

Research on the Realistic Dilemma and Optimization Countermeasures of Business Environment of Enterprises

-- Take Dalian, Liaoning Province as an Example

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Abstract

Business environment is an important soft power for a country and a region's social and economic development, and it is also one of the keys to strengthen international competitiveness. This paper mainly divides the business environment into four levels: the government environment, the legal environment, the market environment and the humanistic environment, and draws the conclusion that the problems existing in Dalian's business environment at present include: the policy system needs to be improved, the degree of legal construction is not enough, the market supervision lacks standardization, and there is still room for the development of talent education and service. Finally, the optimization countermeasures are given from four aspects: improving the ecological construction of the rule of law to create a legal market environment, optimizing the government environment to strengthen policy formulation and information disclosure, standardizing market supervision behavior to set an example for social individuals, and optimizing the humanistic environment to build a good relationship between government and business.

Keywords

Dalian; Business Environment; Optimization Countermeasure.

1. Introduction

Marked by the Third Plenary Session of the 18th CPC Central Committee, China has entered a new era of modernization of the national governance system and governance capacity. The construction of a high-standard market system that is unified and open, competitive and orderly, with a complete system and perfect governance plays an important role in unimpeded domestic and international economic circulation, stimulating the vitality of market players, promoting high-quality economic development and maintaining orderly social governance.[1] Most of the domestic research on business environment is on the evaluation of business environment elements and the impact of business environment. Wang Zhirong (2018) proposed the system construction and optimization path of the tax business environment in combination with the new public management theory[2]. Qingchi Li (2018) combined the experience of Russia, India, Singapore and Hong Kong to study and make suggestions on China's business environment index [3]. Xu Xiaodong (2020) used "marketization, facilitation, rule of law, and internationalization" as the measurement dimensions to construct a business environment evaluation system[4]. Based on the group perspective, Peng Wei and Shen Yiyang (2022) used a combination of NCA and QCA to investigate whether individual elements of the business environment are necessary conditions for generating high entrepreneurial quantity or quality, and the different paths for generating high entrepreneurial quantity and quality under the grouping of the business environment, using 31 provinces as research cases [5]. Lu tieling (2022) used the coupling theory to study the relationship between business

environment and regional economic growth by analyzing 14 cities in Liaoning province, and found that there is a strong dependence between the structure of business environment and the internal factors of economic growth in Liaoning province[6]. According to the 2023 City Business Environment Assessment Report, the business environment of Dalian is ranked 23rd, which is still in the middle of the rankings, and Dalian has changed from a new first-tier city to a second-tier city, which shows that there is still a lot of room for the development of Dalian's current business environment, and there are still a lot of articles to be written on optimizing the business environment. With the above background, this paper takes Dalian city as an example and the business environment of Dalian enterprises as the research objective, aiming to study the construction of the business environment of Dalian enterprises, find out the real dilemma of the business environment of enterprises and put forward optimization countermeasures.

2. The Current Dalian City in the Business Environment Building Problems

2.1. The Level of the Rule of Law Environment: The Degree of Construction of the Rule of Law is Not Enough

First, the legal "gray" area more ugly market appearance. There are many market players in the registration of business applications are legal projects, in line with laws and regulations and market standards, but in fact there are some private violation of social morality, the law does not specify the scope of business, or even violate the law activities. In the market regulators in accordance with the customary investigation, in the business premises often can not be found on the surface of the problem, thus avoiding the jurisdiction of the law, so that law enforcement officers can not find any traces of the private action but the scourge of a large number of social groups, uglifying the market appearance at the same time also reduces the social community for the market as well as the government's trust, seriously affecting the credibility of the government, undermining the relationship between the government and the market. Secondly, the inefficiency of commercial litigation seriously affects both parties. At present, Dalian City, in the pre-litigation mediation and filing of the interface is not smooth enough, weakening the pre-litigation mediation to filter disputes, reduce the role of disputes, the front-end dispute resolution power is also insufficient, more disputes can not be diverted to the grass-roots level to be resolved. The above problems are a reflection of the unsound construction of the rule of law environment for doing business.

2.2. Governmental Environment: Policies and Systems to be Improved

First, the number of policies issued by the government is small. When logging into the official website of Dalian Municipal People's Government and searching for relevant policy documents and regulations with the keyword of "business environment", more than 1,300 articles were retrieved. Among them, there are about 200 articles with the word "business environment" in the title, and more than 1,100 articles with the word "business environment" in the body, and there is no business environment content in the existing government regulations. Secondly, the disclosure of government information is still not in place. Finally, the government approval system is inefficient. The online processing channel is slightly faster than the offline processing channel, and the problems occurring in the offline channel are centered on the following: first, the preparation of materials is still not simplified enough. Mainly in the process of doing business, the people only need to understand the need to hand over the materials and the need to go through the process, and do not understand the legal significance behind it, the lack of science. Thirdly, the use of electronic business license is relatively low, increasing the number

environment. Citizens do not understand the relevant laws will lead to the establishment of enterprises after the phenomenon of violation of rights, the law does not explicitly prohibit the content of the default legal, such as overstepping the right to operate the type of projects not provided for in the law, certain behaviors are not in line with the market norms, as well as the company's personnel can not be in accordance with the laws and regulations of legal operations, etc., for the development of the enterprise there will be a negative impact. The front-end grassroots personnel in commercial relations are not proficient in legal basics, and there is a shortage of dispute resolution power, resulting in more disputes being unable to be diverted to the grassroots level to be resolved.

3.2. Lower Degree of Policy Implementation

First of all, after browsing the government information disclosure on the Internet, we found that the disclosure content is more for the Dalian Municipal Bureau on a certain day to carry out the initiative or management approach notification, and there is no follow-up information, there is no way to know whether the initiative is implemented to the specific work, the specific implementation of the process is also not detailed enough, there is no way to know whether it is implemented, and if it is implemented, there is no way to know the implementation of the implementation of the way, the effect of the feedback, unable to let citizens know the effectiveness, affecting the government's role in entrepreneurship. Citizens know the results, affecting the status of the government in the hearts of entrepreneurs. Secondly, the implementation of the policy of simplifying the approval process is also not in place. At present, there is still room for simplification of the approval process, and since there are more forms of online approval, simplification of the online approval process is even more important, and there is a need to improve the implementation of the policy in this regard. Finally, the application of electronic business license is low. Lack of policy on the application of electronic license implementation, increasing the number of legal person's errands, for legal persons to deal with the convenience of the services have a greater impact.

3.3. The Professionalism of the Supervisors still Need to be Improved

First of all, for the B too test market ghost scale incident, for the clear video and audio recordings should be carefully verified and certified, rather than insufficient to serve as evidence on the grounds of non-processing or handed over to the superiors, in the scope of authority should be resolved in a timely manner rather than shirking responsibilities, the professionalism of the supervisory staff can be seen to be still to be improved. Secondly, the work style of the supervisory staff to be examined. For the ghost scales have been confirmed, but found above the test qualified stickers, obviously the staff style problems. Under normal circumstances, only qualified inspection, in line with the legal standard of the scale can get the market for sale, and the businessmen to buy the ghost scale and the functionaries are bound to have nothing to do with the staff. As law enforcement officers, professionalism is the inevitable standard. If the professionalism of the law enforcement officers themselves have problems, then the spear of law enforcement will not be able to poke the most prominent weaknesses in the market environment.

3.4. Incomplete Communication Mechanism between Government and Enterprises

Communication between the government and enterprises is a necessary factor for the government to better serve the market entities. If the government and enterprises do not form a regular and effective communication, the government will not be able to understand the most urgent needs of enterprises, and the policies and work plans formulated by the government will not have an effect on the urgent needs of enterprises, and it is difficult to form an effective support for the development of enterprises, and the development of enterprises will be slowed

down, resulting in the slow development of the market environment, which affects the overall construction of the business environment, and it is difficult to respond to the national overall requirements of building a first-class business environment. It is difficult to respond to the overall requirements of the country to build a first-class business environment. In addition, the demands of enterprises cannot be expressed to the government in a timely manner, and the government is also unable to give feedback, resulting in communication blockages and hindering the construction of a cordial government-business relationship. Good government-business relationship and smooth communication mechanism between the government and enterprises are important factors influencing the development of business environment.

4. Paths to Optimize the Business Environment in Dalian City

4.1. Improve the Rule of Law Ecological Construction to Create A Legal Market Environment

First, optimize the content of the law to create a healthy market. To improve the quality of the law, we need to refine the things that can not be done, for suspected illegal activities should be explicitly prohibited, and once found, heavy penalties will be imposed, the possible gray areas into the part of the decree strictly prohibited, as far as possible to reduce the gray areas. Second, fair justice to improve the effectiveness of litigation. Establishing a multi-disciplinary dispute resolution mechanism for commercial matters, strengthening cooperation among courts, arbitration courts, notary publics and other relevant departments, establishing a multi-disciplinary and parallel mechanism for resolving commercial disputes through litigation, arbitration and mediation, providing multi-disciplinary dispute resolution solutions for commercial subjects, and increasing the rate of cases being settled within the trial time limit, accelerating the clearing of backlogged cases and the clearing of cases that have exceeded the time limit without authorization and increasing the rate of cases being settled within the legal trial time limit. Lastly, it drives citizens to know and abide by the law to build a rule of law environment. Increase efforts to popularize the law. Actively carry out activities to promote the law, the combination of traditional and new publicity methods, relying on new media forms of digital platforms to strengthen the information propaganda, and strive to enhance the people's awareness of the rule of law, and guide the social forces to actively participate in the construction of the business environment, the masses of respect for the judicial system into a mode of thinking and behavior, "no authorization can not be" concept of doing things. The concept of "no authorization can be given by law" is used to do things.

4.2. Optimizing the Governmental Environment and Strengthening Policy Formulation and Information Disclosure

First, accelerate the development of high-quality policies. First of all, it should actively respond to the needs of enterprises and the public. The establishment of the "ask the enterprise" working mechanism, will be normalized to listen to the voices of enterprises, and effectively enhance the effectiveness of the targeting of policies and services. Second, increase policy implementation to enhance the trust of market players. Governments at all levels should comprehensively implement the list of powers, the list of responsibilities, the list of market access, comprehensively sort out the administrative licensing, administrative penalties, administrative levies and other powers to achieve "openness as the norm, non-disclosure as the exception", to ensure that the standardization of government affairs open, standardized, convenient, co-ordinate the development of the departments involved in the development of the portal columns and functions of construction It also coordinates the development of the columns and functions of the portals of the departments involved in enterprises, and realizes the timely updating of data such as information releases, key topics, government data, and

feedback on issues. Finally, optimizing the governmental approval system improves governmental efficiency. It has constructed an information system for decentralization of government affairs, carried out matching of administrative licensing matters with regulatory powers, constructed an efficient and coordinated workflow, and implemented the standardization, normalization and facilitation of the names, numbers, styles and processes of essential documents.

4.3. Regulate Market Supervision Behavior for Social Individuals to Set an Example of Consciousness

First of all, strengthen the regulatory awareness and standardize law enforcement behavior. To continue to deepen the "release of administrative services" reform, to strengthen the supervision of the incident in a prominent position, on the national interest, social stability, people's well-being of the power should not be put in the hands of the hands, the implementation of the integrated development and security requirements; has been decentralized to strictly strengthen the supervision of the power, and effectively get out of the "heavy approval, light supervision" misunderstanding. To effectively get rid of the misunderstanding of "emphasizing approval and neglecting supervision". Promote the standardization of market supervision and law enforcement practices, optimize the internal team building for law enforcement inspections, and avoid cross-humanistic regulatory inspections. Secondly, regular training on supervision and law enforcement capabilities, combined with the work of law enforcement difficulties, doubts and easy to mix up the timely summary and comments, to promote the standardization of market supervision and law enforcement behavior, optimize the internal team construction of law enforcement and inspection, so as to avoid the emergence of cross-humanity type of supervision and inspection. Finally, through the relevant laws and regulations of the theoretical examination combined with close to the actual case study as the main form of market supervision and enforcement of difficult issues in the application of penalties for investigation, in order to promote market supervision and law enforcement personnel's professional business skills and always deepen the sense of supervision.

4.4. Optimize the Humanistic Environment to Build Good Political and Business Relations

First of all, to build a harmonious government-business relationship. Construct a regular government-enterprise communication and consultation mechanism, organize private enterprises to deeply participate in the city's economic development strategy, industrial planning, policy making, business environment optimization, etc., in the government-enterprise communication and consultation to help economic development. Secondly, it stimulates the vitality of talent attraction and cultivation. Organize the implementation of public employment services into the campus, in-depth college campus recruitment activities and campus seminars, the college talent fully absorbed into the various industries, and increase the supply of high-quality jobs for college graduates, the development of the selection of suitable jobs for graduates, to ensure that the talent and job matching. Lastly, we strongly advocate the culture of doing things with pain and urgency, and vigorously cultivate the atmosphere of respecting both entrepreneurs and start-ups, so as to effectively improve the efficiency of doing things. In addition, a convenient channel has been opened specifically for enterprise services to further enhance the level and efficiency of enterprise-friendly services, dynamically update the policy database and enterprise database in a timely manner, achieve multi-dimensional, personalized and precise policy push, and carry out online and offline science and technology and innovation policy propaganda and other policy service activities to continuously expand service coverage and policy awareness, so as to make it easy for the public to be aware of the latest public service policies.

5. Conclusion

Doing business is an important initiative for high-quality development, and has been a continuing research hotspot in recent years. According to the report on business environment, the business environment of Dalian City in 2023 is ranked in the middle and lower reaches of the country, but there is still room for development. The article mainly analyzes from four levels, and the main problems of the current business environment in Dalian include: the policy system to be improved, the degree of rule of law is not enough, the lack of standardization in market supervision, and there is still room for the development of talent attraction and service. Finally, it gives optimization suggestions for the four levels of problems: improving the rule of law ecological construction to create a legal market environment, optimizing the governmental environment to strengthen the policy making and information disclosure, standardizing the market supervision behavior to set up a role model for the social individuals, and optimizing the humanistic environment to build a good relationship between the government and the business.

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