

Original Research Article

Research on the innovative development of business administration model under the background of the internetYijing Su^{1,2}*1 ESCE International Business School, Paris, 92934, France**2 Bank of Nanjing BNPP Consumer Finance Company, Shanghai, 200000, China*

Abstract: With the development of social economy and the progress of science and technology, people have gradually entered a society of Internet information. Internet information has gradually penetrated into our daily activities, and people have gradually developed the habit of using Internet information to handle related business. This shows that people have a high degree of recognition of Internet information, and also shows that people have an increasing demand for Internet information. The industrial and commercial administration department is a department that serves the public and is closely related to people's life and economy. The current model of business administration is outdated, the overall management level is low, and there is a shortage of professionals. This paper optimizes business administration by sharing internal resources and real-time interaction in business administration under the background of the Internet, improving the level of information management; changing ideas; improving the information system and mechanism of business administration; using information technology to formulate a sound marketing strategy, etc.

Keywords: Internet; Business administration model; Innovative development

1. Introduction

With the widespread use of the Internet in various industries, the application of Internet technology in business administration has received more and more attention. Internet technology can not only effectively improve the efficiency and quality of business administration, but also promote the reform of business administration methods and business methods, so that business administration resources are optimally allocated and the role of business administration human resources, funds and other resources is fully utilized. To reform the business administration methods through the Internet, it is necessary to break through the existing business administration methods, establish a modern management concept, and find new ideas to promote business administration in my country. Secondly, to innovate business administration through Internet technology, it is necessary to optimize and adjust it according to the development trend of its own industry and the actual operation status of business administration, so as to better meet the requirements of business administration development under the background of the Internet, so as to achieve sustainable development of business administration.

2. The connotation of innovation in Internet business administration

Internet technology has a great impact on business administration. It is conducive to the rapid innovation of institutions and the improvement of their operating capabilities. Introducing modern information technology into business administration work, organically integrating the construction of Internet business administration model with traditional business administration model, so as to achieve corporate restructuring and advanced operating technology, thereby improving the operating capabilities of the Chinese market. Entering the 21st century,

information technology has penetrated into all enterprises and management departments in China. Chinese entrepreneurs should standardize their management according to the development path of informatization. In business administration, the application of information technology is to conduct macro-control, measurement and standardized management of enterprises. At present, informatization has replaced traditional human information, and the country's informatization level has entered a new development period, which has brought opportunities for the informatization construction of business administration in enterprises^[1].

3. Innovation and development of business administration model is the need of the times

In today's Internet society, the quality and level of business administration will affect the economy and future development. With the rapid development and widespread application of Internet technology, the way of business administration has also changed from manual records to machine input, which has greatly improved the efficiency and effectiveness of business administration. In order to improve the work efficiency of business administration, business administration personnel must have corresponding capabilities, but under the current situation, most business administration institutions lack sufficient computer information talents, so they cannot improve the informatization management capabilities of business administration, which has caused the informatization development of business administration to be slow or even stagnant. For example, if an enterprise does not pay attention to the management methods of industrial and commercial administration and improve the information management capabilities of industrial and commercial administration, it will easily lead to the inefficiency of the informationization of the entire industrial and commercial administration, which is not conducive to the work of the enterprise, and then affect the long-term development of the enterprise. Over time, the profits of the enterprise will decline, it will be difficult to compete with its competitors, and it will not be able to adapt to the development of society, and will eventually be abandoned by the market.

Using the Internet to innovate the industrial and commercial management model will inevitably face many Internet security issues. Among them, the security of the Internet has always been a topic of concern and worry for people in industrial and commercial management institutions. After all, the information of industrial and commercial management institutions is confidential. Once leaked, it will not only cause losses in many aspects, but also cause adverse effects in all aspects of society. Therefore, when industrial and commercial administration uses the Internet to innovate industrial and commercial management methods, it must take into account the security issues of the Internet, so that the Internet can help industrial and commercial administration improve efficiency, rather than causing negative consequences to industrial and commercial administration. Under the condition of making full use of the convenience of the Internet, industrial and commercial administration must establish a special Internet security team.

4. Innovative development strategies of business administration models under the background of the Internet

In the background of the Internet, if enterprises want to innovate their business administration models, they must first change their ideas, keep pace with the times, and transition from management models to information and Internet. Finally, enterprise leaders should integrate business administration methods into the development plan and outline of the enterprise, and arrange employees to participate in further studies to create a good learning atmosphere and revitalize the work of the enterprise.

In the Internet environment, the innovation of business administration models also requires further improvement of management information systems. In the construction of business administration informatization, it is necessary to strengthen the construction of information systems of major business administration departments: in the information system of the human resources department, it is necessary to understand the role of HR in the context of the Internet. In the information age, the most direct way is to expand the scope of recruitment, turn traditional interview recruitment into modern online video interviews, and help enterprises recruit more diversified business administration talents to increase the talent reserve. In addition, through the informatization construction of human resources, enterprise planning and business management, the development of the Internet business administration methods of enterprises can also be promoted.

5. Conclusion

In summary, modern business administration should combine Internet technology with business administration methods to continuously innovate and develop business administration models. The leadership should change its traditional thinking in a timely manner, strengthen knowledge training within business administration, and improve the information management capabilities of business administration. On the other hand, under the premise of making full use of the Internet to facilitate business administration work, the security issues of the Internet cannot be ignored. Therefore, it is necessary to introduce professional Internet technology talents and professional security protection technologies to improve Internet security and reduce the risk of information leakage, so that Internet technology can help the management work of business administration organizations, improve the quality and efficiency of business administration work, and promote the innovation, progress and long-term development of business administration organizations.

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