

# Research on the Economic Management Model of Tibetan SMEs from the Perspective of Marketing

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## Abstract

With the development of Chinese enterprises, marketing and enterprise economic management are taking up an increasingly large proportion in the work of enterprises. It is undeniable that there are many problems in the enterprise economic management of Tibetan SMEs in China at present, such as the lack of relevance of economic management mode, limited to the traditional marketing concept, the organization cannot adapt to the actual development environment, the lack of enterprise economic management personnel, and the enterprise economic management system is not perfect. Measures are proposed accordingly for these problems to promote the marketing of Tibetan SMEs in China to have a rapid growth.

**Keywords:** marketing, Tibetan SME economy, management model

## 1. Marketing and Business Economic Management

### 1.1 Marketing

Marketing refers to a series of business activities related to the production, distribution and after-sales service of products, which are guided by the needs of consumers, in order to achieve the business objectives of enterprises. Enterprises in the production and operation process to establish the correct marketing concept, grasp market opportunities and target markets, the development of marketing strategies to improve the market share of enterprise products, in order to achieve economic benefits. Enterprise marketing is the process of providing consumers with corresponding products and services at the right time, place and price through reasonable information communication and marketing means. Corporate marketing turns potential exchange into real exchange activities to meet the individual needs of consumers. The marketing department is the core department of the entire enterprise production and operation activities and can coordinate the overall economic development and economic management planning of the enterprise (Zhang Xuanming, 2020).

### 1.2 Enterprise Economic Management

Enterprise economic management is the general term for a series of functions such as planning, organizing, directing, coordinating and controlling the production and business activities of an enterprise. The economic management of the enterprise mainly includes the internal production, cost, development of the enterprise market and processing of supply and demand of the enterprise (Zhang Yanjun, 2022). Enterprise economic management is a way of management that can maximize the value of the enterprise by setting reasonable costs, controlling prices, providing appropriate salary levels, allocating resources rationally, and so on, to maximize the profit of the enterprise.

In summary, the relationship between marketing and enterprise economic management can be summarized as follows: First, optimize the concept of economic management services to expand the marketing space. Enterprises should use modern economic management tools to improve the internal organization settings and business processes, and with the help of social service system to maximize customer demand for related services

while reducing the cost of related services as much as possible, so as to improve the functional aspects of marketing. Second, marketing is based on the analysis of the market environment by economic managers. Enterprises in economic management need to constantly strengthen demand-side management, and accurately grasp the development of market dynamics, expand the marketing space of enterprises, effective marketing. Enterprise economic managers should make an accurate assessment of the market potential and future market-related conditions, and enterprise economic managers adjust marketing strategies in a timely manner to effectively develop the market.

## **2. The Importance of Enterprise Economic Management Under the Marketing Perspective**

(1) Before China's reform and opening up, under the influence of traditional marketing strategy, the economic management mode of enterprises generally lagged behind. Facing the market economy system in the new era, the traditional enterprise marketing thinking obviously could not adapt to the changing environment and could not cope with the challenges brought by market competition, and enterprises were in a passive position in the market competition. China's reform and opening up for more than 40 years, the entire Chinese economy has been adjusted from a planned economy to a market-based economy, supplemented by macro-control of a socialist economic form with Chinese characteristics. Facing the current wave of globalization, how can Chinese enterprises occupy a place in this huge world market? Enterprises should take economic management as the basis, find the marketing strategy suitable for the enterprise itself, pay attention to adjust the mode of enterprise economic management, and continuously improve the relationship between enterprise economic management methods and marketing.

(2) The construction of enterprise economic management model is the basis for enterprises to gain market competitiveness. Enterprises should adopt an economic management model that is consistent with their own reality to guide the development of their economic activities and marketing, and effectively ensure that enterprises carry out scientific planning of their own business activities. Secondly, enterprises should make economic management innovations in party building, corporate culture, marketing, and strategic planning in enterprises, change their business philosophy, and innovate and reform their economic management in order to enable them to fully implement management innovations (Liu Dan, 2019). The work plan formed in the actual work process should have a strong focus on making up for the various defects in the marketing and economic management of the enterprise in a timely manner, thus ensuring the normal development of daily production and business activities, and ultimately ensuring the coordination of all aspects of enterprise production.

(3) Economic management is an important link in the internal management of enterprises, and plays an important role in the study of enterprise economic development strategies and the management of economic activities. The study of enterprise economic management in marketing mode effectively enhances the relevance and target of economic management, enriches the connotation of enterprise economic management, and makes the increase of enterprise economic benefits guaranteed. Grasping the market law is the primary problem faced in enterprise economic management. From the perspective of marketing, enterprises should base on the current situation of market economic development and the actual development of enterprises, choose scientific economic accounting methods, gradually build a perfect work plan, reasonable production operation and management mode, improve the comprehensive strength of enterprises, expand the development space of enterprises, and enhance the core competitiveness of enterprises.

## **3. The Current Situation and General Problems of Economic Management of Tibetan SMEs**

### *3.1 Lack of Relevance of Economic Management Mode*

At present, most Chinese Tibetan SMEs pay more attention to market operation and bidding projects when carrying out management work, and do not pay enough attention to the internal economic management mode of Chinese Tibetan SMEs, and the internal economic management mode formulated by Chinese Tibetan SMEs in the process of formulating relevant management mechanisms is not based on the actual development needs of Chinese Tibetan SMEs, and the internal economic management mode formulated cannot promote the further development of Chinese Tibetan SMEs. The internal economic management model formulated by them cannot promote the further development of Chinese Tibetan SMEs, and there are still certain problems when Chinese Tibetan SMEs carry out management work (Sangdejeb, 2014).

### *3.2 Limited to the Traditional Marketing Concept*

Before China's reform and opening up, influenced by traditional marketing concepts, some Chinese Tibetan SMEs still lead the development of Chinese Tibetan SMEs with the guiding ideology of planned economy, and the traditional ideology has been deeply rooted, whether from the production link or from the marketing link (Chen Lishan, 2019). When placing products, Chinese Tibetan SMEs do not conduct in-depth and comprehensive market research, do not pay much attention to consumers' consumption orientation, and do not have a precise grasp of consumers' needs; the Tibet Autonomous Region of China is deep in the interior of China,

transportation facilities are not perfect, and the connection with other provinces of China is relatively small; the marketing scope is mostly limited to the Tibet Autonomous Region of China, the consumption capacity is relatively weak, and the marketing concept is more inclined to the planned production and sales idea.

### *3.3 Maladjustment Between Organizational Structure and Actual Development Environment*

At present, the economic management work carried out in most Chinese Tibetan SMEs lacks practical application value, resulting in the implementation of a single mode in the management organization of Chinese Tibetan SMEs, which cannot adapt to the actual development environment. Due to the lack of specificity in the process of applying the organizational structure of Chinese Tibetan SMEs, it cannot effectively solve the problems existing in Chinese Tibetan SMEs, and in view of the current market economic development environment, the process of building economic management mode and organizational structure of Chinese Tibetan SMEs is not formulated according to the actual needs of Chinese Tibetan SMEs, which cannot promote the rapid development and improvement of economic benefits of Chinese Tibetan SMEs. It cannot promote the rapid development and improvement of economic benefits of Chinese Tibetan SMEs. The main purpose of some Chinese Tibetan SMEs in formulating management mode and organizational structure is to promote the economic development and market competitiveness of Chinese Tibetan SMEs, and if the organizational structure is not controlled scientifically, it will directly cause the internal management system to be in disorder and affect the mutual adaptation of the organizational structure and the actual development environment.

### *3.4 Lack of Economic Management Personnel of Tibetan SMEs*

The lack of professional economic management knowledge among the economic management personnel of Chinese Tibetan SMEs makes them unable to complete the work related to economic management well, especially in some small and medium-sized Chinese Tibetan SMEs, which do not pay attention to the introduction of professional economic management talents due to the limitation of operation scale, making it difficult to carry out the economic management of Chinese Tibetan SMEs. Secondly, the lack of corresponding staff training and incentive mechanism in SMEs in China Tibet makes the professional quality of economic management personnel not improved and the ability of economic management personnel to use marketing not enhanced, and the lack of effective staff incentive mechanism also reduces the enthusiasm of economic management personnel and the efficiency of economic management in SMEs in China Tibet. Finally, the lack of effective long-term development plan for economic management personnel in Tibetan SMEs in China makes many employees in Tibetan SMEs not want to engage in economic management, resulting in the lack of a fixed leadership team in economic management of Tibetan SMEs in China and the failure to give good play to the effect of talents.

### *3.5 Imperfection of Economic Management System of Tibetan SMEs*

Many Chinese Tibetan SMEs lack a relatively perfect economic management system of Chinese Tibetan SMEs, which is mainly manifested in the following aspects: firstly, the leaders of Chinese Tibetan SMEs do not pay enough attention to economic management, and the operators of Chinese Tibetan SMEs lack the understanding of economic management, so they cannot make good use of the means of economic management to control the operation and sales activities, which makes the economic development strategies of Chinese Tibetan SMEs unreasonable. There is unreasonableness in the strategy. Secondly, the lack of understanding of the work related to economic management also leads to the lack of relatively perfect economic management system in Chinese Tibetan SMEs, which makes the economic management of Chinese Tibetan SMEs exist in a great arbitrariness and cannot operate in an orderly way under the regulation of rules and regulations, which greatly reduces the effect of economic management carried out by Chinese Tibetan SMEs (Liu Qingping, 2006).

## **4. Suggestions of Strategies for the Innovation of Economic Management Mode of Tibetan SMEs from the Perspective of Marketing**

### *4.1 Establishing High-End Composite Marketing Team*

Chinese Tibetan SMEs give a series of training to existing marketing personnel, improve the professional ability of marketing personnel by choosing further education and course training, and ensure that personnel have enterprise management and marketing ability. Chinese Tibetan SMEs should build a team of composite marketing talents, and they should also understand the current development of information technology era, because the marketing of existing enterprises is not only limited to offline, but also need to focus on network marketing. By introducing some multimedia technologies, it is possible to analyze the current network marketing strategies and let the marketing personnel acquire more marketing knowledge and marketing skills through the Internet, as well as understand the current operation status of the enterprises. Tibetan SMEs in China give more professional training to marketing personnel, design training plans and training programs, allocate marketing funds, provide special incentive support to those who actively participate in marketing activities, and strongly

encourage staff to learn new marketing methods and marketing ideas independently and transform their own marketing thinking. With the support of professional marketing team, Chinese Tibetan SMEs will be able to precisely determine their target markets as well as formulate efficient marketing strategies, build strong marketing teams, which can provide more intimate sales services to customers and help Chinese Tibetan SMEs stand out in the fierce market.

#### 4.2 Innovative Economic Management System

Advanced and perfect management concepts and modes are important factors to promote the market competitiveness of enterprises. Chinese Tibetan SMEs innovate economic management mechanism and master advanced scientific management techniques according to their actual development needs, so as to promote the economic management level of Chinese Tibetan SMEs to be continuously improved. Each Chinese Tibetan SME will make targeted adjustments in its development according to its own development needs and choose the most scientific economic management mode. Chinese Tibetan SMEs need to innovate and change their management concepts from the perspective of marketing, pay attention to the work of improving management system, so that the internal economic management system can give full play to its role and provide an important basis for employees to improve their professionalism. Enterprises first need to pay attention to the fine application of management methods, cost control is an important management work in the production and construction of enterprises, and the current internal economic management system is not perfect, so it is necessary to carry out fine management of the cost issues involved and realize the scientific control of project construction.

#### 4.3 Strengthening and Improving the Internal Supervision and Management Mechanism of Enterprises

The establishment of a supervision and management mechanism within Chinese Tibetan SMEs has a very important role in the economic management of Chinese Tibetan SMEs, which can make certain adjustments to the problems existing in the process of economic management within Chinese SMEs, so as to ensure the perfection of the management mode. Chinese Tibetan SMEs should constantly innovate and improve the management mode, strengthen the supervision and management, and give full play to the economic management function of the enterprise so that it can achieve the best effect. The economic budget cost has a great impact on the later development of the enterprise, and it is necessary to control the cost budget scientifically to ensure the accurate validity of the accounting results. In improving the enterprise supervision system at the same time also to improve the risk management model, fully consider the various risks of enterprise economic management, and according to the actual situation to establish the corresponding early warning mechanism, enhance the enterprise's own resilience, can avoid more enterprise economic losses.

### 5. Conclusion

The combination of enterprise economic management and marketing is an inevitable trend of the development of the times. In order to further promote the improvement of economic efficiency and comprehensive benefits of enterprises, it is necessary for Chinese Tibetan SMEs to pay attention to their actual development needs, innovate economic management mode, improve various enterprise management systems, formulate targeted solutions, realize the innovation and change of economic management mode, and thus effectively improve the scientific, relevant and substantial internal economic management system, and effectively improve the level of market competitiveness.

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