

Research on the Optimization of Enterprise Business Environment from the Perspective of Public Administration

Feili Fan*

Zhaoqing City Duanwen Cultural Tourism Investment Company, Zhaoqing 526000, Guangdong, China

**Author to whom correspondence should be addressed.*

Copyright: © 2025 Author(s). This is an open-access article distributed under the terms of the Creative Commons Attribution License (CC BY 4.0), permitting distribution and reproduction in any medium, provided the original work is cited.

Abstract: The business environment directly impacts the level of regional economic development. As times change and society progresses, it is essential to create a favorable business environment for enterprises to better promote economic growth and social civilization. This paper explores methods and strategies for optimizing the business environment from a public management perspective. By analyzing the significance of optimizing the business environment and addressing its current limitations, it offers practical recommendations aimed at comprehensively advancing business environment optimization and providing a solid foundation for the healthy development of enterprises.

Keywords: Public administration; Business environment for enterprises; Optimization

Online publication: September 9, 2025

1. Introduction

Public administration, led by the government, is a crucial component of regional economic development and social stability. From a public administration perspective, to effectively promote local economic development and progress, it is necessary to create a favorable business environment for enterprises. By leveraging geographical advantages, targeted solutions should be implemented to address existing issues in the business environment, thereby further safeguarding the healthy and sustainable development of enterprises.

2. Significance of optimizing the business environment for enterprises from a public management perspective

Optimizing the business environment for enterprises from a public management perspective holds significant practical importance. First, for regional economic development, optimizing the business environment can attract more external investment, injecting momentum into local economic growth and fully leveraging the “catfish effect” to

effectively promote the healthy development of the local economy; Second, optimizing the business environment can better stimulate the vitality of enterprises. During production and operations, enterprises can focus their efforts on expanding and deepening their business operations. By leveraging the policies of a favorable business environment, enterprises can further upgrade their products and services, thereby enhancing the efficiency of their production and operations. Additionally, a favorable business environment is an important means of enhancing the local government's image and credibility. By actively fulfilling its duties, the government can provide strong support and guidance for business development. Through the establishment of efficient service mechanisms, businesses can gain a deeper understanding of government policies, thereby strengthening their sense of belonging and mission, and promoting the sustained development and progress of the local economy. Therefore, from the perspective of public management, optimizing the business environment for enterprises is beneficial to economic development from any angle and is an important measure that must be persistently improved during the reform process^[1].

3. Current limitations in the business environment for enterprises

3.1. Failure to leverage geographical advantages

The business environment plays a crucial role in the healthy and sustainable development of enterprises. However, due to various constraints, the current business environment for enterprises faces certain limitations, with the failure to leverage geographical advantages being the most prominent issue. China is a vast country with diverse regional development disparities, yet each region possesses unique advantages and characteristics. However, in practice, these advantages and characteristics are not fully realized. Some regions, despite being located at transportation hubs with inherent geographical advantages, suffer from high logistics costs due to lagging infrastructure development and poor management, severely impacting operational efficiency and competitiveness. Additionally, some regions possess abundant mineral resources, but due to the lack of effective development and utilization, there is a phenomenon of resource waste, which has a negative impact on the local business environment^[2].

3.2. Challenges in talent recruitment

Talent is a crucial dimension of the business environment and a key factor supporting business development. Talent recruitment must be prioritized in business environment optimization efforts. However, this remains a significant challenge. Many regions face issues such as inadequate living conditions and the absence of systematic talent policies, making it difficult to attract high-end talent. Even when talent is recruited, retaining them long-term proves challenging. One reason lies in the inadequacy of urban infrastructure, medical facilities, and cultural and recreational services, which fail to meet the high-quality living standards demanded by high-end talent. Another reason is the limitations in talent recruitment policies and their implementation, which fail to attract talent. This directly results in businesses lacking the necessary resources for talent utilization, often facing talent shortages that hinder long-term development and the implementation of strategic plans^[3].

3.3. Market regulation requires standardization

Market regulation is an important component of optimizing the business environment. Effective market regulation helps build a fair market environment and enhances the attractiveness of the business environment. However, in reality, the market regulation dimension of the business environment in many regions needs to be standardized. Due to insufficient regulatory enforcement and lax law enforcement, some enterprises engage in illegal activities, severely disrupting the market environment. This has a negative impact on normally operating enterprises, harms

consumers' legitimate interests, and undermines the local business environment. As a result, law-abiding enterprises find themselves at a disadvantage in intense market competition, struggling to secure their rightful market share and profits. Additionally, inadequate market regulation can trigger industry chaos, with issues like malicious competition and price wars popping up all the time, which seriously affects the industry's overall image and sustainable development ^[4].

4. Strategies for optimizing the business environment from a public management perspective

4.1. Leveraging geographical advantages to create a distinctive business environment

Optimizing the business environment from a public management perspective requires leveraging geographical advantages to create a business environment with regional characteristics. China's vast territory has seen the development of distinct cultural phenomena and resource distributions across different regions over its long history. As the primary social management entity, government departments must thoroughly explore these unique geographical advantages, convert them into driving forces for optimizing the business environment, and through scientific planning and rational layout, fully leverage these advantages to foster the formation of distinctive business environments ^[5]. Taking regions rich in tourism resources as an example, governments can leverage the trend of cultural and tourism industry development to actively build new tourism industry models. They can construct high-standard tourism infrastructure to enhance tourism service quality, develop diverse tourism products to meet the needs of different tourists, and integrate local advantageous industries to promote industrial cluster development, forming a value chain with core competitiveness and enhancing the overall competitiveness of enterprises. In this process, the government should actively provide policy incentives and guidance, encouraging and supporting enterprises to innovate using local resources. For enterprises relying on natural resource development, the government can offer preferential policies such as land use rights and tax exemptions to reduce operational costs. Additionally, the government can guide enterprises to strengthen technological R&D and brand building to enhance product value-added, forming core competitiveness with independent intellectual property rights, and promoting coordinated development among upstream and downstream enterprises in the industrial chain. Additionally, in the process of optimizing the business environment, efforts should be made to protect local unique resources and culture, consistently adhering to a sustainable development strategy. While optimizing the local business environment, ecological protection should also be considered to promote the coordinated development of material and spiritual civilization. By leveraging geographical advantages to create a distinctive business environment, regional economic development can be better promoted, fostering a favorable atmosphere for the healthy development of enterprises, and stimulating their motivation and enthusiasm for continuous innovation to better serve the local socio-economic development ^[6].

4.2. Emphasizing talent recruitment and formulating talent attraction policies

In a market economy, talent is extremely important for the development of enterprises. Talent has become an important soft power for enterprise development and is also an important guarantee for the core competitiveness of enterprises. From the perspective of public management, the optimization of the business environment for enterprises should start from the perspective of talent and provide strong support for enterprise talent recruitment. Local governments should prioritize talent recruitment from a public management perspective, formulating policies that align with contemporary trends and practical needs. By enhancing talent benefits, more high-level talent can be at-

tracted to the region. This can be achieved through a tiered talent classification system, offering housing subsidies and educational benefits for children with talent of different levels and fields, and providing ample development opportunities to enable outstanding talent to contribute to local economic development^[7]. Additionally, talent services should be optimized to provide tangible support for talent. Many regions have already established talent service centers to offer a range of services for recruited talent, including household registration and relocation assistance. Some regions have even implemented policies specifically targeting the families of talent, which is crucial for enhancing talent stability and a key focus in the process of optimizing the business environment. Furthermore, the talent dimension of business environment optimization should not only focus on talent recruitment but also prioritize the cultivation of local talent. Such talent has a stronger sense of regional belonging and is more enthusiastic about local economic development. The government can take the lead in connecting universities with enterprises, establishing a comprehensive talent cultivation system, encouraging close cooperation between schools and enterprises, and constructing talent co-development plans to continuously enhance the comprehensive quality and professional skills of local talent. By prioritizing talent recruitment and formulating policies to attract talent, sufficient talent reserves can be provided for enterprises, attracting them to invest and build in the local area, thereby better promoting regional economic development^[8].

4.3. Enhancing service efficiency and standardizing market supervision behavior

Optimizing the business environment for enterprises from a public management perspective requires continuously enhancing government service efficiency and standardizing market supervision behavior. First, in terms of government service efficiency, convenient and efficient public services should be provided to support business development. This can be achieved by establishing a one-stop service platform, streamlining approval processes to reduce the time businesses spend on administrative procedures, integrating resources across departments to facilitate information sharing, avoiding duplicate submissions of materials by businesses to improve efficiency, and strengthening training for public officials to enhance their professional capabilities and service standards, ensuring they can provide accurate and professional guidance during service delivery; Second, an effective feedback mechanism should be established to collect businesses' opinions and suggestions on government service efficiency. For constructive feedback, timely improvements should be made, continuously adjusting and optimizing service content to meet businesses' diverse needs, and creating an efficient and convenient business environment^[9]. Finally, at the operational level, market supervision should be strengthened to promote standardization, increase regulatory intensity, and establish scientific and reasonable regulatory policies to ensure transparency and fairness in market operations. Regular market inspections and complaint reporting channels should be established to strictly enforce unfair competition and illegal activities, maintain a fair and competitive market order, and provide a healthy and orderly market environment for businesses and talent. By enhancing service efficiency and standardizing market supervision behavior, the regional business environment can be fundamentally improved, providing necessary support for the healthy development of enterprises^[10].

5. Conclusion

From a public management perspective, optimizing the business environment for enterprises has become an important driving force for modern regional economic development and a key focus in the process of China's reform and opening-up. It is essential to continuously improve the efficiency of public management services, promote the

standardization of the market environment, and create a better business environment for enterprise development, thereby achieving enterprise operational goals while driving regional economic growth. In future development, we should continue to explore new methods for optimizing the business environment for enterprises, continuously injecting sustained momentum into local economic development, and promoting the sustainable development of the local economy.

Disclosure statement

The author declares no conflict of interest.

References

- [1] Zhu Y, Pan Y, 2025, Research on the Construction of Digital Business Environment Standard System. *Standard Science*, (06): 6–13.
- [2] Wang J, Guo J, Cheng Y, 2020, Optimization of Tax Business Environment and Ascent of Enterprise Value Chain. *Finance & Trade Economics*, 46(06): 25–40.
- [3] Yang K, 2024, Discussion on the Methods of Enterprise Management in the New Economic Environment. *Modern Business*, (02): 94–97.
- [4] Zheng X, Wu Q, Zhou Y, 2025, Business Environment Optimization and Innovation in Small and Medium-Sized Enterprises: Empirical Evidence from the China Enterprise Innovation and Entrepreneurship Survey. *Journal of Yunnan University of Finance and Economics*, 41(06): 82–97.
- [5] Ren L, Jiang X, 2025, The Mechanism and Countermeasures of the Impact of the Cultural Industry on Economic Growth from the Perspective of the Business Environment. *Journal of Chang'an University (Social Sciences Edition)*, 27(02): 105–124.
- [6] Wang J, Gao Y, Zhang J, 2025, The Impact of Industrial Policy on the Performance of Photovoltaic Enterprises: Based on the Moderating Role of the Business Environment. *Accounting Friend*, (11): 29–36.
- [7] Li B, 2025, A Study on the Pathways for Enhancing Employees' Professional Competence and Capabilities from a Public Management Perspective. *Enterprise Reform and Management*, (02): 74–76.
- [8] Li X, 2025, A Study on the Application of Business Administration in Public Management. *Shanghai Enterprise*, (01): 51–53.
- [9] Zhou C, 2024, The Application of the Metaverse in Enterprise Management and Social Management. *Value Engineering*, 43(34): 139–141.
- [10] Li T, 2024, A Study on the Optimization Pathways of Human Resource Management in State-Owned Enterprises from the Perspective of New Public Management. *Enterprise Reform and Management*, (22): 63–65.

Publisher's note

Bio-Byword Scientific Publishing remains neutral with regard to jurisdictional claims in published maps and institutional affiliations.