

Environmental Change and Revolution of Business Management

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Business Management has two level means : (1)It is relatively speaking for an organic subject consisting the manager and being-manager (worker managed by the manager),is concerned in all kinds of conditions and factors effecting on the management activities,is that both object what is acted by manager and being-manager,and the objective conditions what is constructed by management activities.(2)It is relatively speaking for the manager to play an important role in the management activities,being-manager is not only the medium what manager acts on the objectiv environment,but also the conditions what influencing the manager to attain the management target.It will be the first objective existence for manager to carry on management activities, therefor, management environment is the reference system for manager, all kinds of conditions and factors what influence manager to carry on management activities.

1.

In the late 20th century or the early 21th century , Some environmental change directly influencing or restricting the management questions that we shall be face with ,have been paid close attention by contemporary humans.

1.1The development Of the world economy is being developed toward the inter-nationalization ,integration, multi-polar , and regional alliance tendency.

<1>The world economy and trade center shift

The world economy and trade center has shifted from the Atlantic Ocean to the Pacific west places, included the Japan and “the East alliance” countries .

Japan will be the most strong in the developed countries , until the late of 20th ,the development rate of its economy will continuously have been become in the lead and attained more 1% than of other developed countries, In the early 21th , the GNP of Japan is correspond to 70% of America , the Output Value Divided Equally by Population in Japan is more 40% than of America.

The economic development in the east alliance countries has been shown the tendency to arise .for example, Thailand, Malaysia , and so on ,they might become the new industrial countries of rapid development in the Asia. China is a large country in the Asia east countries, in the market economic system of socialism, owing to its tremendous potential and economic development speed, it will play a great more and more role in the economic development of the Asia and world.

We can predict that the Asia southeast countries which were economic expanding by leaps and bounds , are going in so a development stage which “jump over the most parts of industrial process period, directly into the social development parts of information economy”. In that case, it will have made an opportunity and challenge for the developing Chinese economy.

<2>The new pattern of the world economic system

In the world economic development , the economy in the developed countries that was at an advantage place , still contain approximately 2/3 in the world economy, but the economy in the developing countries only contain approximately 1/3.

In the developed countries, “American dominator age” is being changed . Japan as a large country

in the world economy has begun to rise rapidly.

The population of Japan was no more than a half of America .in 1960, the GNP of Japan contained only 8.4 % of America, until 1990, the GNP of Japan had contained 62.8% of America. Output Value Divided Equally by Japan Population was more than 25 % of America

Japan in the international trade, has strongly power, has the largest favorable balance of trade, is a large finance country. In sum , Japan, has propose a serious challenge for the advantage of American economy, will have become the second superpower.

<3>The tendency of internationalization and integration

Since the second world war, the internationalization extent of economic development had continuously risen, it had been shown that the economic internationalization will have play an important more and more role in the transnational corporation formed and developed, its invest and technological transfer, and international trade. The actual strength of the transnational corporation is big and powerful, with the investment inter-penetration of consortium and the development of international coordinated management, “economy of non—national boundary is being formed in the world.

<4>The development tendency of the economic area group

The world economy is developing toward the economic area group. The Asia—Atlantic area, especially, the coast area of Atlantic-West, has gradually been formed the international divided the work by means of economic trade link and industrial structure adjustment. The economic cooperative institution within the area is being developed from the original consult institution that essentially belongs to the non-governmental organization, to the governmental.

1.2 Science and Technology : Violent competition in the world

International competition, essentially, is the competition of synthetical national powerful, the synthetical national powerful is essentially based on the science and technology.

<1>High—Technology has become the focus of the competition in the business

management going next century . The development of the America and Japan have been shown that high—technology was the power of high development of the national economy. No will be the enterprise survival in going 21th century, No high—technology.

<2> The advantage of the life-based science has become one of indication of national

powerful. For example, study on the “Clone” living things, DNA, RNA, and Protein assemble pattern, Humans Cancer, Cerebral hemorrhage and Heart disease, will rely on the development of life –based science.

<3> The competition of science and technology in the world will be significantly of

the talents. Nobelist has been paid close attention by every head of government in the world. the more Nobelist, the more national development.

<4> The development of Human being civilization will rely on the education of

science and technology. the higher national civilization level, the more national education invest .The science and technology has fully shown that science and technology are the first productive forces, its development embodied two levels: (1)Its research result had been transferred into the productive forces directly which the time period was greatly shortened . (2)It had promoted the development of humanity education and civilization.

2.

Each national exit in the integration of world, there is so a national that broke away from the international environment and independently existence. In the integration change of whole world, the development of every national will be different, they have their each belief, theory , political

inclination, and action norm.

The world is an entity, so do future. China wants to go toward the world, the world wants to go toward the China, that will be necessarily tendency.

An organic whole of globe economy does not mean a shallow organic whole within the product level, but it will be based on a deep level of the production factors and capitals by means of the market regulation. Confronting the new international economic situation, business management pattern wants to be transformed as follow.

2.1 Management pattern change

The information technology has being changed with each passing day, it is changing the classical way of doing things and train of thought on the business management, Modern business management will be required adaptation to the technology and market that will be rapidly developing and changing. Therefore, business manager must hold the modern information technology and strategic management way.

The modern information technology has being developed rapidly, business manager can get the useful business information from it for enterprise competition and enterprise strategic management on the world market. In present, it is being formed a kind of “enterprise culture” that will base on all kinds of information technologies, it will link up the Market(need pull force)---Business(strategic management)---Science and Technology(push force).

2.2 Humanistic management ideas

<1>modernization, the first, will be of the person ideas. The subject of modernization is the person going on business management, the aim of modernization will be for the persons.

<2>Modernization enterprise must have modernization persons---high level scientists, engineer, business manager. Which enterprise has these persons, which enterprise will be able to get victory in the market competition.

<3>Respect for the persons, that is, respect for the customers. The customer is the God!

<4>Respect for Nature and Human beings. We think that ecological environment management must be included in the modernization business management. Modernization enterprise has had both the advantage of economic competition in the world market and the consciousness of ecological environment protection. At the same time of the developing enterprise, the ecological environment protection will be performed as the business responsibilities for Nature and human beings. Business management will be required to go on a sense revolution on business ethics.

2.3 Modern business management concept blended Western—Eastern culture

- Modern business management concept has two characteristic:(1)It has strongly personality, which was influenced by the geographical conditions and nation trait within the country, therefore, management concept in the classical culture need to be inherited. (2)It has a lot of general character. Manager within different countries must study each other. Now it will be an urgently to need developing study questions for modern management theories blended Western—Eastern culture.

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