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Original Paper

Analysis on the Application of Economic Principles in Communication Engineering Projects

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Abstract

With the increasing level of science and technology, the market competition between industries in the real economy has been intensifying, and the prices of production factors such as human capital and raw materials have risen significantly, resulting in higher cost pressure on business projects with low profit margins. Therefore, the use mode of extensive means of production and the irregular financial budgeting of enterprises in the past, to a certain extent, It is necessary to adopt scientific means for effective improvement, so the author takes the communication engineering, which has a wide influence in the real economy industry, as an example to explore the auxiliary role of the principles of enterprise management economics and macroeconomics in the cost and profit of the communication engineering, aiming to contribute to the development of China's industrial economy.

Keywords

Economic principle, Communication engineering projects, Defects and countermeasures

1. Introduction

The theory of management economics mainly takes microeconomics in western economics as the main means, and takes the demand supply of market economy as the main entry point, and systematically guides the allocation of production factors of enterprises, with the aim of maximizing the profits of enterprises and realizing the optimal allocation of resources as much as possible. Macroeconomics, based on the height of the entire national economy, discusses how to efficiently utilize industrial resources in the entire social environment to maximize social welfare. Therefore, both macroeconomics and management economics creatively propose relevant solutions to the current shortcomings and problems of communication engineering projects. Building a moderately prosperous society in all respects is of far-reaching significance.

2. Characteristics of Communication Engineering Projects and Analysis of Corresponding Problems

2.1 A Wide Variety of Projects, High Investment Costs, Greater Financial Risk

Communication engineering projects involve various and complex construction fields, including urban streets, road stations, administrative offices, and even the construction of farmland orchards, mountains, rivers and hills, etc. Each construction area has certain differences due to its use and planning. In the specific operation practice, due to the complexity and diversity of construction environment, In the process of operation, deviation from the construction plan often occurs, resulting in greater uncertainty. In addition, due to a certain degree of difference between the budget preparation and the actual level, the resource costs consumed by different projects are also different, resulting in a large difference in profit returns. In addition, due to the long construction period of the project, the fixed costs invested in the early stage are greatly consumed. After selecting a project, a higher opportunity cost will be formed. Even in the later stage, even in the case of low profits or even losses, in order to maintain the reputation of the enterprise, it is necessary to prepare for long-term construction, so the rational selection of engineering projects is particularly critical and important.

2.2 The Restriction of Natural Factors has Resulted in Relatively High Financial Costs

At the same time, the impact of the natural environment in different workplaces puts forward higher requirements on project management, resulting in high management costs. Moreover, as front-line workers face high temperatures, hot summer, storms and snow, considerable allowances and welfare costs are generated to urge them to work efficiently. Significant increase in the cost of human resources is also difficult to ignore, moreover, in the harsh natural environment, communication engineering projects are often restricted by objective factors, the speed of aging and wear of machinery and equipment is greatly increased, resulting in higher annual depreciation costs, and in the case of high load operation, the production line and operation control device bear higher pressure. Professional maintenance personnel are often required to carry out repairs and maintenance, which also produces a high level of costs, making the unsatisfactory profitability of the enterprise worse.

2.3 The Internal Control of the Enterprise is Relatively Extensive, and the Financial Management Mode needs to be Further Improved

Most of the enterprises that are mainly engaged in communication engineering projects are state-owned large and medium-sized enterprises with senior qualifications. As most of these enterprises are organized in a high-centralized enterprise structure, there are a large number of branch offices and front-line employees, and the financial budget and economic policies are mainly arranged by the leaders of high-level strategic departments, and information is transmitted step by step from top to bottom. A large number of front-line operators play the role of more executives, even in the actual work of the emergency situation often need to repeatedly ask the superiors, so a lot of opinions and suggestions are difficult to convey to the high-level system, on the other hand, the strategic high-level policy after layers of transmission will inevitably appear distortion and fallacy, and because of the

current factor market, The means of production are increasingly scarce, and in the actual working environment, front-line workers often do not have a very clear understanding of the use of financial budgets and fund quotas. Under such conditions, a high waste of resources is generated, and the warning and supervision of such waste in the post-event financial control process is also inadequate. The financial management mode of enterprises needs to be further improved and perfected in order to reduce the waste of resources and achieve economies of scale.

3. The Improvement and Application of Economic Principles in Communication Engineering Projects

3.1 The Use of Economic Growth Cycle Theory to Objectively Guide Enterprises to Improve Resource Allocation and Maximize Profits

In macroeconomics, the economic growth cycle theory refers to that the overall economic level of a particular economic subject shows significant periodicity, in the form of a cyclical pattern of prosperity, depression, crisis and recovery, which is objective and universal and applicable to the vast number of real economy industries.

In a recovering and prosperous economic environment, the cost of means of production is often relatively low, and the enterprise's production capacity is relatively strong, so it can appropriately add leverage ratio, or even adopt a moderate deficit business model, vigorously purchase raw materials and expand the number of employees, so as to stimulate the continuous growth of corporate profitability, and accumulate a considerable amount of capital reserves. In order to successfully overcome difficulties in the period of economic depression and even crisis, under this premise, the selection and practice of project types in communication engineering projects will not be greatly restricted, and projects in a general sense can bring satisfactory profit levels.

In the period of the Great Depression and even the crisis, the production capacity of enterprises is highly developed and even excessive, so that the high cost of fixed assets invested in the early stage and the inevitable fixed cost caused by natural conditions make it difficult to get the return of the original capital, and the resulting waste of resources and idle equipment often lead to the bottom of the profits and even negative growth. For communication engineering projects,

3.2 The Principle of Economic Man Guides the Senior Management of the Company to Formulate a Sound and Reasonable Compensation Mechanism

In the theory of management economics, the British classical economist Adam Smith put forward an important theory on the human resources of enterprises: people's motivation for work is to obtain money, and employees of enterprises are all in order to obtain the maximum economic benefits and get remuneration to meet their own consumption and enjoyment needs. Although exaggerated, but objective analysis, still has a very important guidance and reference value.

In the construction of communication engineering projects, the cost of human resources deployed is high, and the enthusiasm of employees is directly affected by the salary level. Therefore, in order to

avoid waste and urge employees to work with high quality, it is not only necessary to form sound corporate governance rules and regulations, formulate a guaranteed salary benchmark, and implement strict reward and punishment mechanism on this basis. Grassroots employees' understanding of engineering projects is relatively more common, especially the views on the strength and background of competitors have certain reference value. Therefore, the senior management of the company needs to speak widely and give grassroots employees certain rights, so that employees can give full play to their enthusiasm under the incentive of salary level and improve the overall business performance of the company. This has a profound impact on the formation of a scientific and effective financial management model and the establishment of a good organizational culture.

4. Conclusion

After the beginning of the 14th Five-Year Plan, the comprehensive deepening of supply-side structural reform has gradually been put on the agenda. As a mainstay of the real industrial economy, communication engineering projects have adopted classic economic principles, introduced scientific and standardized governance models and method systems, and conducted high-standard and strict guidance and guidance on their operation and management practices. In order to promote the communication engineering project to expand and strengthen, and realize the rapid growth of the profit level, it is of great benefit to the improvement of the macroeconomic level in our country.

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