.” *Global Business Review*, vol.20, no.3, pp.573-594, 2019.