

Research on Economic Management Based on Regional Quality Evaluation

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ABSTRACT. *Regional economic management is a new branch of management, which is closely related to regional economics, macroeconomics and other branches of economics. This paper puts forward a regional economic quality evaluation index system which is composed of public satisfaction evaluation index and quality objective evaluation index. Public satisfaction is measured by government credibility, public security, food and drug safety, personal income, employment and social security, education and medical conditions, living conditions and living environment. From three aspects of regional economic fairness, regional economic competitiveness and regional economic coordination to measure the quality of objective indicators. Through the regional quality evaluation system, grasp the economic development trend, grasp the development policy, and truly promote the modernization of economic management.*

KEYWORDS: *quality evaluation, regional economic management, public satisfaction, trend*

1. Introduction

Since the reform and opening up, China's regional economic aggregate has grown rapidly. However, the regional economic problems such as the widening income gap between residents, the great gap between the rich and the poor and the extremely unbalanced regional development are becoming more and more serious, especially in Sichuan Province in the West [1]. These problems have become the biggest obstacle to the construction of a harmonious regional economic society. Three basic principles of regional economic management are human nature, coordination and efficiency.

Regional economic system is a meso economic system between macro economy and micro economy, which is a huge and complex organizational system. It can be understood literally that the research field of regional economic management has the characteristics of microminiaturization of macro-economic research objects and microminiaturization of micro-economic research objects. It is an interdisciplinary

subject integrating management and economics related theories and methods, mainly focusing on the research of regional economic problem management, which is different from the focus of Economic Research on resource allocation efficiency. According to the definition of the subject characteristics of regional economy, regional economics is "the decision-making science to study the development of different regional economies and their interrelations in China from a macro perspective" [2], and "the science to study the self-organization of regional economic activities and the interregional economic relations, as well as the related Regional Decision-making [3]".

2. Quality evaluation of regional economy

2.1 Role of regional economic quality evaluation

Regional economic quality evaluation is the basic link of regional economic management. For a long time, the practice of China's regional economic management has been basically carried out under the guidance of the management concept of "black box method", focusing on the beforehand management of regional economic development planning, development strategy and development mode formulation and selection, and ignoring the timely scientific evaluation of the implementation effect of regional economic development program. This means that there is no scientific and timely quality evaluation system in the regional economy, and it is impossible to control the regional economic management in a timely manner, which may lead to the great gap between the rich and the poor and the serious imbalance of the regional economy.

The evaluation system of regional economic quality should reflect the characteristics of "quality" and conform to the standards of "economic ethics". Only such an evaluation system can play a positive role in transforming the mode of regional economic growth, constraining the rent-seeking behavior of regional managers and strengthening the quality control of regional economy, because an appropriate evaluation index system of regional economic level can help to avoid inadequate The decision-making process and its possible development unsustainability and other serious consequences. The purpose of this study is to highlight the position and role of quality evaluation in regional economic management activities. Because of the lack of quality evaluation function, other functions of regional economic management cannot play a good role.

2.2 Evaluation process of regional economic quality

The evaluation of regional economic quality takes the whole regional economic system as the evaluation object, and the regional economic management system is composed of multiple elements and subsystems. The purpose of regional economic quality evaluation is to provide necessary basis for monitoring and improving regional economic quality.

2.3 Regional economic evaluation mode and method

(1) Evaluation model of regional economic evaluation

According to the different identities of evaluation subjects, regional economic evaluation can be divided into three modes.

First party evaluation mode: self evaluation organized by the government departments at the same level.

Second party evaluation mode: the evaluation made by the superior to the subordinate within the government system.

Third party evaluation mode: evaluation organized and implemented by a third party independent of the government and its departments. Third party evaluation is also called external evaluation.

With different identities of evaluators, the evaluation results of regional economic management results from different perspectives may be very different.

First party evaluation and second party evaluation belong to internal evaluation. Up to now, most of the evaluation of the effectiveness of local governments in managing regional economy in China has adopted internal evaluation. In the evaluation, the lower level governments or subordinate departments usually report the materials according to the evaluation indicators, and arrange the higher level or department to conduct fixed-point inspection. This is a top-down evaluation, which belongs to the product of the planned economy system. Most of the evaluators only focus on the immediate interests, so it is difficult to reflect the credibility of the evaluation results. Of course, the results of internal evaluation can be used as the basis for strengthening the internal management of regional economic system and its subsystems.

(2) Evaluation method of regional economic quality

Generally, the evaluation method of regional economic quality is comparative evaluation. According to the different evaluation benchmarks, it can be divided into three kinds of comparative evaluation methods: comparing according to the standards or objectives established in advance, comparing the management results of each evaluation object horizontally, and comparing the management results of the evaluation object vertically.

(3) Time interval of regional economic quality evaluation

Region is different from microeconomic subject, the system is huge and complex, and the effect of regional economic operation mode and development program is more lagging than that of enterprises. Only after a long period of implementation, its good effects and bad defects can be truly reflected.

3. Regional economic quality evaluation index system - public satisfaction evaluation index

3.1 "People oriented" public satisfaction evaluation index

Public satisfaction is used by enterprises to measure customer satisfaction with products or services, so as to evaluate the quality of products or services. The measurement of enterprise quality with public satisfaction reflects the management concept of "customer is God".

Public satisfaction refers to the extent to which the public expectations (demands) brought by the results of regional economic management are met. When the expectations of the public are consistent with the actual feelings, the public will have a positive attitude of affirmation, pleasure and satisfaction to the regional economic management. The significance of using public satisfaction to measure the quality of regional economy lies in that it reflects the "people's nature" of evaluation indexes, and "material based" indexes such as "efficiency" and "quantity" are no longer the only yardstick to measure the quality of regional economy, and the influence of these two indexes on the overall evaluation results of regional economy operation is gradually weakening, which makes regional managers have to re-examine their "political achievements" Objectives. The evaluation of public satisfaction is a kind of evaluation that highlights human-oriented management, which belongs to post evaluation.

3.2 Composition of public satisfaction evaluation indexes

At present, the government's credibility, public security and life safety, personal income, employment and social security, education and medical conditions, living conditions and living environment are the most concerned hot issues of regional residents, and also the main focus of regional government in highlighting the management of "people's livelihood". Therefore, these factors can be used as explanatory variables for public satisfaction evaluation, as shown in Table 1.

Table 1 public satisfaction evaluation model variables

Satisfaction evaluation index	Government credibility		Food safety		Personal income		Employment and social security		Education and medical		Living environment	
	Variable	Weight	Variable	Weight	Variable	Weight	Variable	Weight	Variable	Weight	Variable	Weight
V _j , V	Z ₁	P ₁	Z ₂	P ₂	Z ₃	P ₃	Z ₄	P ₄	Z ₅	P ₅	Z ₆	P ₆

(1) basis for setting explanatory variables of public satisfaction evaluation indicators

① Government credibility: Including the government and its officials' ability of governance, integrity and service, which mainly reflects the residents' trust in the government and its officials.

② Public security and food and drug life safety: Including social security situation, food and drug security system, etc., which is the most basic requirement of regional harmonious development.

③ Personal income: It mainly reflects the residents' recognition of the economic development level of the region.

④ Employment and social security: Including the extent to which the residents benefit from the employment conditions and labor insurance adapted to their own abilities, mainly reflecting the residents' recognition of the safety and stability of their lives now and in the future.

⑤ Education and medical conditions: Including whether children can enjoy social education resources and all kinds of medical insurance fairly, mainly reflecting residents' recognition of the sharing degree of social public welfare resources and public welfare facilities.

⑥ Living conditions and living environment: Including whether the residents have basic housing to meet their living and working needs, water and air quality of the residence, solid pollutants, fresh water supply, greening level and traffic conditions, etc., which mainly reflect the external environmental quality of the residents.

4. Regional economic quality evaluation index system objective quality evaluation index

(1) Regional economic equity index

The indicators of regional economic fairness mainly reflect the quality of regional economy from the aspect of "quality", including the fairness of residents' income and the fairness of productivity development. The fairness of residents' income includes two indicators: the development gap between regions and the income gap between regions. The fairness of productivity development is reflected by the productivity efficiency gap between regions. Using the vertical comparison method to judge the trend change of these gaps, if these gaps are expanding, it indicates that the income equity of regional residents tends to deteriorate, and it cannot be considered that the regional economy is of quality.

Because the income level is closely related to the local development level, we can also judge whether the imbalance of regional development is improving or aggravating according to the indicators of income equity and productivity development equity.

(2) Regional economic competitiveness index

Regional economic competitiveness refers to the attraction of a region to the factors of production, reflects the ability of the region to gather economy and radiate economy, and also reflects the ability of regional economic growth. It mainly reflects the quality of regional economy from the aspect of "quantity", including the

actual competitiveness and potential competitiveness. It is comprehensively reflected by several provincial and multiple economic indicators. Node cities in regional urban network are used for regional economic competitiveness (refer to regional prefecture level cities and sub provincial cities, excluding provincial cities, the same below) The potential competitiveness of regional economy is represented by the strength of regional urban network tension. The evaluation of regional economic competitiveness adopts horizontal comparison, that is to say, taking some regions as reference objects and comparing with them, the gap is found.

(3) Coordination index of regional economic system

The coordination of regional economic system is measured by two indexes of regional city hierarchy index and regional high-energy city distribution density, which mainly reflects the "quality" characteristics of regional economic quality. The more the index of regional urban hierarchy exceeds the reference standard widely accepted by the academic community, the worse the coordination of urban scale structure of regional economic system; the smaller the distribution density of provincial high-energy cities, the worse the coordination of regional economic system.

5. Conclusion

The modernization of economic management has become the general trend. With the continuous development of social economy, the development trend of economic management modernization will be further obvious. But we should also see that the modernization of economic management is a step-by-step process. We need to grasp the trend of economic development and grasp the development policies, so as to truly promote the modernization of economic management.

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