Hot Issues Analysis and Development Trend of Business Administration in Big Data Era

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Abstract: With the development of the times, the progress of society, the continuous improvement of human science and technology and cultural level, big data technology has been widely used in people's daily production and life. Under the background of the current big data era, China's economic system reform of all walks of life is in full swing, and the economic system and structure of all walks of life are gradually improving. The development trend of business management industry is also the same. In today's business management industry, the working mode and working mode have changed greatly compared with the past. In order to cope with this change, this paper introduces big data technology into the hot issues analysis and development trend research of business management, so as to better analyze and study the development problems of business management. There are many hot issues in the business management industry, which need constant attention from the industry and related fields. The introduction of big data technology can greatly reduce the work intensity of the staff and enhance the work efficiency. Through long-term research, it can be found that some analysis methods proposed in this paper can be effectively used to help the staff engaged in business administration to analyze the importance of some hot issues in business administration and predict the importance of the development trend.

Keywords: Big Data, Business Administration, Hot Issues, Development Trend

1. Introduction
At present, there are many definitions of big data [1-2]. The definition of big data given by big data information technology research and development institutions is: enterprise big data processing is a huge, high growth and diversified enterprise information processing asset. New information processing mode and technology is needed to help enterprises have stronger decision-making power, insight, big data discovery ability, and process design and optimization ability. Xu zipei, a famous Chinese scholar, defines big data as a large-scale data that is difficult to capture, manage and analyze by general software tools, and generally takes "TB" as the unit. Well, the most accepted and relatively authoritative definition comes from Wikipedia. In other words, big data refers to the information that cannot be retrieved, managed, processed and organized into a more active purpose in a reasonable time through the current mainstream software tools, so as to help enterprises make business decisions.

Business Administration [3-5] has a wide range of work, including various types of work. Relatively speaking, the application of industrial and commercial management is strong, and there is a trend of modernization. Enterprise management can not only effectively promote the development of enterprises, but also improve the comprehensive quality of employees. In the work, it can not only cultivate highly specialized talents, but also effectively stimulate the innovative spirit of managers [6-7]. However, due to people's high attention to it, various hot issues [8] will inevitably appear in the development of enterprise management. Therefore, in order to fundamentally solve the problem and promote the effective implementation of business management, employees should pay attention to and solve various problems.

This paper mainly studies the hot issues analysis and development trend of business management in the era of big data. With the development of the times, big data technology has been widely used in our daily production and life. In order to help the staff of the business administration industry to analyze the hot issues in the business administration industry and predict the development trend [9-10], this paper proposes to introduce big data technology into the analysis and development trend of some hot issues in business administration, which is also a method of prediction. Through long-term research, it can be found that some analysis methods proposed in this paper can be effectively used to help the staff engaged in business administration to analyze the importance of some hot issues in business administration and predict the importance of the development trend.

2. Hot Issues Analysis and Development Trend Research Methods of Business Administration in Big Data Era

2.1 Big Data Technology

Big data has the characteristics of large amount of data, many kinds, fast speed, high timeliness, low value density, strong variability, strong authenticity and high complexity. At present, the first four features have been recognized by the academic community, namely the "4V" feature of big data. The above concepts and features are only for the data scale itself, that is, the so-called massive or huge amount, and cannot really reflect the data processing and application requirements under the background of big data. The concept of "big data" not only refers to large-scale data objects, but also includes the processing and application activities of these data objects. It is the unity of data objects, technology and application. Then the significance of big data lies in mastering "large capacity" data information, exploring, integrating, exchanging, analyzing and processing these meaningful large
amounts of data, and discovering and applying laws to create new values in it, so as to bring about a society of "big knowledge", "big technology", "high profit" and "great development".

2.2 Research on Business Administration

At present, in China's enterprise management research, the grasp of human resource management is more prominent. The research work of human resource management in domestic enterprises mainly includes incentive system construction, work outsourcing, employee satisfaction, enterprise salary design, human resource management of family enterprises, succession management of group enterprises, etc. With the continuous development of China's economy and science and technology, the forms of enterprise management and organization management are constantly enriched and improved. The continuous change of the form of enterprise organization and management has put forward more and more new research topics for human resource management in business administration. Human resource management needs to establish different overall business model of enterprise management direction, human resources from the perspective of internal management, but also according to different development models of enterprises, constantly establish new management methods and system methods, to ensure that in the continuous economic development, enterprise human resource management can adapt to the overall development of enterprises.

3. Experimental Correlation Analysis

3.1 Experimental Background

The core of the talent training mode of Business Administration major is the training goal, specialty setting, curriculum system, teaching methods and teacher composition. Therefore, in the design of the questionnaire, we mainly investigate the training objectives, specialty setting, curriculum system, teaching methods and teacher composition of senior business administration majors in undergraduate schools, so as to understand their opinions on the current situation of talent cultivation of Business Administration major, and to improve the quality of personnel training. In particular, they have different views. The ultimate goal of enterprise management personnel training in undergraduate colleges is employment. Therefore, on the basis of the questionnaire survey, an investigation on the employability of graduates is added.

3.2 Experimental Design

The goal orientation of enterprise management personnel training is the primary problem of enterprise management personnel training. For the graduates of business administration, what kind of management level they are engaged in, what kind of talents they are, and what kind of units they are facing, all belong to the category of training objectives. The survey results are shown in Table 1:

| Management level | Talent knowledge and ability orientation | Positioning of employers |
|------------------|------------------------------------------|--------------------------|

Table 1. Senior business administration students' views on talent training objectives
| Top management (50.6%) | Advanced talents based on Theory (30.2%) | Enterprise (20.2%) |
|------------------------|----------------------------------------|-----------------|
| Middle managers (40.4%) | Practical talents (60.7%)               | Government economic management department (23.2%) |
| Grassroots managers (9%) | Theoretical researchers (9.1%)          | Teaching and research institutions (6.1%) |
|                         |                                        | All the above units (50.5%) |

4. Discussion

4.1 Analysis of Hot Issues and Development Trend of Business Administration in the Era of Big Data

From the management level, enterprises need a large number of enterprise management talents, mainly grass-roots managers and middle-level managers; from the perspective of talent knowledge and ability positioning, the most market demand is practical applied talents, which is different from students' subjective positioning, which shows that students do not fully grasp what kind of talents the market needs. The main reason is that the school has not established a good communication channel between students and enterprises. On the other hand, the school does not grasp the market demand well. There is a deviation between the setting of talent training objectives and market demand, and there is no proper guidance for students in the process of talent training. The results are shown in Figure 1:
As shown in Figure 1, the investigation results of case teaching method show that the case teaching method has achieved great results, but there are also some serious problems. The main reasons for the problems of case teaching method are as follows: first, the teacher does not grasp the characteristics of case teaching method, does not grasp the background of the case, or cannot jump out of the box of case theory; second, students are not suitable for using case teaching method, some students do not fully understand the case before the case discussion, and are not willing to fully express their personal views in the process of discussion; third, teachers cannot grasp the characteristics of case teaching method, do not grasp the background of case teaching method, or cannot jump out of the box of case theory; second, students, Some students and teachers think that teachers should have standard answers to cases. These problems need to be further explored in practice.

Using the information visualization application software, this paper quantitatively analyzes the literature data including the key words "enterprise management", including the citations of "enterprise management", searches the Chinese Journal Database, and sorts the keywords appearing in the keywords, which are the hot issues in the Chinese business administration discipline, network and visualization research. This paper summarizes the research hotspot and development trend of enterprise management in China. The results are shown in Figure 2:
Figure 2. Ranking list of keyword emergence rate of keyword co-occurrence network of Business Administration Discipline in China

As shown in Figure 2, the ranking chart of keyword emergence rate in the keyword co-occurrence network of Business Administration Discipline in China shows the hot areas and frontier directions of the research on business administration in China. Among them, knowledge management, core competitiveness, human resource management, management system, CRM, corporate culture and corporate governance are the hottest keywords in the research of business management in China. According to these hot keywords, we can intuitively understand the current hot research fields of business administration in China, and predict the development trend of China's business management enterprises in the future.

4.2 Hot Issues Analysis and Development Prospects of Business Administration in the Era of Big Data

Enterprise knowledge management refers to the effective use and development of enterprise knowledge resources, so as to effectively improve the learning enthusiasm of employees; at the same time, it is necessary to actively carry out some active management activities with the help of modern information technology and integration of modern management methods and knowledge organization mode with the basic goal of knowledge sharing. In addition, it is necessary to realize that in the context of knowledge economy, based on the process of enterprise management, the status of knowledge management has also been improved. Knowledge management plays a very important role in the smooth development of enterprise management. Through the application and development of knowledge resource management, not only can knowledge management significantly improve the level of enterprise resource sharing, but also knowledge management can give play to the advantage of enterprise to win market competition and improve the performance of enterprise organization.
Therefore, it is necessary for us to deeply understand and understand that knowledge resource management based on traditional enterprise information management mainly focuses on knowledge resource sharing and application of knowledge resource management, which further expands the research scope of enterprise knowledge resource management and lays a foundation for promoting the healthy and sustainable development and progress of enterprises. In addition, knowledge management involves knowledge development, knowledge service and knowledge creation. Therefore, taking knowledge management strategy as the guide and improving enterprise management level through knowledge strategy is one of the development directions of business management in the new stage.

We should strive to realize the internationalization of management. With the continuous development and improvement of China's economy and global management level, there are more and more job opportunities for Chinese enterprises to exchange and contact with world and international well-known enterprises, and the ability and level of enterprises to connect with the world and the world are also constantly improved, which will inevitably lead to a new international revolution of business management in China. How to improve the international management level of Chinese enterprises is not only considered as the new strategic direction of Chinese enterprises, but also the top priority of enterprises to carry out the internationalization of business management. To improve the international management of enterprises, Chinese enterprises need to adjust the content and mode of business in time. At present, on the basis of strengthening the strategic operation and management, further refining the management content, giving full play to the advantages of modern transportation, communication and technology, and innovating management mode and method, so as to improve the international management level of enterprises. This requires our enterprise managers to constantly improve the working flexibility and management sensitivity of the internal management of the enterprise organization, and at the same time, combine the external environment of enterprise organization and management for more international management, and establish mutually beneficial and win-win cooperation relationship with other enterprises by combining enterprise management with national economic and political management, economic management and cultural construction, and cooperate with other organizations and social institutions to raise more funds and obtain more resources through various means, so as to optimize the development environment of enterprises and increase the economic benefits of enterprises.

From the hot issues of enterprise management research, the problems of enterprise management research are constantly improving, and the future development trend will also be in line with international standards, so as to achieve better development. Enterprises will also integrate the research of enterprise management into the overall development of enterprises for continuous development and analysis. With the rapid advancement and development of world economic strategic globalization, the process of globalization and international strategic integration of many large multinational enterprises will continue to deepen. The international overall strategic operation and management of enterprises will be more and more refined, and the management mode and international overall strategic operation and management mode will be coordinated and combined, which will further become the main international development strategic direction of strategic management of large multinational enterprises.

5. Conclusions
This paper introduces the analysis and development of the hot issues of business administration in the era of big data. The development of the times also makes the business management industry have to deepen the reform to meet the needs of the development of the new era. Therefore, this paper proposes the method of introducing big data technology into the hot issues analysis and development trend of business management. There are many hot issues in the business management industry, which need constant attention from the industry and related fields. The introduction of big data technology can greatly reduce the work intensity of the staff and enhance the work efficiency. Through long-term research, it can be found that some analysis methods proposed in this paper can be effectively used to help the staff engaged in business administration to analyze the importance of some hot issues in business administration and predict the importance of the development trend.

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