

Improving Administrative Efficiency and Optimizing Business Environment--A Case Study of Shanghai

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Abstract: Shanghai is an important economic center, financial center and commercial center in China. It plays an important role in China's economic development. Improving Shanghai's administrative efficiency and optimizing the business environment will help to realize Shanghai's efficiency revolution, realize the transformation of government functions and improve the transparency of government work. In order to optimize Shanghai's investment environment, enhance Shanghai's competitiveness in China and the world, and achieve good development of enterprises in Shanghai. This paper takes Shanghai as an example to put forward reasonable opinions on improving the administrative efficiency and optimizing the business environment.

1. Introduction

Business environment is the basis of enterprise development. If a city wants to realize its competitive position, it must optimize its business environment and provide a good business environment for enterprise development. At present, major cities around the world are constantly optimizing the business environment and actively attracting investment from enterprises to achieve economic growth and achieve sustainable urban development. This paper expounds the measurement standard of business environment and the importance of Shanghai to optimize the business environment. It is hoped that some analysis opinions will be provided to relevant staff through this analysis.

2. Business Environment Measurement Standard

Shanghai has always been a model of optimizing business environment measurement standards in China, and has been aiming at establishing an international advanced business environment. In these years of development, Shanghai has continuously improved administrative efficiency, achieved administrative transparency, reduced administrative costs, and constantly transformed government functions in development, optimized the business environment, and achieved international standards.

In order to improve administrative efficiency, it is necessary to optimize the examination and approval process and reduce the examination and approval time, so as to improve the examination and approval efficiency and achieve the improvement of administrative efficiency [1]. Administrative transparency requires the government to make public the government information, the use of government funds, the distribution of resources and so on, so as to realize the effective supervision of government work by the people. Shanghai has canceled the teaching of unreasonable administrative taxes and fees, and has continuously reduced transaction costs and reduced the burden on enterprises, thus providing a good business environment for enterprises. In the construction of the business environment, Shanghai should comprehensively consider the market and policies, so as to continuously optimize the business environment, establish an internationally advanced business environment, and achieve sustainable development of enterprises in Shanghai.

3. Important Significance of Optimizing Business Environment in Shanghai

3.1 Realizing the Structural Reform of Shanghai's Supply Side

China is carrying out the supply-side reform in its economic development. Shanghai is the key area of the reform and an important stage of China's economic transformation [2]. Therefore, we must make good use of the role of Shanghai's vanguard, and then achieve a comprehensive transformation of the industry, an effective upgrade of technology. Therefore, it is necessary to continuously realize the business environment of Shanghai's business, so as to create a good business environment for enterprises, lower the threshold of corporate administrative services, and achieve high-quality services for administrative services.

3.2 It is helpful for Shanghai to build into four centers and science and technology innovation centers.

Shanghai's optimization and promotion of business environment can gather Shanghai's competitive advantages and promote the construction of Shanghai Science Creation Center. In the national competition, resources, talents, funds and so on are very important contents. The quality of business environment has a very important impact on the accumulation of these resources. If Shanghai wants to do a good job in China's vanguard and achieve competitive status in the international arena, it must constantly create a good business environment, enhance cultural soft power and improve service quality.

3.3 Promoting Shanghai's International Competitiveness

Shanghai is an important gateway to China's foreign development and a bridge to the inland. Therefore, the continuous optimization of business environment can promote Shanghai's exchanges with the international community and realize Shanghai's core position in international competition. In the process of integrating with the global market, the Shanghai government should constantly optimize government services, transform its service functions, improve the quality of government services, and provide policy guarantees for the realization of a good business environment, so as to enhance the attractiveness of Shanghai to various high-quality resources [3]. China is undergoing a transition period of economic structure, and Shanghai is no exception. Therefore, Shanghai must build an international "first-class" business environment and enhance Shanghai's image and status in the international arena. The improvement of Shanghai's international competitiveness will help to implement the footsteps of China's foreign exchanges and development, and realize the effective special projects of China's economic development under Shanghai's external development and internal radiation, and promote the sustainable development of Shanghai.

4. Problems Existing in the Business Environment of Shanghai

Infrastructure index and market environment index ranked first in 2018, and social service index ranked seventh. Shanghai ranked first in terms of infrastructure and market environment index. However, at present, Shanghai still needs to further improve the credit service and management system, enhance the availability of corporate credit, actively cooperate with relevant state departments, timely amend relevant policies, for the majority of investors. In particular, the legitimate rights and interests of small and medium-sized investors provide a more solid guarantee; the inclusive tax cuts and structural tax cuts are effectively combined to reduce the actual operating costs of enterprises; and the reform of the bankruptcy system is deepened.

4.1 The efficiency of administrative examination and approval still needs to be improved

Under the market economy system, administrative examination and approval must conform to the changing law of market economy, so as to achieve a good docking with the international market and achieve a free and fair business environment of administrative examination and approval system. But at present, there are still some problems in Shanghai's international business

environment, such as the ineffective protection of minority shareholders' rights and interests in Shanghai, the inadequate management of construction permits and so on. Because in some details, there is still a gap between Shanghai and the international countries, which is also the focus of Shanghai government's reform. In the process of handling the construction permit, there are many problems, especially in the details of various aspects such as pre-project inspection, project acceptance and easy water supply and drainage system, Shanghai has to go through more than 20 procedures for handling these contents. In the process of handling the construction permit, the evaluation of the review plan takes a long time. During this process, there will be multiple departments to conduct the audit. After the completion of the construction permit, the time has reached more than 200 days. The low efficiency of administrative examination and approval will have a great impact on the development of enterprises, and will also restrict Shanghai's attractiveness to foreign-funded enterprises, thereby reducing Shanghai's international image.

4.2 Relevant taxes and fees still have room to fall

Although Shanghai has continuously reduced the related taxes and fees, and cancelled 35 items of administrative fees for enterprises involved in the central government, and continuously reduced the burden of enterprises, there is still room for Shanghai's related taxes and fees to fall in the light of the actual situation. At present, the education surcharge (proportion is 3%), compared with 2% in Chongqing and 1% in Wuxi City, the amount is relatively large, but the comprehensive use efficiency of funds is low, and the remaining funds are more, so the education surcharge is optimized. It can also be an important part of business environment optimization. Shanghai ranked first in 2016 and third in 2017.

4.3 There is still room for fiscal transparency

In the process of optimizing business environment, financial transparency is very important. Although Shanghai's financial disclosure is relatively leading in China, there are still many problems in the actual development. Through the investigation, it is found that there are still some problems in the financial accounts of Shanghai [4]. There is still much room for improvement in the disclosure of financial information in Shanghai. First, the supervision system is not perfect. Since the subject of responsibility has not yet been determined when the government financial information is disclosed, there is a lack of relevant basis when it is accountable to the financial information disclosure unit. Second, the open subject remains to be discussed. At present, the main body of responsibility in Shanghai is the use of funds. Although there are certain rationalities in this way, there are also problems of high cost. Thirdly, there is still a certain contradiction between publicity and confidentiality. Due to the lack of reasonable coordination between the two, many units refused to disclose financial information on the grounds of confidentiality. The low fiscal transparency will affect Shanghai's position in the minds of enterprises, and it will also affect the effect of Shanghai attracting large international companies.

5. Countermeasures and Suggestions on Optimizing Business Environment in Shanghai

5.1 Overall level

First, the governments at all levels in Shanghai should actively reach a consensus and continuously provide high-quality and convenient services for the development of enterprises, so as to reduce the time and cost of communication between enterprises and the government. Secondly, the government should take the optimization of business environment as an important reference for the establishment of government institutions, and do a good job of supervision before, during and after the event, so as to achieve the rational allocation of government resources. Third, strengthen the details of the process, and constantly do the details in the process of business environment optimization. Therefore, governments at all levels must continuously streamline management regulations, and at the same time, in order to better optimize the business environment, it is necessary to equip relevant staff to implement and promote the business environment system.

Shanghai should be forward-looking and formulate a scientific and rational business environment strategy to achieve continuous optimization of the business environment in Shanghai and enhance the sustainable development of enterprises in a good business environment.

5.2 Targeting the problem level

In view of the existing problems, the Shanghai government should actively establish an effective index evaluation system, and reasonably solve the different problems of the city and the district, so as to adapt to local conditions. The establishment of evaluation index system of business environment is very important at present, which requires the teaching optimization of evaluation methods of the World Bank to ensure that different regions of Shanghai can adapt to the evaluation index system. When constructing the evaluation system, we should base on enterprises and draw lessons from foreign evaluation methods reasonably, so as to promote the establishment of the index evaluation system [5]. The evaluation system requires a necessary assessment of the establishment of the company, the determination of property rights and other content. First, it is necessary to evaluate the availability of relevant conditions in the communication process, and to analyze the average efficiency of large-scale business, and then determine the content of the annual approval period. Second, it is required to carry out pilot work in the Pilot Free Trade Zone, so as to effectively achieve continuous optimization of the business environment. Third, in the process of achieving the goal, it must be implemented in the next year to ensure that the construction permit is obtained within 50 days.

In order to improve the efficiency of administrative examination and approval, we should learn from international advanced experience. Safety, environmental protection and economy should be guaranteed in the process of construction license processing. On this basis, relevant contents should be revised and established, and the approval process should be rationally optimized. In streamlining the project approval process, Shanghai should revise it at the international advanced level, and implement the "pre-audit agency" to realize the declaration of the agent, and then correct the relevant opinions. At present, Shanghai charges about 30% higher than the cost of Singapore, so it is necessary to reduce the cost reasonably. Therefore, Shanghai needs to do less or no levy; and conduct reasonable research on service charges of enterprises, and reduce or not accept the increase in service quality; optimize the use of some expenses to prevent abuse. appear.

Firstly, the government should constantly raise awareness of fiscal transparency, strengthen publicity and education, so that governments at all levels and workers can fundamentally reverse the backward understanding. Second, we should constantly expand the depth and breadth of financial information disclosure, realize the disclosure of unit final accounts and budget information, and constantly standardize the use of funds [6]. Thirdly, we should constantly improve the financial information disclosure system and ensure the effective implementation of the financial information disclosure system. In order to actively build a public service platform, pilot work should be carried out in the process of information disclosure. At the same time, we should strengthen the dining industry of citizens to ensure that citizens can supervise the work of the government. Therefore, in order to facilitate the use of relevant information, the government should standardize it. Financial departments should also publicize financial information in a unified way, which can effectively improve efficiency. When the information of the underground pipeline map is missing, it is necessary to actively construct a public service platform, improve the communication and smooth communication of information, and actively construct a coordination mechanism to ensure that information disclosure can effectively coordinate with multiple departments, thus ensuring the orderly work. get on. Institutions should also carry out reforms, implement short-listing pool models, and strengthen the application of limited competition models such as short-lists to achieve supply-side reforms. It is necessary to strengthen inventory management and reduce the cost of public affairs [7]. In the new era, China's economy has entered a new normal, which requires Shanghai to create a good business environment, so as to attract high-quality enterprises, deepen economic reforms, ensure the efficient development of Shanghai's economy, and promote Shanghai's economic development.

6. Conclusion

Improving Shanghai's administrative efficiency and optimizing its business environment will help to realize Shanghai's international advanced business environment, provide a good development soil for enterprises, better realize Shanghai's supply-side reform, and enhance Shanghai's position in international competition. At present, there are problems in the business environment in Shanghai that the efficiency of administrative examination and approval still needs to be improved, the related taxes and fees still have room to fall, and the fiscal transparency still has room for improvement. Therefore, it is necessary to adopt reasonable planning at the overall level and formulate effective solutions to the problems. To create a good business environment for Shanghai, to achieve sustainable development in Shanghai, to achieve a core position in international competition, to promote Shanghai's new international outlook in the new era, and to promote Shanghai's economic transformation.

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