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# THE INFLUENCE OF ECONOMIC DEVELOPMENT AND SOCIAL STABILITY ON ENTERPRISE MANAGEMENT

## ВПЛИВ ЕКОНОМІЧНОГО РОЗВИТКУ ТА СОЦІАЛЬНОЇ СТАБІЛЬНОСТІ НА УПРАВЛІННЯ ПІДПРИЄМСТВОМ

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Under the background of globalization and information technology, the competitiveness of enterprises has become an important symbol of a country or even a region. The formation of enterprise competitiveness is closely related to many factors, among which economic development and social stability play a positive role that cannot be ignored in the long-term and stable development of enterprises. Economic development and social stability have laid a solid foundation for the development of enterprises, enabling them to form a relationship of complementary advantages, mutual benefit and value sharing among the government, market and society. However, enterprise management as an enterprise under the background of economy and socialization through the labor and labor resources coordination and distribution, help enterprises to control cost, efficient configuration, promote production plays a key role, therefore, enterprise management is one of the important elements affecting the enterprise core competitiveness, in turn, reflects the present situation of contemporary economic and social development. The effective development of enterprises not only plays a helping role in helping the whole national economy, but also plays an important role in solving the employment problem of social workers, creating wealth, eliminating poverty, reducing the gap between the rich and the poor, promoting consumption and stabilizing the society. Therefore, to explore the impact of economic development and social stability on enterprise management is to study the impact of economic development and social stability on the sustainable development and improve the comprehensive competitiveness of enterprises, starting from the core meaning of enterprise development.

**Keywords:** economic development, social stability, enterprise management, influence.

У статті досліджено вплив економічного розвитку та соціальної стабільності на управління підприємством. Визначено, що високоякісний розвиток суспільства, в частині впровадження досягнень науки та новітніх технологій, посилює виклики в системі конкурентоспроможного управління підприємством. В даному контексті роль керівної ланки полягає у виявленні, розвитку, вдосконаленні професійних якостей персоналу для забезпечення конкурентоспроможного виробництва. Ефективне управління людськими ресурсами формує якісне підґрунтя для довгострокового розвитку економіки. У той же час, на тлі поглиблення процесів цифровізації, досягнення ефективного розподілу людських ресурсів та інформації визначено в якості основи результативного функціонування системи управління підприємством. Досліджено, що економічний розвиток і соціальна стабільність є рушійною силою інновацій в умовах реформування системи управління підприємством. Виокремлено, в якості базового завдання менеджменту, досягнення балансу інтересів різних зацікавлених сторін та забезпечення їх соціального та економічного розвитку шляхом розширення свобод у суб'єктивній ініціативі менеджменту, постійне вдосконалення менеджменту. За умови стабільного розвитку економіки та суспільства, окреслені зміни, дозволять більш ефективно використовувати ресурси. Відповідно до досягнень економічного та соціального розвитку, в системі управління підприємством буде сформовано додаткові пе-

реваги між урядом, ринком, суспільством, які позитивно вплинуть на формування нової стратегії управління підприємством. Визначено, що формування системи управління підприємством, для підвищення конкурентоспроможності його діяльності, потребує обґрунтування напрямків розвитку, забезпечення скоординованої роботи організації, оптимального розподілу ресурсів. Дана система передбачає реалізацію низки етапів, серед яких ключовими є: удосконалення організаційної структури; налагодження механізму внутрішньої комунікації; впровадження моніторингу та оцінки в системі мотивації персоналу; впровадження передових концепцій і технологій управління, щоб сприяти постійному вдосконаленню рівня управління підприємством.

**Ключові слова:** економічний розвиток, соціальна стабільність, управління підприємством, вплив

**Introduction.** Society is an organism composed of people, production, economy, enterprises and other factors. Economy and society are mutual promotion, mutual influence and mutual restriction. As a gathering place for human beings to carry out social production activities, the development of enterprises is restricted by social stability and economic development. Enterprise management plays a role in planning, organizing, commanding, coordinating and controlling the production and operation activities of enterprises, and is a key step for the development of enterprises. In order to survive, enterprises have to make adjustments at any time, and carry out efficient management and allocation, so a large number of layoffs, salary halved and other phenomena. For the present situation of China's economic development and social stability and the relationship between the analysis and discussion, and combining the researchers at home and abroad, actively coordinate the relationship between society and economy, narrow the gap between economic development and social development, so as to avoid the simple pursuit of economic growth and a variety of social problems, economic development and social development to find a balance. If enterprises want to develop steadily in the competition, they must also balance the balance of management strength, not the management caused by excess waste of resources, nor can the lack of management lead to low efficiency. Nowadays, one of the important direction for China's economy is the analysis of the impact economic development and social stability on the enterprise management.

**Analysis of recent research and publications.** Through the review of the market development process under the socialist market economy system and the description of the transformation of Chinese enterprise management mode, it reveals the important influence of efficient and economic development and social stability on enterprise management. The most scientific research in this direction belongs to the combination of theory and practice, focusing on theoretical research, using literature

analysis and research, systematic analysis and comprehensive method, historical research methods, from abstract to concrete, from general to special methods. Xi Jinping pointed out that China's economy has entered a stage of high-quality development from a stage of high-speed growth, and takes "higher quality, more efficient, fairer and more sustainable" as an important goal for future economic development. Wu Zhijun and Liang Qing that "high quality economic development is able to meet people's growing needs of the better life, is the development of the new development concept, make innovation the first power, coordination become endogenous characteristics, green become common form, open become a necessary way, sharing become the fundamental purpose of development". David pointed out that the goal of economic development is to promote the social system to achieve the maximum production, so it is necessary to actively coordinate the relationship between society and economy, narrow the gap between economic development and social development, so as to avoid the emergence of simple pursuit of economic growth. Carol through the study of Australian private economy development and labor relations, economic factors and social stability have mutual relationship between economic development may be accompanied by huge social costs, so economic development and social development to find a balance, otherwise economic society will fall into a kind of internal friction. However, scientific development in this area has a shortcoming, the essence of definition of economic development and social stability is not more finely divided, so that it is impossible to analyze each factor affecting economic development and social stability separately and thoroughly.

**The aim** of article is to explore the relationship between economic development and social stability under the background of high-quality economic development and social stable development of the "two centenary goals", analyze the connotation, essence and different development stages of enterprises, management and enterprise management, and

summarize the significance and influence of enterprise management.

**Results and discussion.** Through the study of the present situation of economic development and social stability and the relationship between the influence of enterprise management and importance, finally concluded that the high quality of economic development and stable social environment for enterprise management has the following two scientific research achievements: on the one hand, economic development and social stability is the premise of enterprise management system optimization, on the other hand, economic development and social stability is the power of enterprise management innovation reform [1, p. 25]. In today's increasing situation of economic globalization, economic development according to the way of internal leading development, not only can bring scientific legitimacy of economic development, promote technology to create constantly updated, and can fit well with sustainable economic development model, form a more meet the experience of contemporary economic development of sustainable economic development concept, and provides a new impetus for economic growth prospects [2, p. 52].

Economic development is not only an inevitable requirement to adapt to the changes in the principal contradiction in society and the only way to build a modern economic system, but also a fundamental embodiment of the active choice and implementation of the new development concept to adapt to the new normal of economic development. In order to achieve the long-term modernization development goal, a country must first have the stability of the economic and social environment, so that people can have relatively stable expectations for the future. Without a stable social environment, the goal can only be transformed into an illusion. New era of China's modernization development is in the middle income countries to high income countries, in the journey of basic modernization and modernization power, prone to economic growth, the gap between rich and poor social increase, political corruption and so on the so-called middle-income trap phenomenon, and thus trigger all kinds of social instability [3, p. 305]. Thus, maintaining political stability, economic development and cultural identity of the fundamental elements of social stability, related to China's modernization development performance, comprehensively deepen reform achievements, the realization of the two one

hundred goals and the overall situation of the great rejuvenation of the Chinese nation, must be from the height of the strategic thinking to these fundamental elements and its significance in the process of realizing the great rejuvenation of the Chinese nation. Stable economic development can not only help eradicate poverty, but also bring to social stability.

Therefore, should be adhering to the absolute principle of economic development, rapidly enhance the comprehensive strength of the country, and constantly improve the people's living standards, which is an important way to maintain social stability and achieve national rejuvenation. Using the existing achievements of economic construction to strengthen the social construction focusing on people's livelihood can greatly promote social harmony and stability [4]. Management as an independent, intangible, non-material form of productivity elements is different from the connotation, task and attribute of the materialized form of productivity elements. Management is the process of optimizing the allocation of resources owned by the organization and effectively realizing the established goals of the organization. With the development of society and the fierce competition among organizations, it has become the fourth resource after human resources, material resources and financial resources – management resources. Management resources have intangible and potential characteristics, and an organization can increase its output through strengthening management without increasing tangible resource input or reducing resource input [5]. Enterprise management is always carried out under a certain specific social production relations are the basis of enterprise management. It fundamentally determines the social attribute of enterprise management.

Therefore, one of the important tasks of enterprise management is to maintain the social relations of production on which they arise and exist; on the other hand, to protect the continuous development of productive forces, some links of production relations are adjusted to improve or improve the way of management, management mode and management technology. The social attribute of management determines that management belongs to the category of production relations: it is the form of ownership of the production means and the relationship between the internal and external stakeholders and all of the enterprise. It is one of the important tasks of management to maintain specific production relations and

promote the continuous growth of the interests of various stakeholders and the harmony and development of various stakeholders [6]. As the embodiment form and component of production relations, another important task of management is to continuously give full play to the subjective initiative of management, and constantly improve or change management to adapt to and promote the development of productivity. Therefore, to maintain some established relations of production, to adjust and improve certain links or aspects of production relations under the action of the continuous development of productive forces, so as to adapt to and promote the development of productive forces is not only the task attribute of management, but also the essential feature of management [7].

Enterprise management is the objective requirement and inevitable product of the development of socialized mass production, which is caused by people's common labor in the process of exchange. When social production develops to a certain stage, all large joint labor needs to be directed more or less, to coordinate individual activities; through the supervision and regulation of the individual labor process to the overall requirements of production, to ensure that the whole labor process according to the intended purpose. Especially in the modern society where science and technology are highly developed, products are changing rapidly and the market is changing rapidly, enterprise management becomes more and more important. Under the background of higher quality education, talents have become the most important resources for the development of enterprises [8, p. 143]. Management should effectively identify, acquire, develop, use, store and share talents, and use the advantages of human resources to improve the competitiveness of enterprises. At the same time, under the background of digital economy and society, improving the efficient allocation of human resources and data information will become the core of enterprise management.

Economic development and social stability are the driving force of enterprise management innovation and reform. Enterprise management innovation for enterprise innovation to provide powerful guarantee mainly displays in three aspects: first, create a positive innovation atmosphere, from thought breaking the shackles of the concept of planned economy, set up and strengthen the market consciousness, competition consciousness and innovation consciousness, the innovation work for the

enterprise to create the environment and provide preparation [9, p. 17]. Second, the work of innovation management is an important link to resolve innovation risks, ensure the success of innovation and obtain innovation benefits. Enterprise management innovation is a systematic engineering with high risk, high cost and high benefit. Therefore, careful planning, scientific organization and fine management is the guarantee of successful enterprise innovation. The essence of enterprise innovation management is the innovation of enterprise management. Thirdly, enterprise management innovation provides the driving mechanism for enterprise innovation, and is the power source for enterprise innovation to develop automatically, continuously and in depth [9, p. 20].

**Conclusions.** Economic development and social stability are usually the inevitable products of the economic and social development to a certain stage. With the stable development of the economy and society, the huge achievements in economic and social development can provide the premise and foundation for the sharing of economic and social resources. Under the achievements of economic and social development, enterprise management will form complementary advantages between the government, market, society, the relationship between function reciprocity, value sharing, which can build a new enterprise management strategy, promote enterprise manpower, material resources, financial resources, make the interests of the enterprise efficiency, promote the development of enterprise fairness and efficiency, promote the sustainable development of enterprise long-term stability. Economic development and social stability are the premise of enterprise management system optimization. In the fierce competitive business environment, it is crucial to establish a sound enterprise management system to improve the competitiveness and standardized management level of enterprises. A good management system can provide clear direction and norms for enterprises, promote the coordinated operation of the organization, optimal allocation of resources and improve efficiency. The first step is to clarify the organizational structure and division of responsibilities, realize the rationalization of organizational structure, improve work efficiency and cooperation effect. The second step is to establish a good internal communication mechanism, which can promote the smooth flow of information, the timely solution of problems and the effect of team cooperation. The third

step is to establish the performance evaluation and incentive mechanism, which can stimulate the enthusiasm and creativity of employees, promote the development of the enterprise and improve the management level. The fourth step is to constantly improve and learn, through the continuous summary of experience and lessons,

the introduction of advanced management concepts and technologies, to promote the continuous improvement of enterprise management level. In finally, the efficient management of talents will become an important driving force for the continuous development of modern economy and society.

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