



Analyze the Relationship and Impact of China's Urban Civilization Construction Project and Business Environment

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Abstract. The business environment refers to the sum of relevant external factors and conditions such as the government affairs environment, market environment, legal environment, and humanistic environment involved in market entry, production, and operation. The business environment includes social, economic, political, and legal factors that affect business activities. It is a systematic project involving many economic and social reform fields and opening to the outside world and exit. People's Network said on June 28, 2022, Beijing time. It was mentioned in the press conference of the Central Propaganda Department: Since 2013, China's business environment ranking has risen from 96th to 31st. The National Civilized City is an honor in China that reflects the city's overall development level and civilization. It is a consideration of the level of political, economic, and social development of a place. Establishing a civilized city and creating a good business environment have always been mutually reinforcing relationships. Therefore, a city's civilization level is a crucial business environment.

Keywords: urban civilization · business environment · comprehensive development

1 Introduction

Creating a civilized city has gone through the initial stage of exploration since the 1980s to a development stage where the connotation is gradually enriched. And then to the current stage covering economy, politics, culture, society, and ecology. It has developed from focusing on the material to both material and humanistic spirit. Make the creation of civilized cities a vital driving force to promote the comprehensive development of the economy and society. Continue to open up a new realm of civilized city creation. The development of cities is an important symbol of economic development and social progress. At present, China is in the historical stage of accelerating modernization. A modern city should have both a developed economy and a developed civilization. To create a civilized national city is to create a beautiful urban environment, form orderly social management, provide high-quality public services, and cultivate civilized citizens.

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These are actual contents and essential topics for optimizing the business environment. This article is mainly based on the creation process of China's civilized cities. Study how the creation of civilized cities optimizes the business environment.

1.1 Background

1.1.1 The Development Stage and History of the Creation of Urban Civilization

1.1.1.1. *Initial Exploratory Stage*

The initial stage of the civilized national city started with the experience of Sanming City in Fujian Province and Zhangjiagang in Jiangsu Province to the advanced city in constructing a civilized city. In October 1995, the Central Propaganda Department and the General Office of the State Council held a national experience exchange meeting on spiritual civilization construction in Zhangjiagang City, Jiangsu Province. Subsequently, the Central Propaganda Department held a seminar on the construction of spiritual civilization for the secretary of the Municipal Party Committee in Zhangjiagang City. It summarizes and promotes Zhangjiagang City's experience in "creating a civilized city", setting off a nationwide upsurge in studying Zhangjiagang and building a civilized city. At this stage, the country's first local regulations on the construction of spiritual civilization were promulgated. The "Administrative Regulations on the Construction of Civilized Units in Henan Province" was formulated by the Henan Provincial Party Committee and the Provincial Government in 1989 and clarified the selection criteria and management methods for civilized cities, civilized villages, towns, and civilized units.

1.1.1.2. *Steady Development Stage*

In September 1999, the Central Civilization Committee named and commended the first batch of 58 "National Advanced Cities for Building Civilized Cities". In October 2002, the Central Civilization Committee named and commended the second batch of "National Advanced Cities for Building Civilized Cities", and the activities of building civilized cities across the country continued to develop in depth. The creation of a civilized city has entered a new period, starting the stage from an advanced city in the creation of a civilized city to the creation of a civilized national city. In September 2004, the Fourth Plenary Session of the Sixteenth Central Committee put forward the strategic task of building a harmonious society.

The strategic deployment of China's socialist modernization drive should be developed into constructing material civilization, political civilization, spiritual civilization, and harmonious society. The construction of a harmonious society has become an essential theme in creating a civilized city. In September 2005, the Central Civilization Committee conducted two "National Advanced Cities for Building Civilized Cities" sessions based on the appraisal and commendation work. As a result, the first "National Civilized City" selection and commendation activity was launched. It marks that the creation of a civilized city has entered a new stage of development.

1.1.1.3. *The Overall Promotion Stage*

1. Taking creating a civilized city as a strong starting point. Promote healthy and sustainable economic development and overall social progress. In the new era, building a civilized city has become a comprehensive platform for coordinating and promoting the

overall layout. Become a people's livelihood project that enhances people's happiness and builds a harmonious and livable city. It is necessary to comprehensively advance material civilization, political civilization, spiritual civilization, social civilization, ecological civilization, and party building. The creation of civilized cities has opened a new chapter.

2. Taking the satisfaction of the general public as the highest standard. Continue to satisfy the people's yearning for a better life. To further promote the creation of a civilized city, we must always pay attention to the needs of the masses. Meet the expectations of the public. The spirit of serving the people, benefiting the people, and fairness should be incorporated into building a civilized city. Adhere to the problem-oriented approach in all aspects. Start from the issues that the masses are most concerned about, and start from the issues that the masses reflect the most strongly.

3. The key is to strengthen the construction of ecological civilization. Continue to improve the quality of creating a civilized city. The operators of civilized cities must establish the concept of green development. Take saving resources as the fundamental policy to protect the ecological environment. Advocate a green and low-carbon lifestyle in the whole society. Carry out actions such as creating energy-saving institutions, green families, green schools, green communities, and green travel.

Urban greening is a vital evaluation index for a good ecological environment. The "National Civilized City Evaluation System" stipulates that the green space rate in the built-up area is greater than or equal to 36% of the provincial cities. County-level cities >31%. County town $\geq 33\%$. The per capita park green space in provincial cities is $\geq 10 \text{ m}^2$. County-level cities and county town $\geq 9 \text{ m}^2$. The green space rate of residential areas shall not be less than 30%. The green space rate of educational and scientific research, medical and health facilities, public cultural facilities, and other units shall not be less than 35%; the green space rate of transportation hubs and commercial areas shall not be less than 20%. Picture Urban greening is an essential evaluation index for a good ecological environment.

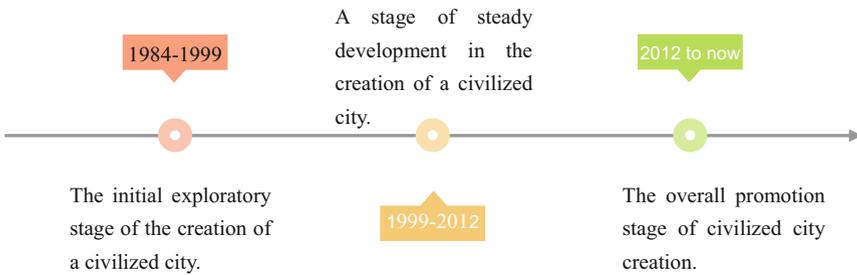
4. Focusing on expanding the creation of county areas, helping rural revitalization and poverty alleviation

Implementing rural environmental improvement projects is necessary to ensure that the environment is clean and tidy and that the management is standardized and orderly. Vigorously carry out urban and rural cleaning actions, effectively support rural roads, water, and toilets, and promote "urban and rural sanitation integration". Continue to effectively carry out paired assistance between urban civilized units and villages and towns. Realize the normalization of cultural, technological, and health activities. Promote volunteer services to take root in rural areas. Do a good job in the construction of rural sites. Actively carry out the change of customs and habits and break the stereotypes. Vigorously cultivate a civilized rural style, a good family style, and a simple folk style. Carry out the creation of star-rated civilized households, villages, and towns.

It is necessary to do an excellent job of policy poverty alleviation guarantees and industrial development to increase income simultaneously. Vigorously carry out spiritual poverty alleviation by setting up public welfare posts. Guide poor households to participate in "village cleaning" activities actively. All staff is mobilized to build beautiful and livable villages. Improve the appearance of the village.

5. Establish a continuous, sound, and normalized organizational and coordination mechanism. Set up municipal and district levels to create a long-term management office for national civilized city work. Realize normalized management. Continue to establish and improve a sustainable and stable investment guarantee mechanism. Increase the necessary funding for the creation of civilized cities year by year. Ensuring the smooth progress of all creations. Continue to improve the publicity and guidance mechanism. Give full play to the role of traditional media and emerging media. Civilization creates propaganda as regular content through in-depth, persistent, high-volume advocacy. Amplify the impact created. Enhance the public’s sense of identity. Increase citizen participation, support, and satisfaction.

Continue to establish and improve a strict and standardized supervision and accountability mechanism. Stick to problem orientation. Adhere to the people’s livelihood orientation, and establish a mechanism combining administrative supervision, social supervision, and public opinion supervision. Follow up and supervise important links and significant actions in the construction of civilization. Promote the resolution of crucial and complex problems. Promote the construction of civilized cities to a new level.



1.1.1.4. *The Status Quo of China’s Business Environment*

There are still many problems in the current business environment in China. For example, it is challenging to implement preferential policies, supervision and approval are out of touch, information cannot be shared, financing is complex, and talents cannot be introduced. This shows that a good business environment requires not only government guidance but there must also business cooperation. Both need to be created together. The most intuitive manifestation of the business environment is the investment environment. Including the factors that affect the direct foreign investment activities of enterprises. Investment rules and policies, political stability, macroeconomic stability, and general security conditions.

1.1.1.5. *The History of the Creation of Civilized Cities Across the Country*

It is a process in which a city’s hard power is enhanced, its soft power is enhanced, and its influence is expanded. It is a process in which the development quality is improved, its innovation capability is improved, and its business environment is optimized.

1.2 The Research Objectives

1. Research the progress of the current civilized city creation project. Analyze the difficulties of creating a civilized city.
2. Research the benefits of the Civilized City Creation Project. What role does the Civilized City Creation Project has on the business environment?
3. Use public policy theory (policy science) to study the benefits of civilized city creation.
4. SWOT Analysis Results of Civilized City Creation Project.

1.3 Research Benefits

This survey analyzes the difficulties and challenges in creating a civilized city. Investigate how to solve problems and positively impact the development of a business environment.

2 Literature Review

2.1 Civilized City

A civilized city refers to building a moderately prosperous society in the whole country. Promote a new stage of development of socialist modernization and overall progress in economic and social undertakings. Researchers coordinated the development of material, political, and spiritual civilization construction. As a result, remarkable achievements have been made in constructing spiritual civilization, making a city with a higher quality of citizens and a higher degree of civilization. The title of National Civilized City is a comprehensive honorary title that reflects the overall civilization level of Chinese cities.

2.2 National Civilized City Honorary Title

The civilized national city is the comprehensive development of economic construction, political construction, cultural construction, social construction, ecological civilization construction, and party building. As a result, the quality of citizens' civilization, the degree of urban civilization, the taste of urban culture, and the quality of life of the masses are relatively high. A city that respects morality and kindness has a rich culture, is harmonious and livable, and is satisfied with the people. The National Civilized City is a comprehensive honorary title reflecting the overall civilization level of the city. It is the most valuable intangible asset and the essential brand of a city.

2.3 The Basic Content of Creating a Nationally Civilized City

Creating a civilized national city mainly includes a solid ideological and moral foundation. It includes ideal and belief education, the construction of socialist core values of the Chinese, and the cultivation of civilized morality. An excellent economic and social development environment, including a clean and efficient government environment, a fair and just legal environment, an honest and law-abiding market environment, a healthy and progressive humanistic environment, and promote youth. A healthy social and cultural environment, a harmonious and livable living environment, a safe and stable social environment, an ecological environment conducive to sustainable development, and a long-term and regular working mechanism are the contents of a nationally civilized city.

2.4 Socialist Core Values of the Chinese

Socialist core values of the Chinese are prosperity, democracy, civilization, harmony; freedom, equality, justice, the rule of law; patriotism, dedication, integrity, and friendliness.

2.5 Creating a Nationally Civilized City is an Essential Carrier for Optimizing the Business Environment

The business environment plays a very prominent role in the urban competition. Enterprises will take root where the environment is more conducive to development, and capital, technology, talents, and other elements will flow. The business environment has become a significant soft power and core competitiveness for a place. The level of civilization of a city is a crucial business environment. Suppose the level of urban civilization is not high. In that case, it will be difficult to attract high-quality resources and even more challenging to seize the opportunity in high-quality competition. Optimizing the business environment and creating a civilized city are mutually reinforcing.

2.6 Remediation Activities for the Creation of Civilized Chinese Cities

Carry out particular actions to create a public welfare publicity atmosphere.

Organize and carry out centralized rectification of city appearance order.

Carry out particular actions for environmental sanitation improvement.

Carry out transportation improvement actions.

Carry out a particular campaign for the standardized management of convenience facilities.

Carry out unique campaigns for public awareness and guidance.

Improve the city management standard system.

2.7 The Primary Path to Creating a Civilized City

1. Promote the institutionalized mechanism for creating a civilized city. Institutional construction is the most stable and fundamental way to create a civilized city. Set up specialized agencies. Sound organizational system. It is equipped with specialized personnel to form a sound leadership mechanism. To clarify the division of labor, strengthen responsibility. under the leadership of specialized agencies. Delineate the responsibilities of different departments. Build a multi-party linkage operation mechanism.
2. Improve the level of intelligence in urban construction. The creation of a civilized city is inseparable from the creation of a smart city. Integrate information technologies such as big data, the Internet of Things, artificial intelligence, cloud computing, and blockchain with urban construction. Realize full coverage of information networks, intelligent infrastructure, digital planning and design, convenient public services, precise social governance, and modernization of industrial development.
3. Create the branding of characteristic urban resources. Build a brand industry and achieve transformation and development. Enrich the connotation of the development spirit, form a unique urban spirit, and create a cultural brand.

2.8 The Essential Goal of Building a Nationally Civilized City

With the continuous progress of the economy and society and the rapid development of informatization. Compared with high-rise buildings, landscape architecture, and transportation, a clean and tidy urban environment. Civilized and polite city dwellers. Harmonious and stable urban atmosphere. It can better demonstrate the cultural charm and development vitality of the city. Creating a civilized city is a coordinated development process of the five major civilizations. It is the process of the overall appreciation of the city. The establishment of a civilized city focuses on promoting the core socialist values. Improve citizens' ideological awareness, moral standards, civilization quality, and the degree of civilization of the city. Focus on guiding and educating the masses to attract the masses' participation. Enhance citizens' sense of belonging and the city's centripetal force, and pay attention to the improvement of the environment. Strengthen urban economic management. Improve the level of public services, and create a beautiful environment, good order, and high-quality service. These are all critical factors to enhance the city's attractiveness and influence, that is, the overall appreciation of the city. The city's soft and hard power will be enhanced together. It is vital in attracting foreign investment, high-end talents, and advanced technology. Creating a good business environment and promoting high-quality economic development are essential to building a civilized national city.

2.9 International Overview of Business Environment Assessment

International organizations, governments, and multinational enterprises are conducting business environment assessments. It is carried out from three levels: In the first level, the business environment is a synthesis of factors that directly affect the operating efficiency and quality of domestic enterprises in the country. The operational aspect focuses on the micro contents directly related to the business operation, such as starting a business, handling construction permits, registering property, and paying taxes.

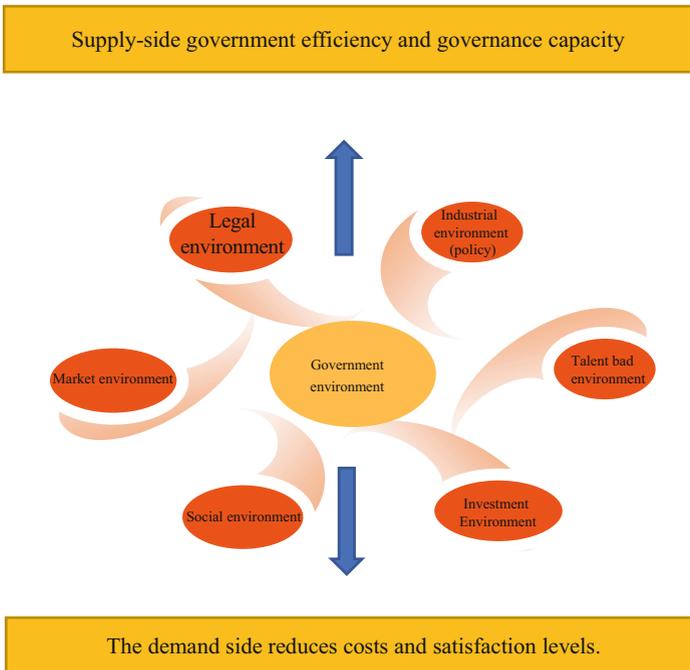
At the second level, the business environment is equated with a country's competitiveness. It includes all economic, political, cultural, social and even environmental aspects that directly or indirectly affect business activities. Finally, the operational aspect focuses on the macroeconomic environment, infrastructure, labor force education, and other macro contents.

At the third level, the business environment is the investment environment, including the factors that affect enterprises' direct foreign investment activities. The operational aspect focuses on market openness (especially openness to investment), investment rules and policies, political stability, macroeconomic stability, public security, and other content related to cross-border trade.

2.10 The Development of Business Environment Assessment in China

The concept of "business environment" has been around for a relatively short time in China. Moreover, it is mainly based on the government's introduction of systems or opinions for exploration and practice—the first to conduct systematic theoretical research and practice on the "business environment" in Guangdong Province. In June

2012, Guangdong Province organized a survey on “Building a Legalized International Business Environment”. At the end of 2014, Foshan City, Guangdong Province, explored and established the “Foshan City Business Environment Indicator System”. Become a pioneer in China to explore the practice of internationalized and legalized business environment. China’s business environment assessment is mainly divided into three steps. Before the end of 2018, build a business environment evaluation mechanism and conduct trial evaluations in 22 cities. In 2019, conduct business environment evaluations in municipalities directly under the Central Government, provincial capital cities, cities under separate state planning, and some prefecture-level cities; The above cities carried out business environment assessment.



2.11 The Development Status of China’s Business Environment

1. It is tough to implement a favorable enterprise policy. When the government releases various policy information to the outside world, faced with massive amounts of information, companies cannot choose the best preferential policies. It is impossible to know which type of policy is more professional. The enjoyment of enterprises in preferential policies will be correspondingly reduced.
2. Disconnection between regulation and approval. The overall development of the administrative examination and approval reform is good. For example, the decentralization of administrative authority and the approval process have achieved great reform results. However, some permissions have been abused.

3. Information cannot be shared. Because there is no top-level design and corresponding financial support, the degree of mutual recognition of information between different departments is relatively low. This situation further leads to information barriers.
4. Financing difficulties. For SME financing, the high loan threshold is one of the most critical issues. Small and medium-sized enterprises are mostly the types of enterprises in the nascent stage of new industries. Such enterprises do not have relevant valid collateral, such as factory buildings and land. Therefore, it is challenging to obtain financing from the bank.

2.12 Public Policy Theory

Policy science is also known as policy analysis. It is a method for studying policy research, formulation, analysis, screening, implementation, and evaluation. Policy analysis's core issue is analyzing alternative policies' effects, nature, and causes. It is developed based on operations research and systems analysis. Operations research and systems analysis focuses on the quantitative analysis of systems. Policy analysis focuses on analyzing the nature of the problem to discover new policy options and solutions. Its purpose is to assist policymakers in maintaining or improving policy objectives to achieve social development and the majority's interests. American political scientist Lindblom first proposed this concept. He believes that policy analysis is universal in the policy-making process. The theoretical policy analysis models mainly include the political system model, group model, elite model, functional process model, institutional model, rational model, gradual model, and game model.

2.13 S.W.O.T

SWOT analysis (or SWOT matrix) is a strategic planning and management method that may help a person or organization identify strengths, weaknesses, opportunities, and threats in commercial competition or project preparation. It is often referred to as scenario analysis or situational analysis. This method may be used to assess the strategic position of various companies and is intended for use in the early phases of decision-making processes (for-profit enterprises, local and national governments, NGOs) Carlos Nunes Silva, 2005. It aims to pinpoint the internal and external elements that are advantageous and detrimental to attaining the goals of the project or enterprise. In order to make a SWOT analysis helpful and discover their competitive advantage, users often ask and respond to questions to provide relevant information for each area. SWOT has been referred to as a tried-and-true strategic analysis instrument, but it has also faced criticism for its shortcomings, leading to the development of substitutes (Sevier, Robert A., 2001).

3 Research Methodology

The qualitative research approach was applied in this study. The study of the nature of phenomena is described as "the study of their quality, distinct manifestations, the environment in which they exist, or the perspectives from which they might be observed" but excludes "their range, frequency, and location in an objectively specified chain of

cause and effect” (Philipsen, H., & Vernooij-Dassen, M. 2007). A more practical rule might be added to this formal definition: qualitative research frequently uses verbal rather than statistical data (Punch, K. F. 2013).

3.1 Research Limitations

The first is the limitation of the policy because this is a national-level action. The researcher cannot get the most accurate news the first time. At the same time, the most timely and accurate data cannot be obtained.

The second limitation is that China’s policies to benefit the people and enterprises are too many and too complicated. Including talent introduction and talent settlement. It is difficult for the researcher to identify policies related to the creation of urban civilization.

The third limitation is that the progress of civilization creation work in different regions and cities is inconsistent. Because China is a country with a vast territory, different local cultures are very different. Therefore, the difference in the progress of urban civilization creation also complicates concluding this study.

3.2 Future Research

In future research, the researcher will sample several representative cities or regions. For example, compare prosperous cities such as Shanghai and Beijing with the backward cities in western China. Can the cultural differences between southern and northern Chinese cities lead to differences in the creation of urban civilization and bad business conditions to obtain more accurate research conclusions in future research directions? The researcher will also extend to two other aspects: the relationship between the creation of urban civilization and the construction of ecological civilization. Will optimizing the business environment conflict with sustainable development?

4 Conclusions and Recommendations

China has been working on building a civilized city for many years. From the 1980s to 2022. However, in the past 40 years in China, we have undergone earth-shaking changes in all aspects of clothing, food, housing, and transportation. China’s reform and opening-up policy implementation are based on a correct judgment of the international situation and its national conditions. China has pursued the path of independent and peaceful development in diplomacy while focusing on institutional reform, vigorously developing the economy, and improving people’s living standards. China’s national conditions have been changing, the economy is changing, and the society is developing. People’s pursuits are also changing, from food and clothing to prosperity. Urban civilization creation projects have also been changing. Therefore, the work of creating urban civilization is also diverse and diverse.

According to the research, several aspects of the difficulties and challenges in constructing urban civilization exist.

1. The urban management system is not yet perfect. We have strengthened urban environmental sanitation governance, significantly improving urban environmental sanitation and management. However, urban construction and management are only preliminary, primary, and not systematic and perfect in creating a civilized city.
2. Lack of creating awareness. Some units and departments have an insufficient ideological understanding of the importance of deciding to create a civilized city. Create work in a coping style. The standards and requirements created are not well aligned with the actual work of this organizational unit.
3. Traffic order and city appearance, and sanitation are not ideal. The city's traffic order is not well regulated. The infrastructure is lacking,
4. The normalized citizen quality education mechanism needs to be improved.
5. Unbalanced development of social undertakings. The development of social undertakings lags behind economic development, and the development of community construction, cultural construction, health services, social security, and other aspects cannot meet the growing demands of citizens.

Some measures and suggestions are also drawn through the research.

Strengthen the linkage mechanism to do an excellent job of environmental sanitation further and effectively improve the quality of environmental sanitation. It is recommended that the government coordinate the establishment of a linkage mechanism with relevant departments such as traffic control, comprehensive law enforcement, municipal administration, gas, community service centers, electricity, water, and related villages. Each performs their responsibilities and cooperates to do an excellent job of environmental sanitation.

Strengthen the investigation and punishment of comprehensive law enforcement, housing construction, traffic control, market supervision, and other departments.

Increase publicity efforts and establish sanitation awareness. Intensify publicity and education to citizens and raise their awareness of sanitation. News media, schools, enterprises, and institutions at all levels need to strengthen publicity and education.

The creation of a civilized city is not only to improve the degree of urban civilization but also to improve the level of urban construction management and optimize the development environment. Enhancing core competitiveness is also the process of improving people's livelihood. Creating a civilized city is an important measure to speed up the urbanization process and improve the degree of urban civilization. Urbanization is an inevitable trend of social and economic development. It is an important symbol of the progress of social civilization. Creating a civilized city will favorably promote the gradual development of the social economy and social security, urban hardware facilities, the beauty of urban construction, and the improvement of the degree of purification, greening, and lighting. Gradually improve the level of comprehensive urban management. Accelerate the process of urbanization.

The "Regulations on Optimizing the Business Environment" was adopted at the 66th executive meeting of the State Council on October 8, 2019, and will come into force on January 1, 2020.

Since the promulgation of the regulations on optimizing the business environment, the creation of urban civilization has been inseparable from the optimization of the business environment.

According to World Bank data, China's business environment ranking has risen from 96th in 2013 to 31st in 2019, making it one of the ten economies with the most significant improvement in the business environment globally. It is optimizing the business environment and fostering new momentum for economic development. Promote the construction of a unified national market. However, China's economic growth has slowed down due to the epidemic. However, the optimization of the business environment has stabilized market players. The overall situation of foreign investment and foreign trade is stable, and the long-term economic fundamentals have not changed. The Central Civilization Office has determined that there will be 447 civilized cities in the country during the creation period from 2021 to 2023. The emerging companies that settle in these cities yearly are apparent to all.

On the one hand, the economic effect of creating a civilized city is reflected in optimizing the business environment, reducing enterprise costs, and attracting investment, thereby promoting local economic development. On the other hand, creating a civilized city will enhance the city's charm and attractiveness, promote the city's acquisition of more human resources, and promote high-quality economic development.

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