Business Steward: Definition, Mode and Influence

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Abstract: This thesis firstly puts forward the concept and definition of business steward, who is professional service staff to help employers and customers manage business. Similar to the "intelligent +" transformation of traditional retail, catering and manufacturing industries and so on by AI technology, AI technology will eventually transform the steward industry in business management - traditional business staff. Business stewards serve employers and customers to complete business stewardship business such as business management, wealth appreciation, asset management, happy life and so on mainly through artificial intelligence, intelligent machine, search engine, cloud computing, o2o, big data evaluation, LBS, social network, mobile Internet and other comprehensive tools. From the perspective of practical activities of business steward mode innovation, its main modes are classified into four types: independent professional business steward company, business steward in subdivided industries, generalized business steward crowdsourcing organization, and intelligent AI business steward. The industry influence of business steward consists in sharing outsourcing service-oriented business services, excellent loyal and stable business stewards, and business stewards of "buyer type interest representatives", which can solve the problem of skill training for managers, reduce the cost of employment management and tax, and meet the business requirements of public business management. In the future, the intelligent business steward will make huge impact on the business economy of China and the world in terms of business management, improving work efficiency and promoting the development of science, technology and culture.

1. Background and Historical Necessity of the birth of Business Steward
Steward originated in France. The classic British court paid more attention to etiquette, details and vanity, which strictly regulated the professional concept and responsibility scope of steward according to the court etiquette, becoming the industry standard. Thus, the British steward also became the classic of household service [1-2].

With the speeding up of the modern people's life pace and the improvement of living material and spiritual requirements, the title of steward is not only limited in extended families, but also among private people. Moreover, the requirement of steward by modern people is not limited to assist in daily life, but also to help customers and employers to do business management, wealth appreciation, asset management, happy life advice and other business affairs. The steward service is from the former family steward to the latter-day hotel steward service, and then to the modern comprehensive business steward service of social institution [3].

"Business steward" is not the ordinary steward who takes care of the trivial life of a small family, instead, most of them will serve customers the business management. They not only need to arrange the whole daily significant business affairs of customer, but also have the multiple identities of the customer's private secretary and the customer's trusted follower. Chinese style business steward has business management quality, needing many years of work background and business steward working
experience.
In a nutshell, the appearance of business steward will definitely serve the industrial upgrading, business management, resource capital and professional think tanks of customers, employers, entrepreneurs and financiers. According to the customers' needs, they will provide customized services to improve customers' business performance and quality of life, and help customers deal with business and family steward affairs in a professional, time-saving, labor-saving and reassuring way.

2. Concept and Definition of Business Steward
Looking far and wide in China and even the world, business steward is a cutting-edge and innovative industry, and its concept and definition are proposed by this thesis for the first time. Business steward refers to an emerging kind of business steward service organization which combines artificial intelligence and traditional business steward affairs. Business steward is an app that enables professional business service personnel and employer customers to directly complete business services.

Business stewards serve employers and customers to complete business stewardship business such as business management, wealth appreciation, asset management, happy life and so on mainly through artificial intelligence, intelligent machine, search engine, cloud computing, o2o, big data evaluation, LBS, social network, mobile Internet and other comprehensive tools.

Business steward is a professional service intermediary in the business management market in the era of artificial intelligence. The emerging of business steward industry regards "creation and innovation" as the core ideology, devoting to the information and service of global creation industry and innovation assets. The concept of "business steward" was firstly put forward by Qi, Kailong in China. And "Guan Chan Steward" of Chuang Chan., Ltd is the first practitioner in the global business steward industry.

3. Work Content of Business Steward
Business steward assists employers and customers to do business management, wealth appreciation, asset management, happy life and other business steward affairs.

The specific work contents are:
(1) Business Assistant
It mainly includes business affairs, resume recruitment and headhunting, partner exploration, customized business plan, business accompaniment, business negotiation, business translation, shared office and enterprise investigation.
(2) Service Steward
It is mainly divided into business management, wealth appreciation, asset management, happy life and other business steward affairs. Specifically, it includes policy analysis, information interpretation, industry research, data collation, research report, research and recommendation of financial products for large asset allocation, investigation of real estate, real estate purchase, loan, lease, equity participation and operation, compensation for business losses and so on.
(3) All Day Consultation
Appointment, consultation, professional consultation and psychological consultation.
(4) Steward Management
Travel plan, disease care, insurance development, family care.

4. Basic Mode of business Butler
There is no unified definition of business steward mode at home and abroad. From the substance of business management process and domestic and foreign market commercial activities, this thesis divides the generalized business steward mode into four categories for the first time: independent professional business steward company, business steward in subdivided industries, generalized business steward crowdsourcing organization, and intelligent AI business steward.

(1) Independent Professional Business Steward Company
Independent professional business steward company is a narrow sense business steward mode, that is, through the mobile Internet and artificial intelligence channels to do direct business activities, represented by the "Guan Chan Steward" of Shanghai Guan Chan Information Technology Co., Ltd. Based on the mode of internet investment banking, every business steward personnel can provide professional business management services to an extremely large number of employers and customers by virtue of the online and offline resource docking platform of the web investment banking platform, improve the business performance and quality of life of customers, and help customers deal with steward affairs in business and family in a time-saving, labor-saving and reassuring way.

(2) Business Steward in Subdivided Industries

Business steward in subdivided industries, that is, the main service content of the business management company based on a certain subdivided industry, such as office property management or household management. Typical representatives of such companies include USKEEPER in the United States, Meiyinghui Butler in China, O steward and so on.

(3) Generalized Business Steward Crowdsourcing Organization

They are a self-organization of business management and operation investment banks, a platform jointly initiated and established by professionals in technology, finance and business industries. The self-organization members do business stewardship affairs such as business management, wealth appreciation, asset management and happy life for employers and customers, in order to build an ecosystem of the whole business management chain. They are self-organization of rapid cooperation organization office platform in asset resources of global business management industry. The main representatives of the generalized business steward industry in China is: Chuang Chan Hui.

(4) Intelligent AI Business Steward

Intelligent AI business steward, taking data flow silicon-based life body with intelligent machine as the main carrier, takes the traditional culture of the Chinese nation - honesty, profession, kindness, accomplishment, wisdom and diligence as the personality characteristics of intelligent machines, and assists other large-scale intelligent information technology companies in artificial intelligence, nanotechnology, sensors, chips, bionic technology, brain machine technology and dynamic balance system technology as intelligent AI business stewards.

5. Influence of business Steward Industry

In human history, any subversive technological revolution will inevitably bring a technological leap of the times. The business steward industry in the era of artificial intelligence will have a significant impact on the business economy, which is reflected in the following three aspects:

(1) Shared outsourcing service business services

Entrepreneurs, founders, financiers and so on are generally limited in time due to complicated daily affairs, lack of time to take into account all kinds of things in the fields of corporate business, family life, wealth appreciation and asset management, resulting in personal emotions "fidgety, powerless and tired". Considering various problems such as employee cost, labor, management, tax and so on, employers hope to adopt the service mode of "shared business steward" to help them focus on the core business, which can save time and effort, and improve the quality of work and life.

(2) Excellent loyal and stable business stewards

The top decision-makers and founders of an enterprise cultivate excellent, loyal and stable business stewards (such as president assistant, president secretary, general assistant, deputy general manager, department manager, project leader and so on) with too long links, too high cost, too much time and energy, and high mobility of personnel job-hopping. Considering of the problems in interview and employment, trust building, difficulty in skill training, frequent personnel flow and other issues, the employer hopes to adopt the service mode of "entrusted business steward" in charge of production, help its intended members to cultivate into qualified business stewards, and complete business management affairs in a timely and stable manner.

(3) Business stewards of "buyer type interest representatives"

The traditional "seller mode" of goods and services is how to promote their own products and
services to customers, while members and representatives who really understand the personalized needs of buyers and represent the interests of buyers are few so that the interests of buyers suffer losses. "Guan Chan Steward" does not forget its original intention and represent the interests of buyers, and assist the customer in dealing with all kinds of major affairs in his work and life. The business of “assets management upgrading private banking stewards” meets the needs of personalized business management of customers and employers, and complete business management services with high efficiency and quality.

On October 18, 2017, President Xi Jinping pointed out in the report of the Nineteenth Session of the People's Congress that realizing the great rejuvenation of the Chinese nation is the greatest dream of the Chinese nation since modern times. After 2030, the innovation industry of intelligent AI business stewards will promote the promotion of Chinese culture and business services to the world business market[4].

6. Conclusion
The business stewards industry takes "social work" as the development direction, and changes the structure and management layers of the original company system, so that the self-organizing members have only one identity, namely the user identity. As a member of the team, the user is also a node of the self-organizing mesh structure. Users create profiles and skill information on the Internet. Team members use social interest groups to initiate work content and implement artificial intelligence online ordering, matching and screening project team members, finishing work online and offline, and giving job evaluation or complaint. There is no middle company to earn the price differences, and both skilled workers and resource entrepreneurs can earn more personal wages and incomes.

In the era of artificial intelligence, the flattening trend of enterprise organizational structure will sweep across the globe. Combined with the increasingly mature Internet technology, the management layers of enterprises has been greatly reduced, and the management scope of managers has been greatly expanded. With the development of information technology and the increasing complexity of the organization itself, the blockchain tide is slamming the organizational structure and management processes of traditional enterprises. The decentralization and flattening of the business stewards industry and its open organizational structure will have significant opportunities and impacts on the future development of the company.

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