

The Effectiveness and Optimization Suggestions of Brand Building for "Doing Business in Jiangxi"

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Abstract: In recent years, Jiangxi Province has achieved significant results in building a business environment: firstly, the construction of the five major business environments continues to improve; The second is that the evaluation results of the business environment are relatively excellent; The third is the initial sound of business environment brands in various regions of Jiangxi. At the same time, the brand construction of "Doing Business in Jiangxi" faces three major problems: firstly, the brand characteristics of a unified business environment are not clear enough; Secondly, the overall evaluation of the business environment needs to be improved; The third issue is that the construction of the five major environments is not coordinated enough. This article proposes three major measures for this: firstly, to collaborate and optimize the five sub environments; Secondly, we should attach importance to improving the business environment of prefecture level cities; We need to strengthen the unified brand of "doing business in Jiangxi".

Keywords: Business environment; Business environment brand; Government services

1. Introduction

The business environment is the most important environment for the development of a market economy, serving as the oxygen for market entities, important productive forces, and core competitiveness. It plays an important driving role in comprehensively deepening reforms and enhancing regional development competitive advantages^[1]. Establishing a business environment brand plays an important role and significance in deepening the optimization and upgrading of the business environment. According to the Opinion on Deepening the Optimization and Upgrading of the Business Environment "No.1 Reform Project", Jiangxi strives to establish its business environment brand nationwide after about 5 years of efforts, form a number of models for business environment reform, and write a brilliant chapter in the comprehensive construction of socialist modernization in Jiangxi.

2. Effectiveness of Brand Building in Jiangxi Business Environment

2.1 The construction of the five major business environments continues to improve

From the perspective of market environment, Jiangxi's market environment is more open and open-minded. On the one hand, the market threshold has been lowered. Since the issuance of the "Special Action Plan for Lowering Market Access Barriers" in 2020, Jiangxi has concentrated on cleaning up the unreasonable conditions existing in market access by relevant departments and local governments, fully implementing the negative list system for market access, and promoting the detailed implementation of "entry without prohibition". 32 measures have been introduced to reduce taxes, fees, rent, interest, and expenses, 30 measures to reduce costs and increase efficiency, 28 measures to alleviate difficulties, 43 measures to stabilize the economy, and 24 follow-up measures, reducing the burden on market entities by nearly 400 billion yuan. On the other hand, the market environment in Jiangxi has stronger landing support.

From the perspective of government environment, Jiangxi's government environment is more convenient and efficient. In recent years, the Provincial Government Service Office has continuously launched a series of powerful measures, and the two experienced practices of "Ganfu Tong" and "365 days without closing" in Jiangxi Province have been recommended nationwide by the General Office of the State Council. At the same time, Jiangxi actively carries out platform construction with the help of the

digital economy, and further optimizes the policy and government environment. The practice of compiling a unified administrative license list and providing delayed appointment services has been promoted nationwide, and market entities have achieved a doubling.

From the perspective of the legal environment, Jiangxi's legal environment is more just and fair. In recent years, Jiangxi has promulgated and implemented the "Jiangxi Province Regulations on Optimizing the Business Environment", promoted the revision of the "Jiangxi Province Regulations on Promoting Small and Medium sized Enterprises" and the "Jiangxi Province Regulations on Protecting the Rights and Interests of Enterprises", accelerated the legislation of the "Jiangxi Province Social Credit Regulations", and optimized the business environment into a legal and standardized track. At the same time, Jiangxi promotes fair and prudent law enforcement supervision.

From the perspective of an open environment, Jiangxi's open environment is of higher quality and excellence. The average level of investment facilitation and trade facilitation in Jiangxi has significantly increased. In 2022, Ganzhou International Land Port in Jiangxi was selected as a national import trade promotion and innovation demonstration zone, Jingdezhen Ceramic Trading Market was approved to establish a national market procurement and trade pilot, and Yingtan International Comprehensive Port Economic Zone was officially put into operation, with a 34.9% increase in foreign trade import and export volume.

From the perspective of cultural environment, Jiangxi's cultural environment is more inclusive and innovative. In 2022, the added value of high-tech industries in Jiangxi Province accounted for over 40% of the added value of large-scale industries, an increase of about 10 percentage points from 2017. The Poyang Lake National Independent Innovation Demonstration Zone has been approved, and the R&D investment of the whole society has doubled. The number of effective invention patents per 10000 people has increased by more than 2 times, and the transaction volume of technology contracts has increased by more than 6 times. The comprehensive science and technology innovation level index ranks "7th in a row" nationwide. Three industries worth billions of yuan have been added, with a total of 14, and the construction industry has become a trillion dollar industry.

2.2 The evaluation results of the business environment are relatively excellent

From the overall ranking of the business environment, according to the 2022 Jiangxi Province Business Environment Index Report released by the Research Institute of the China Council for the Promotion of International Trade, the overall evaluation of the business environment in Jiangxi Province in 2022 is "good", higher than the national average level. The report shows that over 80% of foreign-funded enterprises have achieved positive revenue growth and are optimistic about the future. Over 90% of foreign-funded enterprises plan to expand or maintain their existing businesses in Jiangxi. In terms of business operations, 84.9% of enterprises maintain positive investment returns, and 97.3% of foreign-funded enterprises plan to expand or maintain their existing businesses in Jiangxi.

2.3 Preliminary Singing of Business Environment Brands in Various Regions of Jiangxi Province

In recent years, the Jiangxi Provincial Party Committee and Government have held a conference to promote the deepening of development and reform in the province, sounding the horn of charging for the brand of business environment. Various regions in Jiangxi have responded to the "No.1 Reform Project", and multiple cities, counties, and districts have introduced new measures to further optimize and improve the business environment. The brand of business environment in various regions has begun to sing. For example, business environment brands such as Ganzhou City's "Gan Hao Gan" policy, Fuzhou City's "Fu Fu Wu Zhou" policy, Jingdezhen City's "Jing Kuai Ban" policy, Yichun City's "everything is pleasant" policy, and Xingguo County's "Xing Su Ban" policy have all become popular. Brands in various business environments play an important role in stimulating the innovation and entrepreneurship vitality of market entities and supporting high-quality leapfrog development.

3. The problems faced by the brand construction of "Doing Business in Jiangxi"

3.1 Insufficient coordination in the construction of the five major environments

One is that in the process of constructing the five major environments, Jiangxi has encountered problems such as data non sharing, system non connection, departmental non collaboration, imperfect systems, and poor interaction. The second issue is the mismatch between the individual breakthrough and

the overall promotion of the brand in the business environment. The construction of a business environment brand is related to all aspects of environmental construction such as market, government affairs, legal system, openness, and culture, and it "affects the whole body". The five major environments in Jiangxi have initially highlighted the effectiveness of construction, but coordination is still disregarded during the construction process. Compared to developed coastal provinces, Jiangxi has significant shortcomings in its open environment.

3.2 The overall evaluation of the business environment needs to be improved

One is that the matching degree between institutional supply and practical needs is not high, leading to the need to improve enterprise satisfaction. Jiangxi has introduced a large number of policy measures to optimize the business environment, but there are still inconsistencies with real enterprises in the process of policy formulation, implementation, and evaluation, which makes it difficult for enterprises to effectively improve their sense of gain. For example, the precision of institutional supply is insufficient, such as relatively more incentive policies and insufficient supply of service and regulatory policies. Secondly, some local government officials have weak legal awareness. Some local government officials have repeatedly engaged in behaviors that damage the property rights of enterprises and individuals in land acquisition, demolition, and ecological environment protection, and have not fulfilled their commitments to enterprises, which has affected the willingness of local investment promotion and local enterprises to reinvest. The third issue is the inadequate reform in some areas, which has affected the overall improvement of the business environment evaluation. From the actual situation of the business environment in Jiangxi, some areas of reform are not yet complete, which not only affects the overall improvement of the business environment, but also becomes an important factor hindering the high-quality development of Jiangxi's economy in the new era.

3.3 Insufficient brand characteristics in a unified business environment

One is the lack of research on the brand characteristics of Jiangxi's business environment. At present, research on the business environment in China mainly focuses on the research and evaluation methods and indicators of the World Bank, lacking Chinese characteristics. The second is the lack of coordination in regional development, with significant disparities between cities of different scales and between urban and rural areas. Overall, the depth of the reform of the business environment in Jiangxi is not enough. This difference not only has a current differentiation effect, but also further exacerbates the future differences in regional development in Jiangxi. There is a significant gap in the geographical environment and resource endowment among the three major regions of northern, central, and southern Jiangxi, and there are still insufficient and uncoordinated development problems in each region. The small scale of county-level economy and the need for optimization of regional economic layout are prominent shortcomings that must be addressed in the high-quality development process of Jiangxi's business environment. At present, the problem of insufficient and unbalanced regional development in Jiangxi is still prominent. The leading force of the leading core is not strong enough, the mechanism for regional coordinated development is not yet perfect, homogeneous competition is relatively severe, and the degree of industrial spatial agglomeration is not high.

4. Suggestions for Further Polishing the Brand of "Doing Business in Jiangxi"

4.1 Complementing weaknesses and strengthening strengths, collaborating to optimize the five sub environments of market and government affairs

We must adhere to a systematic concept. Coordinate development and security, strengthen the combination of reform and risk prevention and control, and effectively maintain public safety. Comprehensively build an approval system based on notification and commitment, a regulatory system based on credit, a business collaboration system, and a policy guarantee system based on the rule of law, continuously enhance the systematic, holistic, and collaborative nature of reform, and promote the overall leap of the five sub environments of Jiangxi's market and government affairs. Secondly, we must adhere to collaborative linkage. We need to strengthen top-level design, strike a good combination of policies, and coordinate the relationship between the government, market, and society^[2]. The five sub environmental entities of market environment, government environment, rule of law environment, and cultural environment are different. The government should better play its role, focus on stimulating the vitality of market entities, guide more social forces to participate, form a collaborative and orderly work

mechanism, promote the deep overlap of various policies, organic integration of innovative measures, and benefit enterprises and the masses. We must focus on breakthroughs in the field of open environment and create the most dynamic business environment.

4.2 Emphasize the improvement of the business environment in prefecture level cities

We must comprehensively build a regional benchmark city in Jiangxi to optimize the business environment. As the top ranked cities in terms of GDP within the province, prefecture level cities such as Ganzhou and Yichun also have a well-developed business environment. In accordance with the requirements of "setting an example, demonstrating, and leading the way", we attach importance to improving the business environment of prefecture level cities such as Ganzhou and Yichun, which is conducive to driving underdeveloped prefecture level cities, establishing a regional business environment brand, and providing effective experience for other prefecture level cities. Secondly, we need to leverage the transmission effect of node city functions to better support and lead the high-quality development of Jiangxi's business environment. Node cities play an important role in undertaking the spillover of mega city functions, transmitting potential energy, and driving the development of surrounding areas.

4.3 Highlighting local business characteristics and strengthening the unified brand of "Doing Business in Jiangxi"

One should adapt to local conditions and highlight the characteristics of local business. Based on the current business environment evaluation index system in China, combined with the new version of the World Bank's business environment evaluation index, a Jiangxi style business environment evaluation system and evaluation method are constructed to form an innovative Jiangxi style business environment evaluation system. Based on local characteristics, establish business environment evaluation indicators that are consistent with national strategic goals, accelerate the optimization of enterprise business environment construction, and strengthen government service capacity construction through business environment indicator evaluation^[3]. Secondly, we need to deepen the reform of the business environment linkage, making the optimization of the business environment an important support and guarantee for promoting the unified brand of "Doing Business in Jiangxi". Promote the free flow of talents, technology, capital, data and other elements across regions, vigorously improve the level of coordinated development in key areas such as transportation, industry, ecology, and public services, and accelerate the establishment of a unified, open, and competitive modern market system in Jiangxi. Establish a normalized exchange mechanism for optimizing the business environment in Jiangxi, focusing on key areas such as starting enterprises, approving construction projects, real estate registration, cross-border trade, and regulatory enforcement. Continuously improving the level and level of collaborative development of government services in Jiangxi, promoting more government service matters to be shared by colleagues, improving data sharing mechanisms, and achieving cross provincial and one-stop government services on a larger scale and deeper level^[4] Actively building a demonstration zone for collaborative reform of the business environment, taking the lead in promoting regulatory law enforcement, government services with the same rules, standards, and levels, exploring the implementation of regional qualification exchange and credit recognition, improving the consistency of business environment policies, and accelerating the overall improvement of the regional business environment.

5. Conclusions

This paper explores the current situation of Jiangxi's business environment, and discusses the dilemma and specific suggestions for brand building of Jiangxi's business environment. The first is to Complementing weaknesses and strengthening strengths, collaborating to optimize the five sub environments of market and government affairs; The second is to Emphasize the improvement of the business environment in prefecture level cities; The third is to Highlighting local business characteristics and strengthening the unified brand of "Doing Business in Jiangxi".

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