A Brief Discussion Administrative Governance of Business Environment in the Digital Age

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Abstract. The rule of law is the best business environment in the digital era. The article takes the application of "Guangdong Business Pass" as an entry point, and uncovers the impact of digital reform on the identity of administrative subjects, organizational structure, and the distribution of power and responsibility in the business environment from its development process. The article argues that strengthening legislative review, breaking down departmental barriers, and rationalizing the relationship between authority and responsibility are rational ways to promote the sustainable and healthy development of the business environment.

Keywords: Digital Age Business Environment Administrative Rule of Law.

1. Problem formulation

With the deepening of digital reform, the era of digital economy with data as the key production factor and network as the main operation platform has quietly arrived, and the "Guangdong Business" application is a fruit of the era of digital economy. For the first time, it integrates high-frequency enterprise-related services scattered in various departments into the same platform, providing "one-stop" services for market players in Guangdong province, and gradually becoming a digital business environment governance platform that "integrates Guangdong business and connects government and enterprises". This requires the administrative rule of law to respond effectively to the obstacles and changes faced in the process of optimizing the business environment in the digital era according to the needs of the digital economy reform on the business environment governance, in order to seek the way to build the administrative rule of law operation of the business environment of the digital economy.

2. The Impact of Administrative Rule of Law on Business Environment Governance in the Digital Age

2.1 The impact of administrative subject status

First, the digital business environment of the rule of law practitioners. The optimal governance of digital business environment cannot be run on the track of rule of law, and the government is the practitioner, guide and supervisor of rule of law business environment governance. When the digital business environment requires the construction of a set of open and transparent, fair and reasonable, fair and just laws and regulations, it is necessary for the government to intervene in the legislative process as a strong and authoritative practitioner to resolve differences. [1] Second, the coordinator of the interests of digital business environment. As the administrative rule of law governance of digital business environment involves multiple interests, the government is in the middle of the command zone between administrative power and market business, so it naturally becomes the perfect candidate to coordinate public and private interests, provide digital public services to meet the needs of business environment governance, and moderate and reconcile the contradictions of interests. Third, the collaborative players in the digital business environment. In the context of the digital era, the construction and governance of a business environment based on the rule of law requires the coordination and participation of multiple actors, of which the government is also a member. Of course, in the specific market economic behavior, the leading participant should be the
government, and the government should collect and give feedback to the opinions of all participants according to the law.

2.2 The impact of administrative organizational structure

When digital technology intervenes, the original section hierarchical administrative organization model will be accompanied by the open sharing of data, simultaneous administrative methods and digitalization of government supervision to achieve hierarchical integration. Specifically in the current administrative rule of law work of promoting business environment governance in the digital era, the changes in administrative organization structure triggered by digital technology are highlighted in the establishment of big data management agencies around the world. Digital technology in the business environment governance work, to break the government's internal power hierarchy, business departments and regional jurisdictions based on the boundary, so that the government organization to achieve from "bounded" to "cross-border" change to provide technical support. [2]In recent years, the central and local governments have formed corresponding government data governance institutions to expand the institutional supply of data administrative governance in order to digitally empower the optimal governance of business environment, such as the Anhui Provincial Government Service Administration established in 2018.

2.3 The impact of administrative power and responsibility allocation

On the one hand, at the level of administrative power, the transfer of power from administrative subjects to society and the decentralization of power between vertical layers within administrative subjects caused by digital empowerment is the impact of digital technology on the logic of administrative power distribution. The tools of government generated by the advancement of digital technology have changed the scope and limits of the administrative subject's ability to govern the business environment, as well as the public's imagination of the way and process of exercising administrative power. On the other hand, at the level of administrative responsibility, as a type of responsibility relying on administrative power, coupled with the modern administrative rule of law principle of unity of power and responsibility requires, so when the digital era reshapes the logic of administrative power allocation, it also acts simultaneously on the logic of administrative responsibility allocation. For example, the objectivity of big data, the scientific nature of cloud computing, and the abstraction of blockchain have, to a certain extent, compressed the space for administrative subjects to exercise discretion and reduced the contextualized operation required to cope with complex and changing governance scenarios.[3]

3. Administrative rule of law response to the business environment in the digital age

3.1 Strengthening the review of the legality of business environment legislation

The rule of law is the best business environment, and good law is an inherent requirement of the rule of law, so the most important thing for the governance of the business environment in the digital era is to build good law and good governance, which is also the rightful role of the government as a practitioner of the rule of law as mentioned above. The optimization of the business environment regulations, Article 63, paragraph 2, clearly requires the development of administrative regulatory documents related to the rights and obligations of market participants to review the legality of the line. Legality review should focus on the government on the business environment governance of the legislative subject, legal authority, legal procedures and other legal review, especially in relation to the market business subject's rights and interests or obligations increase whether the normal business order is interfered with.
3.2 efforts to break down the business environment governance sectoral barriers

Under the premise of effective protection of data information security, government entities should do their best to maximize the orderly, free and smooth flow of data elements, creating a good digital environment for a safe and efficient business environment. In the digital economy business environment governance laws and related documents, such as the "Data Security Law" Article 1 provides that "to ensure data security and promote data development and utilization. Only by allowing the data contained in mobile government service platforms such as "Guangdong Business" to circulate efficiently in a safe environment can the development and growth of the digital economy have a constant source of new momentum, truly releasing the value of business data and information, and the governance of the business environment can move forward steadily in the digital era. Therefore, the governance of digital business environment should be incorporated into the legal planning at the national, provincial and municipal levels, and the administrative barriers should be broken down in a way that the governments at the upper and lower levels work together to achieve the interoperability of business information at the macro level.[4]

3.3 rationalize the relationship between the government's authority and responsibility for business environment governance

Firstly, it is necessary to clarify the difference between the rights (force) and obligations of government subjects and digital technology operators, so as to reduce the resistance to cooperative governance of business environment faced by government-enterprise cooperation; secondly, it is necessary to clarify the configuration and distinction of powers and responsibilities of each functional department within the government system, for example, the "Guangdong Business" application can be used to handle online business start-up and other high-frequency matters. For example, more than 275 high-frequency matters related to enterprises, such as business start-up, can be handled online, which requires the integration of government services of several government departments, such as human resources and social security, taxation, public resources trading, industry and information technology, etc. Therefore, the boundary of departmental responsibilities should be delineated in a textual, institutionalized and constitutional manner, which is conducive to reducing the shirking of responsibilities by government departments due to tugging; finally, the scientific deployment of the boundaries of authority and responsibility between multiple enterprises is needed to create a division of labor and collaboration. authority and responsibility boundaries, to create an atmosphere of division of labor, cooperation and win-win relationship, especially to maintain a balance between the strong and weak enterprises with different degrees of digitization.

4. Conclusion

On December 15, 2022, the Central Economic Work Conference proposed to comprehensively optimize the business environment and promote fair competition, which shows the important value of the governance of the business environment to promote China's economic and social development and has become a policy strategy at the national level. The road of optimizing the development of business environment is built under the overall linkage of government and market entities.

References

