

Research on Optimization Strategies of Business Environment in the New Era under the Background of Internet

Shi Zhe

Beijing Municipal Center for Business Environment Promotion, Beijing, 101160, China
noraleo@sina.com

Abstract: The business environment, as the main reliance on the development of market enterprises, the progress of its optimization and construction will largely affect the economic quality of the region. In this regard, in order to promote enterprises to achieve better development in the market competition, the optimization strategy of business environment in the new era under the background of the Internet is proposed. Firstly, the meaning of business environment is analyzed, and combined with the business environment reports issued by different platforms, the necessary indicators for a quality business environment are analyzed. Then the significance of optimizing the business environment in the new era is analyzed in depth from both theoretical and practical aspects. Finally, it puts forward specific optimization strategies, including improving the ability of joint departmental supervision, building a mechanism for government-enterprise interaction, and breaking departmental data barriers. It aims to establish a more open and transparent hard environment and provide better conditions for enterprises to start as well as develop.

Keywords: Internet; business environment; optimization strategies; private economy

1. Introduction

The business environment is divided into four categories: market environment, governmental environment, legal policy environment, and cultural environment. Compared with the other three categories, scholars at home and abroad generally believe that the governmental environment has the greatest impact on the economic Platform, and optimizing the governmental business environment is the key link and focus of creating a good business environment. With the rapid development of Internet technology, the topic of how to optimize the governmental business environment based on the Internet background has gradually received extensive attention from scholars at home and abroad. It is worth exploring how to use "Internet + government services" to enhance the capacity of government services, improve the level of government services, build an efficient and high-quality government business environment, so as to provide a good foundation for the optimization of the economic platform^[1]. At present, foreign scholars have not had a special description of the concept of "Internet + government services", and the relevant research is mainly based on "e-government", i.e., the state organs comprehensively use modern information, network and office automation technology to carry out work and provide public services. A new management mode of public services, such as the earliest "one-stop" service. The core of "one-stop" service is the integration and consolidation of government services, and the enhancement of government service capacity through the construction of government informatization. Many scholars in China have carried out research on "Internet+Government Service" mainly from the aspects of concept definition and practice exploration, etc. In the aspect of concept definition, for example, some scholars believe that "Internet+Government Service" is not simply utilizing electronic equipment to carry out office work, but utilizing "Internet+Government Service" to provide government services. In terms of conceptual definition, for example, some scholars believe that "Internet + government service" is not simply using electronic devices to carry out office work, but rather using "Internet +" to optimize and reorganize government work processes. In terms of practical exploration, government departments can rely on various types of software and media public numbers to create a convenient process for handling service matters, so as to make it convenient for the public to consult and handle business with the help of information technology at any time and any place^[2]. Relying on diversified service platforms, it can break through the limitations of time and space, realize the seamless integration of online and offline government services, and enable the public to enjoy more

convenient and efficient government services^[3]. The above research shows that the governmental environment is a key factor in optimizing the business environment and an important factor in determining the operational efficiency of enterprises. The role of "Internet + government services" in the government business environment is that the government optimizes and reorganizes the government service process through "Internet +" technology, which improves the efficiency of the government, makes the government work smarter, and makes the enterprises work more efficiently, thus alleviating to some extent the difficulties and difficulties of enterprises in doing business, as well as the difficulties of enterprises in doing business, and making them more convenient and efficient^[4].

2. Definition of concepts

The term "Doing Business" originally originated from the World Bank's Doing Business project survey, the World Bank did not specify what the business environment is, but summarized what the business environment consists of through the Doing Business Report; in the latest Doing Business 2020, there are 10 "Level 1 Indicators" included in the business environment evaluation system, mainly covering the start-up stage of enterprises, daily operations and financing activities. In the latest Doing Business Report 2020, 10 "Tier 1 indicators" are included in the Doing Business evaluation system, which mainly cover the start-up stage, daily operation and financing activities of enterprises, while a number of "Tier 2 indicators" are set up under the "Tier 1 indicators" to refine the evaluation contents, so as to assess the degree of facilitation of the business environment that SMEs in various countries are facing in different periods of time. Level of facilitation^[5]. The number of procedures is inversely proportional to the quality of the business environment, while the time required to carry out procedures is measured in days or hours, and the cost is generally calculated in percentage terms, which provides a reference standard for the comparison of the business environment among countries and prompts governments to continuously adopt optimization measures in terms of regulatory efficiency and level of supervision^[6]. This has prompted governments around the world to continuously take optimization measures in terms of regulatory efficiency and level to enhance their competitiveness in the global environment. In addition to the World Bank's research on the business environment, there are also internationally influential evaluation reports such as The Economist's Business Environment Ranking and Forbes magazine's Best Doing Countries and Regions. These reports evaluate and analyze the business environment from multiple aspects such as macroeconomic, political and legal, socio-cultural, infrastructure development, financial system, and the relationship between government and enterprises, and set up some "secondary indicators" for detailed evaluation and analysis. The details of the abovementioned Doing Business report are shown in Table 1.

Table 1: Key Doing Business reports

Doing Business Assessment Report	Indicators related to the business environment	Sample Scope
World Bank Doing Business Report	Starting a Business, Getting a Construction License, Getting Electricity power, registering property, obtaining electricity, registering property, obtaining credit, protecting small and medium-sized investors, paying taxes, cross trade, enforcing contracts, and dealing with bankruptcy	Ranks 190 economies around the world in terms of their Doing Business scores, with 17 editions published to date and the latest one in 2020.
Economist Intelligence Unit Doing Business Rankings	91 indicators in the areas of political environment, macroeconomic environment, market opportunities, free competition policy, foreign investment policy, international trade and foreign exchange control, taxation, finance, labor market, and infrastructure. policy, international trade and foreign exchange control, taxation, finance, labor market, and infrastructure.	A ranking of the attractiveness of doing business in 82 economies worldwide, published every five years, with the latest edition, forecasting 2014-2018, was released in 2014. , released in 2014.
Forbes' Best Countries and Regions for Doing Business	Freedom of trade, monetary freedom, property rights, innovation, technology, procedural complexity, investor protection, corruption, and other issues. technology, procedural complexity, investor protection, corruption, personal freedom, tax burden. Freedom of trade, monetary freedom, property rights, innovation, technology, procedural complexity, investor protection, corruption, and other issues. technology, procedural complexity, investor protection, corruption, personal freedom, tax burden. corruption, personal freedom, tax burden. technology, procedural complexity, investor protection, corruption, personal freedom, tax burden.	Ranks the ease of doing business in 161 economies around the world. The latest edition was published in 2019.

Private organizations define the business environment in the same way as foreign academics, analyzing the elements that affect the activities of enterprises from the entire life cycle of the

enterprise's existence to its termination, and issuing a "business environment report" to assess the "time, costs and expenses" that enterprises need to spend on production and operation in various environments, but in the case of the "optimization of the business environment", it is not clear how to define the business environment^[7]. The report assesses the "time, cost and expenses" that enterprises have to spend on production and operation in various environments, but the indicators for evaluating the business environment have been adjusted to take into account the actual situation in China^[8]. Therefore, based on different forms of business environment evaluation activities by domestic and international organizations and scholars, this paper understands business environment as the sum of economic, political, legal, institutional, financing, market openness, infrastructure and other external environments faced by an enterprise during its entire life cycle from start-up to cancellation in a certain period of time, which are not independent of each other, but interact with each other and have an impact on each other^[9].

3. The current situation of business environment and the significance of optimization in the context of the Internet

3.1 Analysis of the current situation

A good business environment not only helps market players to engage in healthy competition, but also effectively improves the interaction between the government and enterprises, thus realizing a win-win situation for both the government and enterprises. Enterprises can create economic value and at the same time bring tax revenue to the government, thus realizing the effective development of the regional economy. For example, the establishment of a national enterprise credit information publicity system and the promotion of "one network to do business" have strengthened the protection of enterprises and investors and promoted fair competition in the market. However, China's business environment under the rule of law still faces some challenges, such as insufficient judicial independence, imperfect laws and regulations, and lax law enforcement and supervision. Therefore, this study aims to explore re-optimization strategies to further improve China's rule of law-based business environment, create a better business environment, attract more investment and talent, and promote the sustainable and stable development of China's economy^[10].

3.2 The significance of business environment optimization

3.2.1 Theoretical implications

With the increasing demand for enterprise development, the improvement of the business environment has received the attention of many subjects. By creating a benign business environment, not only can promote fair competition, but also to protect the legitimate significance of all parties. A good business environment cannot be separated from perfect laws and regulations, so the transparency of the rule of law and operability is the main means to protect the right to information of market subjects^[11]. From a macro point of view, to create a market environment for enterprises to facilitate the development of economic activities, can effectively inject vitality into the market, in the development of the level of government governance at the same time can also effectively improve the interaction between the government and enterprises, to achieve benign development.

3.2.2 Practical implications

The strategy of re-optimizing the business environment under the rule of law is of great practical significance. After the popularization of "Internet+Government Service", the government, in accordance with the connotation of service-oriented government and following the principle of enterprise first, published online guidelines and lists of authority and responsibility, so that enterprises can fully understand the process, time limit, and authority and responsibility of each department. Enterprises can grasp the progress of processing through the "Internet + government services" platform or small program, but also can supervise the relevant departments, through the online platform, government APP, WeChat small program online to complete the evaluation of the office^[12]. On this basis, the government innovates the supervisory mechanism, uses various government service platform channels to follow up on the progress of work order matters, and urges the contractor to finish the work order according to the time limit, thus prompting the government to improve the level of service, promoting the transparency of government services to enterprises, and safeguarding the power of enterprises to supervise. In addition, optimizing the business environment can improve the sense of access and happiness of market players, further stimulate entrepreneurship and innovation and

entrepreneurial vitality, and promote the development of the market economy; secondly, the rule of law business environment can strengthen market supervision and risk prevention and control, improve the level of social governance and risk prevention and control capabilities, and safeguard public security and social stability; once again, the optimization of the business environment can also improve the international competitiveness and the ability to attract foreign capital. Thirdly, optimizing the business environment can also improve international competitiveness and the ability to attract foreign investment, promote globalization, facilitate international cooperation and exchanges, and achieve common development and prosperity^[13]. Specifically, in practice, it is necessary to strengthen the implementation of laws and regulations, establish a sound system of the rule of law, enhance law enforcement, supervision and judicial safeguards, and improve the transparency and operability of laws.

4. Business Environment Optimization Strategies for the New Era

4.1 Enhancing joint sectoral regulatory capacity

In order to better utilize the role of "Internet + government services" in the joint supervision of departments, it is necessary to build a joint supervision mechanism on the basis of the use of intelligent supervision platforms to promote the sharing of supervision data, strengthen the effectiveness of the application of supervisory data, and improve the government's supervisory capacity^[14]. First, build cross-departmental joint supervision mechanism. Units participating in supervision need to clarify their core business and division of responsibilities, and designate responsible persons for each task. They need to comprehensively sort out regulatory matters and, if necessary, screen and optimize them to ensure that only necessary regulatory content is retained. At the same time, it is necessary to integrate the sampling list of various departments and form a unified management system. In order to achieve comprehensive supervision, regulatory authorities need to establish a law enforcement personnel information database, update personnel information in real time, and ensure the accuracy and completeness of this information. In addition, they also need to establish a database of inspection objects for the supervised objects, and scientifically and reasonably divide the supervised objects based on license types, industry types, and daily regulatory needs. In order to strengthen the collaboration of cross departmental supervision, each unit should establish the concept of big data supervision and change the current mode of independent supervision. By building a "Internet plus supervision" system, we can achieve a comprehensive upgrade of supervision methods, mechanisms and processes. Integrate internal data in the field of market supervision and push it to the unified "Internet plus+Supervision" data center to form a record of corporate credit information. These information can be publicized and applied through the publicity system and the "Internet plus+regulation" system. A risk warning system based on big data analysis is another important tool. Through this system, risk assessment and early warning monitoring can be strengthened, providing strong support for key supervision, joint supervision, precise supervision, and assisting leadership decision-making. Finally, each unit should sort out and integrate various regulatory services to form effective data sharing and application mechanisms, in order to improve the efficiency and effectiveness of the entire regulatory system.

4.2 Building a mechanism for government-enterprise interaction

Through a clear feedback mechanism system to build a bridge of communication between government and enterprises, we can be informed of the satisfaction of enterprises and respond positively to the demands of enterprises, thus realizing the precision of enterprise demands and promoting the benign development between government and enterprises. There are the following two steps in the establishment of the government-enterprise interaction mechanism: First, to establish and improve the feedback mechanism system of electronic monitoring of government services covering internal supervision and external evaluation. In accordance with the requirements of the Opinions of the General Office of the State Council on the Establishment of a Feedback System for Government Services to Improve the Level of Government Services, a feedback and evaluation system is established that covers the entire range of government service matters, evaluation targets and service channels, such as on-site service evaluations, online service evaluations, evaluations by various parties in society, and "supervisory evaluations" of governmental organizations. And strengthen the internal electronic monitoring efforts, timely investigation and correction of problems in the implementation of administrative approval, and further smooth communication channels between government and enterprises. The second is to build a rapid response mechanism for enterprise opinions. Actively listen

to opinions and suggestions from all sectors of society through various channels such as hotlines, government websites, and Weibo. Using the online evaluation and message function of the "Internet plus+Government Affairs Service" platform, as well as the offline service function of the entity window, we responded to the concerns of business stakeholders in a timely manner, handled business opinions and complaints, and ensured timely feedback on the processing. Conduct a monthly statistical survey to ensure stable follow-up rates, complaint rates, and administrative approval process execution rates. Statistics are kept once a month to ensure that the rate of return visits and implementation reaches more than 95%.

4.3 Breaking down sectoral data barriers

Relying on "Internet+government services", a unified data-sharing standard has been established, a local data-collection system has been formulated, and an information-sharing, multilevel linked online government service system has been constructed on the basis of open data to promote the modernization and development of data governance^[15]. Efforts to break down sectoral data barriers can be made in three ways: first, establishing data-sharing standards. On the basis of fully utilizing national standards and industry standards, relevant public basic data governance standards and specifications applicable to various departments and units in the region have been formulated, including the overall technical specifications of the government information resource system, data standards, metadata standards, data access specifications, data quality and processing specifications, data model specifications, data service specifications and so on. Second, the development of data collection system. Clarify the work responsibilities of each department through an effective data sharing work mechanism, and strengthen the staff's sense of responsibility. Determine the rules and responsibilities for data collection, storage, use, management and sharing among departments at all levels, within each block and within and outside the government, and formulate the principles, methods and standards for data collection. At the same time, it has strengthened institutional safeguards, effectively transformed the management concepts of government departments at all levels that operate on their own and work separately, and strengthened the synergies and cooperation between various blocks. Third, strengthening the open sharing of government service data. On the premise of not violating the principle of confidentiality and offending the privacy of enterprises, government departments should take the initiative to openly share non-confidential information with enterprises, improve the degree of data openness, enhance the transparency of government work, break the asymmetry of information, and realize the sharing of information between departments and between government and enterprises. The government should change from a mere data owner to a data provider, thus guaranteeing the equal status of enterprises in information access, forming a benign interaction between the government and enterprises, and accepting enterprises' supervision of information disclosure.

5. Conclusion

At present, in order to further optimize the business environment of government affairs, it is necessary to enhance the ability of joint supervision of departments, optimize the process of government services, actively build the mechanism of interaction between the government and enterprises, strengthen the standardization of government services, and break the departmental data barriers, and in this way, enhance the ability to optimize the business environment of government affairs in the context of China's "Internet+Government Services".

References

- [1] Zhou X, Chen P, Zhang J, et al. *The optimal investment-reinsurance strategies for ambiguity aversion insurer in uncertain environment*[J]. *Journal of Industrial and Management Optimization*, 2023, 19(6):4551-4590.
- [2] Marrucci L, Iannone F, Daddi T, et al. *Antecedents of absorptive capacity in the development of circular economy business models of small and medium enterprises*[J]. *Business Strategy and the Environment*, 2022, 31(1):532-544.
- [3] Loon P, Mihelic A, Wassenhove L N V. *Designing a circular business strategy: 7 years of evolution at a large washing machine manufacturer*[J]. *Business Strategy and the Environment*, 2022, 31(3):1030-1041.
- [4] Bansal M, Bashir H A. *Business strategy and classification shifting: Indian evidence*[J]. *Journal of Accounting in Emerging Economies*, 2023, 13(1). 69-92.

- [5] Jukka T. Does business strategy and management control system fit determine performance [J]. *International Journal of Productivity and Performance Management*, 2023, 72(3):659-678.
- [6] Holopainen M, Saunila M, Ukko J. Facilitating performance measurement and management through digital business strategy [J]. *Measuring Business Excellence*, 2023, 27(2):246-260.
- [7] Arianpoor A, Sahoor Z. The impact of business strategy and annual report readability on financial reporting quality [J]. *Studies*, 2023, 17(3):598-616.
- [8] Noel R, Panach J I, Pastor. Including business strategy in model-driven methods: an experiment [J]. *Requirements Engineering*, 2023:1 - 30.
- [9] Mahmood M, Uyar A, Kuzey C, et al. Business strategy, sustainability, and firm value: a test of financial slack and agency theories [J]. *Managerial and Decision Economics*, 2023, 44(5):2924-2947.
- [10] Gallegos-Baeza D, Angélica Caro, Alfonso Rodríguez, et al. Aligning business strategy and information technologies in local governments using enterprise architectures: [J]. *Information Development*, 2023, 39(1):147-168.
- [11] Khan S, Naveed M A, Anwar M A. Relationship of business students' information-seeking anxiety with socio-academic variables in the digital environment [J]. *Information Discovery and Delivery*, 2023, 51(2):213-222.
- [12] Birhanu A G, Wezel F C. The competitive advantage of affiliation with business groups in the political environment: evidence from the Arab Spring: [J]. *Strategic Organization*, 2022, 20(2):389-411.
- [13] Boamah N A. Segmentation, business environment and global informational efficiency of emerging financial markets [J]. *The Quarterly Review of Economics and Finance*, 2022, 84:52-60.
- [14] Rehman F, Prokop V. Interplay in management practices, innovation, business environment, degree of competition and environmental policies: a comparative study [J]. *Bus. Process. Manag. J.* 2023, 29:858-892.
- [15] Yoshi T, Rahman M S, Gani M O. Optimizing firm's supply chain resilience in data-driven business environment [J]. *Journal of Global Operations and Strategic Sourcing*, 2023, 16(2):258-281.