

Research on Government Function Transformation Based on Enterprise Government Theory

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ABSTRACT

With the rapid development of the market economy in our country, the government management system needs to make continuous adjustments. It is of great significance to draw on and introduce the theory and management model of enterprise government to transform government management functions, and improve government management efficiency and management service level. This article systematically analyzes the main characteristics of the model of enterprise government by combing the basic ideas of enterprise government, and puts forward policy recommendations on the application of enterprise government theory in the transformation of government functions in China.

Keywords: *customers, entrepreneurs, bureaucracy, limited government, government management, policy recommendations*

1. INTRODUCTION

Enterprise government is a concept that has appeared frequently in the field of public administration in recent years. Its theoretical essence is that enterprise government leaders and department managers should be full of entrepreneurial spirit, applying enterprise business ideas, methods and technologies into government management and services, and encouraging public officials to actively take the initiative to perform with enterprise management operation mode and performance evaluation mode, then to change the rigid and inefficient bureaucratic organization system in the past and create the vitality and executive power of the government.

From the current experience of western developed countries in constructing service-oriented governments, they learn and apply the management methods, management models and management mechanisms created by private enterprises. It has not only promoted the improvement of management efficiency and service quality of governments as well as administrative departments at all levels, but also effectively eased the competitive pressure brought about by the bureaucracy and economic globalization, and it has also been generally recognized by the society and the public.

2. BASIC CONCEPTS

Classical liberalism favors the use of market means to solve economic problems, they allow the "invisible hand" to play its role freely. It firmly believes that the "least-managed government is the best government". Covertly claiming that "they pursue their own interests, it often enables him to promote the interests of the society more effectively than it is under the original intention" [1]. Due

to the defects or lack of the government itself, the public goods cannot be effectively provided, resulting in a waste of resources, high transaction costs and an increase in rent-seeking activities, and bringing about the phenomenon of "government failure".

Faced with this thorny problem, in the late 20th century, based on the reform of government organizational systems and operating mechanisms to overcome bureaucratic purposes, Western countries have successively launched a wave of government reforms. The theory of enterprise government came into being. The theory emphasizes the use of private enterprise management mechanism and technology to transform the government and change the government's functions to the market. They believe that reforming the government's leadership management and service model, and building an enterprise-oriented government is to strive to enable the head of government and the managers of the administrative management department to value and apply the entrepreneurial spirit and service concept, then to reshape the government's organizational management system and build into the essence of enterprise management, which can effectively overcome the shortcomings of the inherent bureaucracy. Specifically, applying the enterprise management model to the government makes the government, like enterprises, focus on input and output, effectively use resources, and improve government performance.

Another scholar who has made important contributions to the enterprise government is Drucker. He believes that an organization that wants to possess entrepreneurial spirit must possess "unique and special things." This "thing" is innovation organization. Possessing entrepreneurship is an act of actively pursuing reform, rather than personality traits, and its foundation comes from the innovation of concepts and theories, not from intuition [2].

In addition, domestic scholar Professor Zhang Chengfu believes that enterprise government refers to the

government department is composed of a group of entrepreneurial public managers, who can use a variety of innovative strategies to revitalize the original rigid bureaucracy and effectively use resources to improve the government Efficiency [3].

In summary, the meaning of enterprise government can be generalized as the following aspects: government leaders and managers of various departments who is under the guidance of entrepreneurship to absorb and use enterprise management business ideas, thinking, models and operating mechanisms, reform traditional organizational systems and administrative principles. Making it with service awareness and innovation motivation, so as to become a high-performance government organization.

3. SPECIFIC MODES

3.1. Market-oriented

As we all know, the market-led economy is the result of the law, and the disadvantages of man-made or even economic manipulation are obvious to all. The government's function should be "to steer" rather than "paddle". Providing various services to society is paddling, and the government is not proficient in this [4]. Facing the increasingly complex social environment, the severe situation of social class differentiation, and the increasingly diversified social needs, the monopoly guidance and services used by the government in the past will be difficult to maintain. Therefore, the main responsibilities of the government should be in macro-control, such as policy formulation, macro-control of the economy and redistribution of income, establishment and protection of property rights. The market-led law should be followed to change the planned economic model and planned thinking of the allocation of social resources, and to promote the reform of the government's administrative system with the role of the market, and also part of the functions in the enterprise, certain functions in the grassroots, social functions in the society, and market functions market. In other words, the provision of services is not the obligation of the government, and it is the foundation of the government to ensure the provision of services.

3.2. Competition-driven

Osborne believes that the reason why the government is not as efficient as enterprises, the main reason is that it lacks a competition mechanism. At the same time, he pointed out the benefits of introducing competition mechanisms, such as competition forcing public monopoly organizations to respond to customer needs; competition rewarding innovation, monopoly stifling innovation; competition improving the self-esteem and morale of public organization employees. Specifically, various

resources and service activities owned by the public sector are handed over to the private sector in government management activities to diversify public service providers. This not only provides diverse services to the public, reduces the cost of public services, improves the performance of public management, but also stimulates the innovative spirit of society.

3.3. Reasonable Authorization

The theory of enterprise government believes that authorization is the need of people's governance. In a country where people are self-governing, the government's administrative experts should not be hands-on, but are good at authorization and encourage public participation in management. However, in our public management activities, this point has been neglected, causing the public service field to be gradually controlled by the bureaucracy, thereby destroying the self-confidence and ability of the general public, it has caused the citizens to rely heavily on the government. Therefore, the enterprise-oriented government tends to decentralize the management model, externally authorize the grass-roots government with flexible management space, and internally grant subordinates the right to participate in management, thereby enhancing the cohesion of the organization and improving the efficiency of public management activities.

3.4. Performance Standard

Focusing on high efficiency and pursuing high efficiency is one of the important characteristics of enterprise government. It changes the concept that only values input and not output in the past, emphasizes the "cost-benefit" relationship of public management activities, and requires the minimum input to obtain the maximum benefit. It evaluates various government departments based on its policy effects, and specifically adopts three methods for performance management: Firstly, paying according to performance, and implement a performance salary increase system or bonus system for organizations and individuals with good performance. Secondly, managing by performance, and use performance information as a management tool to continue to improve your work. Finally, making a budget according to the effect, and link the expenditure of your organization with the effect.

4. POLICY RECOMMENDATIONS BASED ON THE THEORY OF ENTERPRISE GOVERNMENT

4.1. Establishing Limited Government

With the further establishment and development of China's socialist market economic system, corresponding to it, a new type of government management system and

operating mechanism that conforms to the market economy model should be established. The enterprise government uses the market mechanism to reform the administrative system. Taking advantage of the entrepreneurial spirit to shape the administrative managers, and elevating government officials with work performance evaluation. Specifically, on the one hand, government functions should be effectively transformed into macro-control and public services, changing the all-encompassing and omnipotent "all-round government" model. Gradually realize the transition to "limited government" from theory and practice. On the other hand, according to the prevailing standards and basis of "limited government", grasp the inherent requirements and laws of the government's core functions, scientifically and reasonably strip the related functions, realize the socialization of some functions, and gradually form the pattern of "small government-big society" and "limited government".

4.2. Optimizing Resource Allocation

The vitality of the market is competition, and the bureaucratic government is monopoly. To solve the government's administrative monopoly, it is necessary to introduce a market competition mechanism, which can force the government public sector to actively improve its services and management in order to win "customers". By introducing a competition mechanism, the government becomes a service-oriented government, eliminating government staff are inert to promote the effective allocation of public resources. Specifically, administrative competition includes two aspects: On the one hand, it is the competition between various administrative agencies and departments within the government, mainly to break the monopoly position of a single administrative agency in the public management department, prompting administrative agencies and enterprises to respect market choices like that, and continuously improve service effects and services quality, then to pay attention to public management performance and cost benefits, and respond to public needs in a timely manner. On the other hand, it is the competition within the administrative agencies, mainly to introduce modern human resource management co-management departments, following the principles of "openness, equality, competition, and selection of merits", using the assessment system and elimination system to achieve regular assessment and elimination, thereby stimulating the sense of professionalism and responsibility, promoting the self-adjustment of government organizations and members, and improving administration effectiveness.

4.3. Improve Autonomy Ability

An important means of enterprise management is to adopt scientific decentralization and authorization, the purpose of which is to reduce the management level, expand the

management range, and improve management efficiency. From the perspective of authorization, the decentralized decision-making power is granted to grass-roots organs and organizations to give full play to their local conditions. Analyzing from the perspective of decentralization, we should grant subordinates certain powers and strengthen the cohesion of the organization through democratic participation, then to improve the production efficiency of the organization. In the process of government reconstruction, the US federal government has expanded the power of local governments to varying degrees, "repaying power to the state and the people". In addition, Britain, France and other countries with strong centralization have expanded the power of local governments to varying degrees [5].

4.4. Changing Management Ideas

Judging from the practical experience of enterprise development, any enterprise with vitality and efficiency always follows the concept of customer-oriented service. To change the government management model and shape the enterprise government model, we must base ourselves on the goal of "serving the public". In view of this, the government should actively change its role and functions, with the basic positioning of providing products and services to the society and the public, insist on serving the needs of citizens and meeting the development of society as the starting point and destination, and uphold the democratic administration of "the public interests are paramount" idea. First of all, to establish the concept of the public as "customers", the public needs are the needs of customers, government managers must fully consider and serve the needs of different levels of the public. Secondly, the quality of public services is measured on the basis of customer satisfaction. Finally, we should establish and improve the public supervision, evaluation and feedback mechanisms for the government, then to encourage the public to actively participate in government management, and supervise the performance of government efficiency.

5. CONCLUSION

Enterprise government must introduce competition mechanism and apply innovative strategies under the market-oriented concept. Currently, China is in a critical period of changing government functions. The idea of an enterprise government will undoubtedly provide a new way of thinking for the reform of our government. This article discusses the transformation of government functions based on the actual situation in China. Then structural policies is proposed, which provides feasible ideas and reference solutions for the future government reform. Not only this has the theoretical significance, but also has certain practice value.

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