

# Study on the Current Situation of "Introducing Stalls into the Market" of Mobile Vendors Around University Towns in Western China

Based on the Investigation of Kunming City

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**Abstract**—This paper studies the management method of "introducing stalls into the market" of mobile vendors in urban management, and selects the university town of Kunming city as the research object. Through questionnaires, observations and interviews, the paper analyzes the basic status quo, operation status, management status and demand status of "introducing stalls into the market" of mobile vendors in university towns in Chenggong of Kunming city. Based on the principles of public management and urban economics, this paper analyzes and discusses the problems existing in the traditional management mode, such as focusing on the construction and neglecting management, lacking of "mobile" and "surprise-style" long-term mechanism, and puts forward improvement plans.

**Keywords**—mobile vendors; introducing stalls into the market; long-term mechanism

## I. INTRODUCTION

The management of mobile vendors has a long history, for which various management methods of mobile vendors have been tried in various regions of China. Kunming, a city of Yunnan province, manages mobile vendors by introducing them into the market. In the Guiding Opinions on Further Strengthening the Management of Introducing Stalls into the Market Issued by General Office of the Kunming Municipal People's Government on August 11, 2015, it was mentioned that, in light of the actual situation of Kunming, it put forward that the management of occupied roads and the management of "introducing stalls into the market" of mobile vendors should be regulated, and four principles of "strict management and heavy punishment", "dredging and blocking together", "who started, who managed and who was responsible", "the combination of 'small profit' and 'public welfare'" were put forward to implement the management measures of "introducing stalls into the market". In October 2015, the office of Kunming Municipal People's Government issued guidance for further strengthening the management of "introducing stalls into the market". In May 2016, Chenggong university town of Kunming city officially launched the work of "introducing stalls into the market".

Some scholars have pointed out that vendors refer to those who engage in various commodity sales and service activities by setting up stalls. According to the recognition of the legitimacy of the commercial and industrial administration agencies, vendors include licensed vendors and unlicensed vendors, and mobile vendors in this paper refer to unlicensed vendors. Zhang Yanji and others have explained this from a more macro perspective, believing that it belongs to a type of informal sector in the informal economy. For the specific meaning of mobile vendors, Xie Zhiju believes that mobile vendors refer to self-employed professionals who have no fixed business place, no business license, no registered funds, no legal stalls and high mobility. Chen Libing believes that mobile vendors are a typical economic trend of self-employment, that is, urban vulnerable groups make a living in the city streets through their own labor, providing services to the community or selling goods. Cui Zhanfeng also analyzes the evolution of vendors, compares modern vendors with ancient vendors, and summarizes up the characteristics of modern vendors. Scholars call it "grey space" and "gap space" for the living space of vendors. This paper argues that mobile vendors are a low-cost and free-running business operation mode adopted by some unemployed people in the city in order to survive and develop in the city.

With the continuous development of urbanization in China and the problems of urban space usage in urban construction, the activities of setting up "stalls" also have a negative impact on the city. Vendors who occupy roads obstruct social traffic and affect the image of the city. In the process of cleaning up and renovating these stalls, conflicts between city administrators, law enforcers and vendors are also common. It has gradually become an urgent problem to be solved in urban management and law enforcement. In recent years, with the continuous attention of the government and society, the management of mobile vendors has been tried by local governments. However, due to the traditional urban "mobile, surprise-style" management mode and the influence of various aspects of society, mobile vendors have always been "endless".

The method of "introducing stalls into the market" adopted redistribution of urban space, gathering mobile vendors in one market for operation. However, due to the limited urban space, the collection of fees for stalls, the problem of creating the plot of "introducing stalls into the market" with characteristics, and many other problems still exist. Kunming city has mingled hope and fear since implementing the work of "introducing stalls into the market". This paper takes the pilot of "introducing stalls into the market" in Chenggong university town in Kunming, makes an understanding of the current situation of "introducing stalls into the market", analyses the related problems existing in the work of "introducing stalls into the market", explores the management method of "introducing stalls into the market", and enriches the knowledge of urban management.

**II. ANALYSIS ON THE CURRENT SITUATION OF "INTRODUCING STALLS INTO THE MARKET" IN KUNMING UNIVERSITY TOWN**

This research started on July 4, 2018. From July 4 to July 10, the authors have reviewed related papers and documents. On July 12, a questionnaire design was conducted to understand the current situation of "introducing stalls into the market" of Chenggong University Town in Kunming. The questionnaire design was carried out in four parts: the basic situation of the respondents, the present situation of the

operation, current situation of management and current situation of demand. There were 18 questions, including two open questions. On July 13, 2018, a questionnaire survey was conducted in Shilin Street, Chenggong University Town of Kunming city. 135 questionnaires were sent out and 110 valid questionnaires were collected, including 38 valid questionnaires for food, 34 valid questionnaires for clothes and shoes, 24 valid questionnaires for department stores, 8 valid questionnaires for fruits, and 6 valid questionnaires for others.

*A. Investigation of the Basic Situation*

Shilin Street is in Chenggong district of Kunming city, and is the largest and centralized pilot of "introducing stalls into the market" in the university towns. Through observation, 366 stalls are introduced into the market. The shops with different properties such as barbecue, fruit, snack and drinks, clothing and department stores are divided into five regions. In this study, we divide them into barbecue area, fruit area and snack and drinking area, clothing and shoes department store area 1, and clothing and shoes department store area 2 according to the stall properties. Among them, there are 122 stores in area 1 of clothing department store, 77 stores in area 2 of clothing department store, 24 stores for barbecue, 23 stores for fruit and 120 stores for snacks and drinking.

TABLE I. BASIC INFORMATION OF THE RESPONDENTS

Items		Frequency	Constituent ratio
<i>Gender</i>	male	58	53%
	female	52	47%
<i>Age</i>	age under 25 years	20	18.18%
	25 years old to 35 years old	52	42.27%
	35 years old to 45 years old	26	23.64%
	45 years old and above	12	10.91%
<i>Education background</i>	lower than primary school	20	18.18%
	primary school to middle school	26	23.64%
	senior high school	12	10.91%
	junior college	30	27%
	bachelor degree or above	22	20%
<i>Household registration location</i>	in their own province and other places	40	36.36%
	in their own provinces	26	23.64%
	from other provinces	44	40%

In terms of gender, 58 vendors of the 110 vendors surveyed were males, accounting for 53% of the total number, and 52 vendors were females, accounting for 47% of the total number. In terms of age, 20 vendors were under 25 years old, accounting for 18.18%, 52 vendors were between 25 and 35 years old, accounting for 42.27%, 26 vendors were between 35 and 45 years old, accounting for 23.64%, 12 vendors were over 45 years old, accounting for 10.91%. In terms of education background, 20 vendors were under primary school, accounting for 18.18% of the total number, 26 vendors were educated from primary school to junior middle school, accounting for 23.64% of the total

number, 12 vendors were graduated from senior high school, accounting for 10.91% of the total number, 30 vendors were graduated from junior college, accounting for 27% of the total number, 22 had obtained bachelor degree or above, accounting for 20% of the total number. In terms of the household registration location, 40 vendors were from outside the province, accounting for 36.36% of the total number; 26 vendors were from local cities, accounting for 23.64% of the number; 44 vendors were from other provinces, accounting for 40% of the number. From the basic situation of the respondents, the sex ratio is reasonable, the educational level is diverse, and the age distribution and the

location of household registration are in line with the survey direction and development trend.

In terms of the educational background, 53% of the vendors have high school education or below, which shows that the overall education level of mobile vendors is low. According to the household registration location of mobile vendors, 70.36% of the population is from other places. It can be seen that most of the mobile vendors are migrant workers at present. According to the age level, 65.91% of the mobile vendors are from 25 to 45 years old. The vendors of "introducing stalls into the market" in Gong University Town of Kunming city are relatively young. The authors will explore the conclusion that mobile vendors are constituted of large number of laid-off workers. (See "Table I")

**B. The Current Situation of Vendors' Operation**

From the view of stall categories, food stalls account for 34.55%; clothing stalls account for 30.91%; department stores account for 21.82%; and other categories account for 5.45%. The investigation of stall operation is diversified, which meets the needs of the investigation, and has certain rationality. However, from the view of the monthly income of vendors, the proportion of the income below 3000 yuan is 8.18%; the proportion of the income of 3000-4000 yuan is 32.73%; the proportion of the income of 5000 yuan is 32.73%; the proportion of the income of 5000-10000 yuan is 19.09%; and the proportion of the income of 10000 yuan is 2.73%. Viewing this point, we can see that most of the vendors' income is from 3000 to 5000 yuan.

According to the summary table of the monthly income of vendors, vendors who have the income of ten thousands yuan concentrate on commodities for daily use. At the same time, we can see that the category of mobile vendors is increasingly diverse after "introducing stalls into the market". Various kinds of non-mobile vendors, such as mobile phones and maintenance stall, cosmetics stalls and so on have begun to enter the market. The work of "introducing stalls into the market" has not only created the operating area, but also provides the operating market for other operators.

From the point of view of the collection of annual stall fees, the fees are uneven. The highest annual stall fees are 80,000 yuan, and the two food stall fees are more than 50,000 yuan. However, it is known that the annual stall fees for mobile vendors in Chenggong University Town are about 10,000 yuan for the first time to enter the market. The reason for the difference is mostly due to the second transfer of stalls. From the perspective of vendors' income, there still has large profit margin.

**C. Current Situation of the Management of "Introducing Stalls into the Market"**

Using the Likert scale and five-point scoring method (very unsatisfactory = 1, unsatisfactory = 2, general = 3, satisfaction = 4, great satisfaction = 5), we analyzes the present situation of the management of "introducing stalls into the market" from the aspects of sanitation environment, food safety, hardware facilities and other aspects. We can find that the management of "introducing stalls into the market" is at the general level, and the overall satisfaction score is 3.09. Specifically, operators' satisfaction with food safety is the highest, with a comprehensive satisfaction of 4.64 points. The health environment satisfaction ranked the second (4.16), fire protection facilities satisfaction ranked third (4.13), hardware facilities supporting ranked the fourth (3.44), and public services and characteristics building satisfaction was the lowest, with a 5-point satisfaction of 0%. Satisfaction with public services was the lowest (1.75); satisfaction with characteristic building was the second lowest (1.78); satisfaction with publicity, transportation, bulletin boards, fixed enforcement points of urban management were below the general level (3 points). Therefore, in the management of "introducing stalls into the market", we can find the common problems existing in public management in China. Hardware construction and system construction are relatively sound, but software environment and law enforcement environment are relatively lagging behind. The lag of public service reflects the urban development thinking of "strong management and weak governance". (See "Table II")

TABLE II. ANALYSIS ON THE MANAGEMENT SATISFACTION OF CITY MANAGEMENT DEPARTMENT AFTER "INTRODUCING STALLS INTO THE MARKET"

	very unsatisfactory	unsatisfactory	general	satisfaction	great satisfaction	synthesis score
<i>hygienic conditions</i>	7.27%	0.00%	20.00%	14.55%	58.18%	4.16
<i>Food safety and business license requirements</i>	3.64%	0.00%	5.45%	10.91%	80.00%	4.64
<i>Hardware facilities</i>	12.73%	12.73%	23.64%	20.00%	30.91%	3.44
<i>fire-fighting equipment</i>	3.64%	5.45%	23.64%	9.09%	58.18%	4.13
<i>publicity</i>	34.55%	21.82%	29.09%	7.27%	7.27%	2.31
<i>transportation</i>	16.36%	16.36%	32.73%	21.82%	12.73%	2.98
<i>bulletin board</i>	18.18%	30.91%	29.09%	10.91%	10.91%	2.65
<i>fixed law enforcement pilot of urban management</i>	9.09%	27.27%	30.91%	16.36%	16.36%	2.99
<i>Public service</i>	47.27%	32.73%	18.18%	1.82%	0.00%	1.75
<i>characteristics creation</i>	45.45%	32.73%	20.00%	1.82%	0.00%	1.78
<i>overall satisfaction</i>						3.09

**D. Demand Analysis on "Introducing Stalls into the Market"**

As can be seen from "Table III", the main reason that affects mobile vendors moving into the area of "introducing stalls into the market" is to maintain their livelihoods. 52.73% of the respondents regard subsistence as the main reason for their moving to the market, while the government's support is the least important reason for them to move to the market. Among the reasons for entering the

market, the influence of government enforcement on the vendors is the most extreme in the chart. 32.73% of the respondents regard it as the least important reason, and 34.55% regard it as the most important reason. Among all kinds of questionnaires, 52.63% of the people regarded it as the most important reason in the food category, which accounted for 52.63% of the people who regarded the government enforcement as the most important factor in entering the market.

TABLE III. ANALYSIS ON THE DEMAND OF "INTRODUCING STALLS INTO THE MARKET"

Please tell us the reason why the stalls enter the market, and score the answer according to the degree					
	<i>very unsatisfactory</i>	<i>unsatisfactory</i>	<i>general</i>	<i>satisfaction</i>	<i>great satisfaction</i>
Government enforcement	32.73%	14.55%	9.09%	9.09%	34.55%
make a living	14.55%	3.64%	14.55%	14.55%	52.73%
Near the place of residence	29.09%	9.09%	16.36%	14.55%	30.91%
Government support ordinance	41.82%	16.36%	27.27%	3.64%	10.91%
public security	20.00%	10.91%	25.45%	12.73%	30.91%
fixed stall	10.91%	10.91%	25.45%	18.18%	34.55%
convenient transportation	9.09%	9.09%	34.55%	23.64%	23.64%
densely populated place	12.73%	10.91%	23.64%	18.18%	34.55%
relieving contradiction	32.73%	9.09%	23.64%	14.55%	20.00%

From "Table III", mobile vendors mostly rely on their self-operated stalls as their main source of survival. To solve the problem of mobile vendors, it is necessary to intervene in their employment. Through the difference in the proportion of scores selected among various factors, we can generally get a conclusion. In addition to the extreme difference between government enforcement factors and the factors of being close to the residence location, maintaining livelihood, social security, fixed stalls and crowded people are the main factors for the vendors to enter the market, while alleviating contradictions, government support regulations and traffic convenience are less favored by vendors. In the interview, we also learned that the internal contradictions among the mobile vendors, such as the contradiction of striving for stalls, are less favored by vendors. Some of the vendors who moved to the market were forced by the government. They paid more attention to the large number of passengers in the mobile areas in the past, and some of them moved to the market because they saw the potential of the development of the market. It is the reason why some stalls have been transferred twice after the difficulties of operation and the "speculation stalls" mentioned by some stall owners interviewed.

**III. PROBLEMS AND ANALYSIS OF "INTRODUCING STALLS INTO THE MARKET" AROUND KUNMING UNIVERSITY TOWN**

After investigating the status of "introducing stalls into the market" in Chenggong University Town, we find that there are the following problems in the work of "introducing stalls into the market".

**A. The Mechanism of Coordination and Communication Between Management Subjects and Vendors Is Not Smooth**

Contradictions and conflicts between managers and vendors in the process of "introducing stalls into the market" are reflected in two aspects:

Firstly, in the early stage of construction, part of the construction of "introducing stalls into the market" and the demand of vendors was not equal. The government invested a lot of money to build the area of "introducing stalls into the market". In the field survey, we can see the stalls with various characteristics. In the interview, we learned that the storefront in this area was designed by Korean designers. However, in the questionnaire survey, the stall owners in clothing area have the problems, such as insufficient operating space, and prohibiting umbrella support in operating area at the entrance of the shop, which does not meet the operational needs of the mobile vendors. In fact, this also exists in much public management. In the process of management, public managers lack the actual understanding and investigation of the characteristics, and do not understand the actual needs of the people who are being managed.

Secondly, in the late management, there is a lack of coordination and communication mechanism between urban managers and vendors. Mobile vendors still have some conflicting feelings towards the management of urban managers, lack the trust for the government, and are reluctant to report to the government in the face of a lot of management problems after the introduction into the market. From the analysis of historical evolution, the development process of urban mobile vendors is becoming more and more

centralized, concrete and diversified. Urban management law enforcement is gradually moving towards democratization and scientificization from the initial blind prohibition to now, both of which are in a dynamic development process. This requires managers to use game theory to dynamically analyze urban mobile vendors. In game theory analysis, people and enterprises always seek to maximize profits or utility by choosing the best action plan. The management of mobile vendors embodies the game of three forces: government, mobile vendors and the public. However, just like the problems in the "prisoner's dilemma" in game theory, the final choice between the government and the mobile vendors cannot achieve the common interests after they are introduced into the market.

#### *B. Lack of Long-term Mechanism in Urban Management*

Urban management departments have high investment in early construction, inappropriate management, high cost, low efficiency and lack of long-term mechanism of urban management. In the traditional urban management mode, there has always been a "removable and surprise-type" urban management. The government management mode of focusing on the construction and ignoring the management is also the main reason why people pay more attention to urban management. In Chenggong University Town, the specific manifestations are as follows. Firstly, the stall fees in the area of "introducing stalls into the market" are uneven. The secondary transfer of stalls is not standardized, and there are great loopholes. Secondly, there still exists a special period after the construction of "introducing stalls into the market", in which to cease the operation of "introducing stalls into the market" for ensuring the appearance of the city. Thirdly, there is a recovery of mobile vendors, which is extremely easy for the original mobile vendors to distrust the government and cause the recovery of a large number of mobile vendors in the later period.

#### *C. Some Vendors Are Resistant to the Existing System*

Mobile vendors have a single form of operation. After the market changes, they still use the original form of operation, and some vendors are in conflict with the government management. After the introduction into the market, as a result of the large-scale gathering of mobile vendors, there are as many as 399 stalls in the introduction into the market. The market is too centralized. However, the types of operation stalls in the area of "introducing stalls into the market" are much the same, such as more than 20 drink stores in the catering area. However, because of the substitutability of the items sold in the area of "introducing stalls into the market", the supply-demand relationship is unbalanced. A large number of Meituan have brought new solutions to some of the goods introduced into the market to a certain extent. Due to the centralized market, the stalls' educational level is limited, and the mobile vendors' pursuit of economic interests is high. Some vendors' resistance to government management is high. The vendors rely on the original mobile management, lacking the innovation.

#### *D. The Concept of Urban Governance Is Not Strong*

The government mostly emphasizes the output of the government rather than the public service. Most of the construction of "introducing stalls into the market" lies in the building of hardware facilities, while ignoring the consumer's "mobile culture" of mobile vendors' operation as an important factor in their choice of consumption, ignoring the operation of mobile vendors. The management concept of mobile vendors is "blocking" and "dredging", rather than the "guidance" of mobile vendors. The government enforcement requires the mobile vendors to enter the market. Instead of the mobile vendors' demand for the market, the market should be used to attract mobile vendors to enter the market on their own initiative, and a certain amount of government enforcement should be used to regulate and guide the external mobile vendors. It lacks characteristics creation for "introducing stalls into the market", and lacks job training and services for mobile vendors.

### IV. CONCLUSION AND SUGGESTION

#### *A. Building a Communication and Coordination Mechanism Between the Government and Vendors*

To adapt to local conditions, we should combine the policy and system with the specific situation of "introducing stalls into the market", and build a communication and coordination mechanism between the government and the stalls in the area of "introducing stalls into the market". As a communication medium between the stall owners and government managers, it should understand the needs of the stall owners and the transmission of government policies timely, and adjust the two parties through the mechanism feedback, so as to achieve the highest degree of agreement between the two sides. It maximizes the policy effect and reduces the contradiction and friction between them. The government establishes a communication and coordination structure to "introduce stalls into the market". It should be responsible for long-term government policy propaganda, collects problems faced by the vendors timely, feeds back in time, and carries out follow-up and supervision of the implementation and solution of the urban management departments, and coordinates the management of the other two parties. Secondly, we should introduce enterprises, social organizations, colleges and the urban management departments cooperate with each other, make use of the different characteristics of enterprises or social organizations and universities, contact with the area of "introducing stalls into the market", evaluate, understand and supervise the urban management issues of "introducing stalls into the market". Third, it should integrate the concept of urban governance. The stall owners of "introducing stalls into the market" should engage in the management. We can establish the vendor committee. The vendors can participate in the discussion of the construction and management issues of urban management departments, and timely response to problems faced by urban vendors. The government, vendors and the third party coordinate the construction of feedback exchange platform. The government is mainly responsible for long-term propaganda and problem collection, which has achieved the effect of convenience and friendliness to the

people. Therefore, it is not necessary to set up too many personnel, and it can set up managers in fixed areas such as the 10,000-meter unit grid. The third party provides specific communication plan, investigation, and analysis and so on in time by professional means while saving government manpower cost, acting as an adviser to the coordination mechanism or a supervisor of the overall coordination mechanism. The vendor committees on behalf of the vendor, participate in the communication and coordination mechanism, and understand the needs of vendors timely. And then, it can establish close relations between the government and vendors.

*B. Standardizing the Mode of Urban Management, Establishing Measures and Regulations for "Introducing Stalls into the Market", and Making Strict Management*

The government should standardize the urban management mode, and strengthen the implementation of various processes of urban management, such as goal-setting, determination of management principles, management norms, management means, problem-solving process, the guidelines, timeliness, and supervision, performance evaluation, and so on obeyed by the vendors. And we should strictly implement this mode.

In the area of "introducing stalls into the market", we set up long-term management objectives, short-term management objectives, fixed inspectors and visitors, set relevant rules and regulations for the area of "introducing stalls into the market", as well as solutions to problems, which have specific norms for the collection of stall fees, secondary transfers or multiple transfers. Urban management in this area must be based on some basis, and cannot be changed overnight. It is not allowed to "no operation" repeatedly in a period of time. At the same time, after setting up corresponding management measures, it should be strictly enforced. If there are relevant problems to be dealt with by feedback, it must also be implemented in accordance with the regulations set in the management of "introducing stalls into the market".

*C. Managers Provide Corresponding Public Services to Mobile Vendors from the Perspective of Mobile Vendors*

First, the managers will divert mobile vendors when they enter the market, and make the re-employment training for mobile vendors.

Secondly, during the period of constructing the area of "introducing stalls into the market", we should pay attention to market saturation and competitiveness, implement industrial decentralization, and build an area of "introducing stalls into the market" that divert the vendors in the area of "introducing stalls into the market" again under the premise of science. At present, the over-centralized snack catering areas can be constructed in different directions of the area of "introducing stalls into the market" around the university town, so as to increase the radiation surface and alleviate the oversaturated market.

Thirdly, in the area of "introducing stalls into the market", the managers can strengthen the training of vendors, and

encourage the vendors to make innovative management and and enrich the business model in the market competition.

*D. Promoting the Training and Learning of Urban Managers and Strengthening the Concept of Urban Governance*

We should provide regular training of urban management concept for urban managers, organize urban management, governance concept competition, and strengthen the spirit of urban public service. In the process of decision-making and implementation, the public service of the city should be brought into the concrete measures of urban management and governance. For the law enforcers of urban management, the planning managers of urban management must complete the regular study of the concept of urban governance by adopting the standardized training of specific law enforcement and management services.

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