

# Analysis of the Role Mechanism of New Political-Business Relationships in Cultivating Excellent Entrepreneurship

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**Abstract:** *A new type of government-business relationship is a cooperative relationship between the government and enterprises based on market rules, the principle of the rule of law, fair competition, and mutual benefit and win-win situation, which is conducive to stimulating and cultivating entrepreneurs' spirit of innovation, entrepreneurship and value creation. Based on this, this paper analyses the mechanism of the role of the new government-business relationship in cultivating excellent entrepreneurship from three aspects, including promoting mutual trust and cooperation between entrepreneurs and the government, stimulating entrepreneurs' active participation in and adaptation to market competition, and promoting interaction and integration between entrepreneurs and the society. Meanwhile, this paper also puts forward the strategy of cultivating excellent entrepreneurship based on the new type of government-business relationship from three aspects, including strengthening the communication and collaboration between the government and enterprises, promoting the cooperation and exchange between entrepreneurs and social organisations such as colleges and universities, scientific research institutes, industry associations, etc., strengthening the training of entrepreneurial spirit, and promoting the spirit of craftsmanship.*

**Keywords:** *new government-business relationship; excellent entrepreneurship; layered training*

## 1. Introduction

Under the new government-business relationship, the government is no longer the protector and guide of enterprises, but has become their partner and service provider. This requires entrepreneurs to be able to adapt to market changes, grasp opportunities, challenge risks and create value. At the same time, with the acceleration of economic globalisation and scientific and technological progress, enterprises are faced with fierce domestic and international competition and an increasingly complex social environment. Entrepreneurs must have an international perspective, master advanced technologies, innovate business models and fulfil social responsibilities. Therefore, it is particularly important to cultivate excellent entrepreneurship under the new type of government-business relationship.

## 2. The mechanism of new government-business relationship on cultivating excellent entrepreneurship

### 2.1 Promote mutual trust and cooperation between entrepreneurs and government

The new government-business relationship refers to the establishment of a partnership between the government and entrepreneurs based on the rule of law, fairness, transparency and mutual benefit, under which the government should not only provide entrepreneurs with a favourable policy environment and market mechanism, but also need to respect and protect the legitimate rights and interests of entrepreneurs and their ability of independent innovation. At the same time, entrepreneurs also need to strictly abide by national laws and regulations and social ethics, and actively participate in social welfare and national construction. A stable and orderly development space for entrepreneurs can be better created through a positive interaction and coordination between the Government and entrepreneurs to enhance mutual trust and understanding. This is important for fostering good entrepreneurship, which involves not only the personal qualities of innovation and enterprise, but also a sense of social responsibility to keep abreast of the times and contribute to society. Only by establishing a new type of government-business relationship with mutual trust and cooperation between

the government and entrepreneurs can we stimulate the creativity and vitality of entrepreneurs and promote them to grow into excellent entrepreneurs with international vision and social responsibility [1].

### ***2.2 Stimulate entrepreneurs' active participation and adaptation to market competition***

As a kind of coordinated relationship established between the government and entrepreneurs with both guidance and supervision, the government under the new type of government-business relationship not only needs to provide entrepreneurs with market rules and institutional safeguards for fair competition, but also needs to prevent market monopoly, unfair competition and corruption through effective supervision and disciplinary mechanisms. At the same time, entrepreneurs must strictly follow the laws of the market and objective needs, through continuous innovation and reform, to improve their competitiveness and efficiency. As a result, a coordinated relationship conducive to market competition and optimal resource allocation is formed between the government and entrepreneurs, which can promote the healthy development of the market economy. In-depth analysis is not difficult to find that excellent entrepreneurs not only need to have the competitive sense of daring to challenge and pursue excellence, but also need to have the learning ability to adapt to change and continuous improvement. By establishing a new type of government-business relationship between the government and entrepreneurs with both incentives and constraints, entrepreneurs can be better trained to actively participate in market competition and adaptability, which is of positive significance to the development of both government and enterprises [2].

### ***2.3 Promote interaction and integration between entrepreneurs and society***

In order to establish a supportive and feedback communication relationship between the government and entrepreneurs, the government needs to provide entrepreneurs with platforms and channels to communicate with all sectors of society under the new government-business relationship, and this process requires the collection and feedback of social opinions and demands, and targeted adjustment and improvement of relevant measures and policies. At the same time, entrepreneurs can not only focus on their own interests and development, but also need to actively participate in social affairs and public decision-making, actively express and defend social interests, and then strengthen communication with the government to enhance social consensus and trust. Considering that excellent entrepreneurship involves understanding and respecting different cultural qualities and social diversity, relying on the new type of government-business relationship, comprehensively optimising the support and feedback between government and enterprises can better facilitate the interaction and integration between entrepreneurs and the society, which in turn can better facilitate the healthy development of the economy and society [3].

## **3. Strategies for Cultivating Excellent Entrepreneurship Based on New Government-Business Relationships**

### ***3.1 Strengthen communication and collaboration between government and enterprises***

Communication and collaboration between the government and enterprises is an important path to cultivate excellent entrepreneurship. The government, as the leader and regulator of the market economy, should create a fair, transparent and orderly business environment for enterprises, protect the legitimate rights and interests of entrepreneurs, and stimulate entrepreneurs' innovative power and vitality. Enterprises, as participants and promoters of the market economy, should comply with laws and regulations, fulfil their social responsibilities, and work with the government to promote economic development and social progress. In order to strengthen communication and collaboration between the government and enterprises, and to establish a mutual trust and mutually beneficial cooperation mechanism, the following strategies can be adopted:

Firstly, establish a multi-level, multi-channel and multi-form communication mechanism. The government should regularly organise symposiums, hearings, research visits and other activities with entrepreneurs to understand the demands and difficulties of entrepreneurs, provide timely feedback on policy information and service guidelines, and collect entrepreneurs' opinions and suggestions, so as to enhance mutual understanding and trust. At the same time, it should make use of the Internet, the media and hotlines to establish convenient and efficient communication channels, so as to make it easy for entrepreneurs to reflect their problems and needs at any time, and to resolve difficulties and disputes in a timely manner.

Secondly, a collaborative mechanism for openness, transparency, fair competition and impartial regulation should be established. By formulating policies and regulations that are scientifically sound, concise, easy to understand and convenient to operate, and by clarifying the rights and obligations of entrepreneurs, the Government can better regulate the behaviour and ethics of entrepreneurs. This process should seek to optimise the approval process, reduce administrative intervention, lower the threshold of market access, increase market openness, encourage entrepreneurs to participate in all types of market competition, and focus on strengthening supervision and inspection, cracking down on illegal and illicit behaviours, maintaining the market order, and safeguarding consumer rights and interests [4].

Thirdly, establish a cooperation mechanism for mutual benefit, win-win sharing and common development. According to the national strategy and social needs, the government needs to formulate targeted support policies to support entrepreneurs to carry out innovative activities and improve product quality and technology level. This process can at the same time encourage entrepreneurs to expand domestic and international markets, actively guide entrepreneurs to fulfil their social responsibilities, participate in social welfare, and better promote economic development, social stability and improvement of people's livelihood.

### ***3.2 Promote the cooperation and communication between entrepreneurs and social organisations such as universities, scientific research institutions and industry associations***

In the context of the new government-business relationship, entrepreneurs should not only maintain a good cooperative relationship with the government, but also establish close ties with universities, scientific research institutions, industry associations and other social organisations, which can also promote the cultivation and development of entrepreneurship, entrepreneurs' innovation and innovation efficiency, management and leadership, social responsibility and credibility can be enhanced in this process, specifically from the following aspects.

Enhance entrepreneurs' innovation ability and efficiency, and utilize the resources and platforms provided by social organizations. In today's economy, innovation is the core driving force of enterprise development and an important manifestation of entrepreneurship. However, innovation is not an easy task and requires a large amount of resources such as capital, talent, technology and information, as well as a favourable innovation environment and mechanism. These resources and conditions are often beyond the capacity of individual enterprises or entrepreneurs, and thus require the help and support of social organisations. For example, entrepreneurs can carry out industry-university-research co-operation with universities, scientific research institutes, etc., and take advantage of their strengths in basic research, talent training, technology transformation, etc., so as to speed up the output and application of innovation results. They can also carry out activities such as information-sharing, technical exchanges and standard-setting with industry associations, etc., and make use of their influence in industry development, market regulation and policy advocacy to improve the competitiveness and market recognition of innovative products.

Additionally, utilize the expertise and insights of social organizations to enhance entrepreneurial management and leadership. In a new type of government-business relationship, entrepreneurs should not only have innovative thinking and ability, but also good management quality and leadership style, and thus effectively organise and motivate their teams to achieve corporate goals. Considering that management and leadership are not innate abilities, they need to be continuously upgraded and improved through learning and practice. In this regard, social organisations can provide entrepreneurs with valuable reference and guidance. In specific practice, entrepreneurs can cooperate with universities, research institutions and other educational training, academic exchanges, consulting services, etc., and also with industry associations and other salon forums, experience sharing, interactive exchanges and other activities, to update management concepts and knowledge systems, and to broaden management horizons and network of contacts.

Thirdly, the participation and support of social organisations should be strengthened, so as to enhance the sense of social responsibility and credibility of entrepreneurs. In the new type of government-business relationship, entrepreneurs must also pay attention to social benefits in the pursuit of economic benefits, which is related to whether the harmonious development of enterprises and society can be truly realised. Considering that social problems and people's well-being often involve the interests and needs of many parties, and require diversified solutions and participating bodies, social organisations should actively play their role. For example, entrepreneurs can carry out social innovation and social entrepreneurship projects with colleges and universities, scientific research

institutions, etc., and also carry out activities related to the fulfilment of social responsibility and public welfare and charity with industry associations, thus creating more social value and public interests, giving full play to the strengths of social organisations in exploring new fields, solving complex problems, gathering resources, mobilising forces, publicising, etc., so that the entrepreneurs' social commitment and civic awareness will be better demonstrated. The social responsibility and civic awareness of entrepreneurs will be better demonstrated. The enterprises behind them will also create more social value and public interests.

### ***3.3 Strengthen entrepreneurship training and carry out stratified training exploration***

Strengthening entrepreneurship training is an effective way to enhance the competitiveness of enterprises and their social contribution. Specifically, strengthening entrepreneurship training has multiple values, including promoting economic transformation and upgrading, improving the quality of enterprise products and services, and upgrading entrepreneurs' personal abilities and qualities. In order to achieve the above objectives, layered training should be carried out according to the needs of different stages and levels. First, at the basic level, entrepreneurs should cultivate their basic literacy and skills. This includes acquiring knowledge in areas such as legal affairs, financial management, marketing, and human resources. Efforts should be made to ensure that entrepreneurs master the basic knowledge and skills needed for innovation and entrepreneurship, comply with legal norms and business ethics, and regulate business behaviour and management systems. It should try to cultivate entrepreneurs' innovative thinking and action power, such as opportunity identification, resource integration, risk assessment, teamwork, etc., to ensure that entrepreneurs are equipped with the mindset and action ability required for innovation and entrepreneurship, so that they can better discover and seize market opportunities, integrate and make use of all kinds of resources, assess and cope with all kinds of risks, and set up and lead high-efficiency teams. Entrepreneurs should also be trained in strategic vision and social responsibility, including global vision, leadership, ethics, and public welfare awareness. Specific training needs to ensure that entrepreneurs have the strategic capabilities and social responsibilities required for innovation and entrepreneurship, truly possess an international perspective and competitiveness, and then demonstrate excellent leadership and influence, follow high standards of ethics and values, and actively focus on and participate in social welfare.

In order to strengthen entrepreneurship training, different methods should be adopted according to different objectives and targets, and the commonly used methods are as follows: Theoretical knowledge and practical skills related to entrepreneurship are taught through lectures, case analyses and simulation exercises. This method is applicable to the basic level and the promotion level, which can help entrepreneurs systematically learn the theoretical foundation and methodology of innovation and entrepreneurship, and improve their ability to analyse and solve problems. Second, practical guidance can be provided through project incubation, innovation competitions, field trips, and other forms to offer entrepreneurship-related practical opportunities and professional guidance. This approach is applicable to the upgrading and high-end layers, allowing entrepreneurs to exercise their skills and experience in innovation and entrepreneurship in practice, as well as obtaining expert advice and feedback. Third, communication and interaction should be promoted to facilitate entrepreneurship-related experience sharing, forums, seminars, mentoring, and peer support. This strategy is suitable for all levels, enabling entrepreneurs to broaden their horizons and networks, learn from the success stories and lessons learned from outstanding entrepreneurs, and lay a strong foundation for cooperation and trust. Lastly, incentive support can be given through honor certification, financial support, policy preferences, and other forms to provide entrepreneurship-related incentives and protection.

This approach, which is equally applicable at all levels, can help entrepreneurs to increase their confidence and motivation, address financial and policy barriers, and then enjoy more favourable treatment and facilities.

## **4. Conclusion**

In order to stimulate and cultivate the spirit of innovation, entrepreneurship, and value creation among entrepreneurs, it is necessary to establish a new type of government-business relationship. This type of relationship is conducive to improving entrepreneurs' ability for independent innovation and enhancing their comprehensive quality. Furthermore, it can also enhance the core competitiveness and social influence of enterprises. Consequently, it contributes to improving the employment structure,

enhancing social stability, and facilitating the transformation and upgrading of the economy. It is essential to prioritize the in-depth application of various new concepts and methods within this context.

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