

Research on Business Environment Optimization Paths in Dali County of Weinan City



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Abstract: At present, competition in the local economy is becoming increasingly fierce, and the quality of the business environment directly affects a region's investment attractiveness, economic growth rate, and long-term sustainable development. As an important city in Shaanxi Province, Weinan City has been committed to economic transformation and upgrading. Among them, Dali County has gradually emerged due to its unique geographical, cultural, and resource advantages. In recent years, Dali County has achieved certain results in attracting foreign investment, supporting small and medium-sized enterprises, and innovation-driven development. However, to further enhance its competitive position domestically and internationally, it is imperative to continue to optimize its business environment. The article explores the business environment optimization path in Dali County, Weinan City.

Keywords: Weinan City; Dali County; business environment; optimization path

Introduction

With the deepening of globalization, the business environment of various regions has played a vital role in the growth of local economies and the attraction of foreign investment. As an important part of Weinan City, Dali County has also made great efforts to promote local economic development, attract external investment, and support entrepreneurship. However, building a good business environment is not something that can be accomplished overnight. It involves many factors and levels. Therefore, an in-depth analysis of the business environment in Dali County, identification of its strengths and weaknesses, and proposing a series of targeted optimization suggestions based on this have important practical significance for the optimization of the business environment and the development of Dali County.

1. Advantages and Resources of the Business Environment in Dali County

1.1. Geographical location

Dali County in Weinan City is located in the central part of Shaanxi Province, with a unique geographical location, and is an important transportation hub in Shaanxi Province. To the east is the Wei River, facing Henan Province; To the north is Huangling County, bordering Lianshi and Fuxian counties; Connected to Huazhou District and Heyang County in the west; South facing Huayin City and Hancheng City across the river. The county is located in the central area of the Huangwei Plain, with fertile land suitable for planting various crops, especially the famous Dali jujube, which is renowned throughout the country. Dali County is located at the intersection of the Wei River and Yellow River basins, with a transportation network extending in all directions. There is a good foundation for the development of highways, railways, and water transportation. Especially with convenient highways connecting the Weinan urban area and Xi'an, it greatly reduces the time cost of logistics and pedestrian flow, providing convenient conditions for commercial exchanges and economic cooperation. At the same time, the unique geographical location of

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Dali County has also brought abundant tourism resources, with the ancient Wei River culture, magnificent Yellow River scenery, and surrounding scenic spots attracting a large number of tourists. This has created rich tourism revenue for Dali County and added vitality and charm to the local business environment (Li & Xue, 2022).

1.2. Industrial structure

Dali County exhibits unique advantages and abundant resources in its industrial structure. Traditional agriculture and modern industries have developed harmoniously here, forming a diversified economic structure. Dali County, as a historically important agricultural town, has a high output value in crop cultivation, animal husbandry, and aquaculture, especially famous for its jujube. These agricultural products not only meet the needs of the country but are also sold throughout the country and even exported overseas. Moreover, with the pace of agricultural modernization, new agricultural models such as intelligent agriculture and ecological agriculture are gradually emerging in Dali, further improving agricultural output value. At the same time, Dali County has also developed in nonagricultural industries. By utilizing its rich tourism resources, such as the Wei River culture and the Yellow River scenery, Dali County has developed into an attractive tourist destination. In addition, due to its good transportation network and geographical location, the manufacturing and logistics industries have also grown rapidly in Dali, attracting a large number of enterprises to establish production bases and logistics centers here. It is worth mentioning that Dali County is also actively developing modern service industries, especially e-commerce, financial services, and cultural and creative industries. With the progress of technology, Dali County has successfully combined traditional resources with modern technology, providing a stable and dynamic business environment for enterprises.

1.3. Human resources

The human resources of Dali County are one of its valuable assets, injecting sustained vitality into the local economic development. This place has a

profound cultural heritage and educational tradition, attracting a large influx of young talents. Through years of education and training, the labor force in Dali County not only possesses good professional ethics and quality but also has high attainments in technology and management. Located in the center of the Huangwei Plain, Dali County was once a cultural and educational center in history, and this tradition continues to this day. Dali's schools and training institutions provide a large number of technical, management, and innovative talents for various industries. These talents not only play a role locally but also go out of Dali to showcase their talents nationwide and even overseas. In addition, Dali County has also attracted numerous talents from other places. Thanks to its superior business environment and rich cultural atmosphere, many aspiring young people and experienced professionals choose to start businesses and work here. Their arrival has brought new ideas, technologies, and opportunities to Dali, further strengthening its human resource advantages.

2. Challenges Faced by Optimizing the Business Environment in Dali County, Weinan City

2.1. Administrative efficiency

Dali County in Weinan City is facing administrative efficiency challenges in the process of optimizing its business environment. Administrative efficiency largely determines the convenience of businesses and investors operating in one place. However, the administrative procedures in Dali County still appear cumbersome in certain aspects, which leads to frequent consumption of time and energy by enterprises and investors when handling some administrative approvals (Wang et al., 2022). For example, the approval process of land use rights, enterprise registration, and engineering project approval may involve multiple departments, and the lack of smooth information and inconsistent procedures among each department further increases the operational costs of the enterprise. Although Dali County has implemented a series of administrative reform measures in recent years, there is still room

for improvement in service attitude, work transparency, and communication and coordination with enterprises. These issues may cause companies to hesitate in decision-making and even consider investment opportunities in other regions (Zhang et al., 2021).

2.2. Infrastructure

The construction and improvement of infrastructure in Dali County, Weinan City has become an undeniable challenge in optimizing the business environment. Although Dali County has a superior geographical location and a well-developed transportation network, there are still certain shortcomings in the infrastructure construction of certain key areas. For example, the road connection between urban and rural areas may not be smooth enough in certain areas, which may affect the timely transportation of agricultural products, making it difficult for farmers' labor achievements to be converted into economic benefits promptly. For example, the insufficient coverage of information and communication networks in some remote areas has affected the information exchange between local enterprises and residents and the external world. At the same time, hydropower and other public service facilities are not perfect in some areas, which has brought certain operational pressure on enterprises and investors. In industrial parks and development zones, supporting facilities such as sewage treatment, waste recycling, and comprehensive logistics services also need to be strengthened and optimized to meet the operational needs of modern enterprises (Xing, 2021).

2.3. Financial system

In the process of promoting the business environment in Dali County, Weinan City, the improvement and development of the financial system has become an important task. The financial system is a key force supporting economic development, but in Dali County, this system still faces some challenges. Although financial services have gradually increased in recent years, compared to advanced regions, the number, types of services, and innovation capabilities of financial institutions are

still insufficient. Especially for small and medium-sized enterprises and startups, they have encountered many difficulties in financing. Due to the lack of sufficient credit records or collateral, these enterprises often find it difficult to obtain loans in traditional financial institutions. However, new financing channels in the financial market, such as P2P and crowdfunding, have not yet been fully developed and popularized in Dali County. In addition, the cultivation and attraction of local financial talents is also an urgent problem to be solved. Due to the complexity of the financial field, professional knowledge and experience are required. Dali County also needs to strengthen cooperation with external higher education institutions and financial research institutions in this regard, train local financial talents, and provide intellectual support for the healthy development of the financial system (Fang, 2019).

3. Optimization Path for Business Environment in Dali County, Weinan City

3.1. Strengthening administrative efficiency and services

To optimize the business environment in Dali County, Weinan City, attention should be paid to improving administrative efficiency and service work. In practical work, Dali County should promote and improve its e-government system, so that enterprises and investors can easily submit and track applications, obtain licenses and permits, and access other important information and services through an online platform. At the same time, a comprehensive review of the existing administrative approval process is crucial. By eliminating redundant steps and reducing unnecessary paperwork, Dali County can significantly shorten the approval time and reduce enterprise costs. To further improve the quality of administrative services, Dali County should also provide specialized training to enhance the professional quality and service awareness of civil servants. In addition, establishing a feedback and suggestion system will provide opportunities for businesses and investors to share their experiences,

thereby helping the government further optimize administrative processes. Establishing one-stop service centers in major commercial and development areas will also greatly improve the convenience of administrative services. Efficient collaboration between departments is key to ensuring seamless services for enterprises and investors, therefore Dali County needs to establish a cross-departmental communication and coordination mechanism. Finally, regular evaluations of administrative efficiency and services will be conducted, and corresponding improvement measures will be taken based on the evaluation results to ensure the continuous optimization of the business environment in Dali County and meet the needs of enterprises and investors.

3.2. Improving infrastructure construction

To strengthen its attractiveness to enterprises and investors, Dali County should firmly take the path of improving infrastructure construction. In practical work, Dali County should increase investment in the improvement and expansion of transportation networks, such as highways, railways, and urban public transportation, to ensure their wide coverage and interconnectivity (Feng, 2019). For water, electricity, and communication infrastructure, stable supply should be ensured to avoid disruptions to business operations caused by insufficient or interrupted supply. At the same time, sufficient attention should be paid to environmental protection and greening projects to create a livable and business-friendly environment for enterprises and residents. The logistics and warehousing facilities within the region also require systematic planning to meet the needs of production and commercial activities. In addition, to encourage technology and innovation-driven enterprises, it is possible to consider establishing specific R&D and technology parks, equipped with necessary experimental and R&D facilities. To ensure the long-term sustainability of infrastructure, Dali County should also cooperate with the private sector, adopt a public-private partnership model, and seek a win-win situation in resource integration, fundraising, and

project operation. Only by comprehensively and systematically improving infrastructure can Dali County truly attract and retain more investors and enterprises, and further enhance its competitiveness in the business environment.

3.3. Optimizing the financial system

To further enhance the business environment of Dali County, Weinan City, optimizing the financial system is a key link. Dali County needs to strengthen cooperation with financial institutions at all levels, encourage them to provide more diversified and convenient financial services, and meet the diverse needs of local enterprises and investors. Banks, trust companies, and microcredit institutions should be encouraged to provide more favorable loan conditions for small and medium-sized enterprises to support their growth and innovation (Zheng, 2021). At the same time, establishing or expanding financial training centers to provide financial knowledge and skills training can help improve the financial literacy of local enterprises and the public, enabling them to better utilize and understand financial products and services. For investors, specific investment and financing service centers can be established to provide them with one-stop services such as project recommendation, risk assessment, and fund matching. Consider introducing or supporting more fintech companies, utilizing technological means such as big data and artificial intelligence to provide smarter and more efficient financial services to the local community. In addition, financial regulations and supervision should also keep up with the times, ensure the stability and fairness of the financial market, and create a fair, transparent, and dynamic financial environment. Through these measures, Dali County will be able to create a more sound, efficient, and friendly financial ecosystem for local enterprises and investors, further optimizing its business environment.

3.4. Improving the legal environment

Improving the legal environment of Dali County in Weinan City is the key to enhancing its core competitiveness in a business environment. Dali County should ensure that its local regulations,

policies, and practices are consistent with national laws and regulations, while fully considering local characteristics and needs to ensure the applicability and implementation of laws and regulations. Establishing a fast and fair dispute resolution mechanism, including an effective arbitration and mediation system, is an important means to ensure the smooth flow of commercial activities. In addition, for the protection of commercial contracts and intellectual property rights, law enforcement efforts should be strengthened to ensure that the legitimate rights and interests of enterprises and investors are not infringed upon. Increasing the training and introduction of legal professionals, such as lawyers, judges, and notaries, can ensure the professionalism and efficiency of legal services (Zou, 2021). For local enterprises and the public, regular legal publicity and training activities are held to enhance their legal awareness, enable them to better understand and apply the law, and avoid unnecessary disputes. Consider collaborating with domestic and international legal research and academic institutions, introducing advanced legal concepts and practices, and making the legal environment in Dali County more open and forward-looking. By improving the legal environment, Dali County will create a more stable, just, and friendly business atmosphere for enterprises and investors, further enhancing the attractiveness of its business environment.

Summary

In summary, through in-depth research on the business environment of Dali County in Weinan City, we can see that Dali County has unique advantages in certain aspects, but also faces many challenges in other aspects. To continuously optimize the local business environment, Dali County needs to comprehensively utilize its resources, fully leverage its advantages, and make targeted improvements to its shortcomings. By introducing advanced management concepts and methods, promoting institutional innovation, and expanding cooperation and exchanges, Dali County is fully capable of creating a competitive and foreign-friendly business

environment, thereby injecting sustained momentum into its future economic development.

Conflict of Interest

The authors declare that they have no conflicts of interest to this work.

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