

Original Research Article

Optimization and improvement strategies for the business environment of private enterprises in Heilongjiang province*Ao Liu**Harbin University of Commerce, Harbin, Heilongjiang, 150028, China*

Abstract: The development of private enterprises in Heilongjiang Province is an important force in promoting the overall economic development of the province, and the business environment is the foundation and guarantee for the development of private enterprises in Heilongjiang. If private enterprises in Heilongjiang Province are to achieve further development, the business environment of Heilongjiang Province should be continuously optimized. This paper analyzes the current situation and existing problems of the business environment for private enterprises in Heilongjiang Province from aspects such as the government affairs environment, the legal environment, and the market environment, and proposes countermeasures. These countermeasures include optimizing the government affairs environment, improving the legal environment, and broadening financing channels. Overall, optimizing the business environment is of great significance for promoting high-quality development of the private economy in Heilongjiang Province and also provides reference and enlightenment for the reform of the business environment in other regions.

Keywords: Heilongjiang province; Private enterprises; Business environment

1. Introduction

Private enterprises are the endogenous driving force and an important part of promoting overall economic growth, optimizing the market competition environment, and driving common prosperity. A good business environment can ensure the sustained and healthy development of private enterprises^[1]. The report of the 20th National Congress of the Communist Party of China emphasized the adherence to “two unwaveringly,” optimizing the development environment for private enterprises, and promoting the growth and expansion of the private economy. In response to various problems encountered in business operations, the “Opinions of the CPC Central Committee and the State Council on Promoting the Growth and Expansion of the Private Economy” in 2023 proposed 31 policy measures from overall requirements, continuous optimization of the development environment for the private economy, increasing policy support for the private economy, strengthening the legal protection for the development of the private economy, focusing on promoting high-quality development of the private economy, promoting the healthy growth of private economic figures, continuously creating a social atmosphere that cares for and promotes the growth and expansion of the private economy, and strengthening the implementation. These policies need to be implemented as soon as possible, unblocking pain points and bottlenecks, allowing business entities to focus on development in a fair and orderly market competition environment.

For many years, Heilongjiang Province has continuously strengthened the construction of a culture that values business, especially continuously increasing efforts to optimize the business environment, providing strong support for the development of enterprises^[2]. In 2023, the “Action Plan for Optimizing the Business Environment in Heilongjiang Province in 2023” was issued, fully optimizing the business environment in

Heilongjiang Province, establishing a healthy “intimate and clean” government-business relationship, enhancing the quality of economic development of private enterprises in the province, and promoting comprehensive revitalization in Heilongjiang. The 2023 annual report on the evaluation of the business environment by 10,000 private enterprises released by the All-China Federation of Industry and Commerce ranked Heilongjiang as one of the five provinces with the most significant progress. In particular, the popularity of ice and snow tourism has stimulated domestic demand consumption, driven economic growth, and expanded the influence of Heilongjiang, reflecting the significant results achieved in the construction of the business environment. However, compared to municipalities such as Beijing, Shanghai, Jiangsu, and Zhejiang, there are still gaps in Heilongjiang Province. In the practice of promoting high-quality development of the private economy and continuously optimizing the business environment, there are indeed certain gaps. Against this backdrop, this paper mainly analyzes the current situation of the business environment for private enterprises in Heilongjiang Province and the problems that arise during the optimization and improvement process, and proposes targeted countermeasures and suggestions.

2. Problems in the business environment of private enterprises in Heilongjiang province

Although overall, the business environment for private enterprises in Heilongjiang Province is constantly improving, providing good opportunities and conditions for the development of private enterprises. However, there are still some areas in the business environment for private enterprises in Heilongjiang Province that need improvement, such as the efficiency of government services in some areas still needs to be further improved, financing difficulties and high costs for private enterprises, and the problem of talent shortages has not been fully resolved.

2.1. Issues with the government affairs environment

The overall efficiency of the government service system in the business environment for private enterprises in Heilongjiang Province is not high, and there are many areas that need improvement^[4]. First, there are many links in government services. When handling business, enterprises need to shuttle between multiple departments, submitting a large amount of repetitive materials, wasting the time and energy of enterprises. Second, the service awareness is not strong. Some government staff do not have a strong service awareness and do not pay enough attention to the needs and difficulties of private enterprises. When providing services to private enterprises, there are problems such as harsh attitudes and shirking responsibilities, affecting the satisfaction of private enterprises. In addition, the convenience of government services also needs to be improved. The operation of some government service platforms is complex, and the information is not clear, making it difficult for enterprises to quickly find the services they need. For example, some enterprises encounter difficulties when using government service platforms due to unfriendly interface design and unclear operation processes, reducing the satisfaction of enterprises with government services.

2.2. Issues with the legal environment

In the actual development process of private enterprises in Heilongjiang, some legal system provisions mainly target state-owned enterprises, with more protection for state-owned enterprises and fewer support and protection clauses for private enterprises. Private enterprises do not receive sufficient protection at the legal level and the legal environment is not fair enough to create a healthy and good development environment for the development of private enterprises in Heilongjiang Province. Government departments have become an obstacle

to the reform of the legal system due to the lack of timely updates to laws and regulations. Some laws and regulations overemphasize the directionality and principles of the system without making corresponding detailed rules and implementation standards based on actual situations, not providing good protection for the development of private enterprises.

2.3. Issues with the market environment

In Heilongjiang Province, large banks tend to provide financing services to state-owned enterprises. On the one hand, state-owned enterprises usually have larger scales and stronger strength, with relatively low asset-liability ratios and lower risks. On the other hand, state-owned enterprises have advantages in policy support and credit rating, making it easier to gain the trust of banks. In contrast, private enterprises, especially small and medium-sized private enterprises, often find it difficult to obtain financing support from large banks due to their smaller scale, weaker asset strength, and lower credit ratings. In addition, although small and medium-sized financial institutions have provided financing channels for private enterprises to some extent, the financing costs are relatively high. This significantly increases the financing costs for private enterprises, compresses their profit margins, and affects their development. For example, a private enterprise had to bear a high interest burden when applying for a loan from a small and medium-sized financial institution, leading to increased capital costs and affecting the enterprise's investment decisions and development plans.

3. Countermeasures and suggestions for optimizing the business environment of private enterprises in Heilongjiang province

3.1. Optimizing the government affairs environment

Improving the quality and efficiency of administrative examination and approval services is the primary goal of advancing the reform of the administrative examination and approval system, and the optimization of the government affairs environment plays a key role in this^[4]. On the one hand, it is necessary to continuously streamline the approval process and reduce the approval time^[5]. For example, further integrating government service matters, reducing the materials that need to be submitted repeatedly, clarifying examination and approval standards and time limits, allowing enterprises and the public to clearly understand the handling process and time points. At the same time, strengthen the training of government service staff to improve their professional abilities and service levels, ensuring that they can efficiently provide services to enterprises and the public during office hours. On the other hand, it is necessary to fully utilize modern information technology to promote the digital transformation of government services^[6]. Through online platforms, enterprises and the public can submit applications, inquire about the progress of handling, and obtain examination and approval results anytime and anywhere, improving the convenience and efficiency of handling affairs. At the same time, use big data, artificial intelligence, and other technologies to conduct intelligent management of government services, achieving the automation and optimization of the examination and approval process, and improving the accuracy and efficiency of examination and approval.

3.2. Improving the legal environment

Scientific legislation provides institutional guarantees for optimizing the business environment^[3]. Heilongjiang Province should further improve relevant laws and regulations for the business environment according to actual conditions, clarify the rights and obligations of market entities, regulate government behavior,

and provide solid legal protection for the development of private enterprises. When formulating and revising laws and regulations, fully solicit opinions from enterprises and all sectors of society to ensure the scientific and rational nature of the laws and regulations. At the same time, strengthen the publicity and interpretation of laws and regulations to improve the legal awareness of enterprises and the public, allowing them to better comply with laws and regulations and safeguard their legitimate rights and interests. Strict law enforcement provides enforcement guarantees for optimizing the business environment^[3]. Law enforcement agencies should strictly enforce laws and regulations in accordance with the law, eliminating rent-seeking and “one-size-fits-all” law enforcement phenomena. Strengthen the training and management of law enforcement personnel to improve their legal literacy and law enforcement level, ensuring the fairness and legality of law enforcement. At the same time, establish and improve a law enforcement supervision mechanism, strengthen the supervision and inspection of law enforcement actions, and promptly discover and correct problems in law enforcement. Fair justice is the relief barrier for optimizing the business environment^[6]. Judicial authorities should administer justice fairly and protect the legitimate rights and interests of market entities. Accelerate the reform of the judicial system, improve judicial efficiency and fairness, and ensure that judicial trials withstand legal, historical, and public scrutiny.

3.3. Expanding financing channels

Enhancing financial service capabilities is the proper way to shape a mercantile culture and stimulate the vitality of enterprises.^[2] First, support and guide financial institutions to change their development concepts, through the leadership and driving force of large banks and joint-stock banks, promote the formation of a comprehensive financial service pattern with extensive coverage, strengthen financing supply, and smooth financing services. Second, encourage financial institutions to optimize internal fund transfer pricing, steadily lower corporate loan interest rates, adopt differentiated financing solutions, and ensure that policy dividends are timely and accurately transmitted to enterprises, achieving the minimization of corporate financing costs. Third, build a comprehensive financial service platform, through big data, cloud computing, and other means, improve the information docking mechanism between financial institutions and credit investigation, taxation, market supervision, etc., develop financial products according to enterprise needs, and improve the comprehensiveness and effectiveness of services.

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