

COLLABORATIVE REGULATORY SYSTEMS IN BUSINESS DEVELOPMENT

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In today's society, the reform of commercial system is accompanied by the development of economy, and the number of market subjects will only increase, new regulatory problems emerge endlessly, and the risks of market regulation will become more and more complicated and diversified. The power of the government alone is bound to fail to meet the increasingly developing social needs. Administrative examination and approval departments have made further progress in implementing leniency, promotion and strict regulation in accordance with the principle of "cancelling when possible, reducing when possible, merging when possible, delegating to lower-level governments when possible, and speeding up when possible".

A more scientific and reasonable evaluation mechanism can be established for administrative examination and approval items and conditions. When deciding whether a certain item or even some items of administrative approval need to be adjusted or retained, we should fully listen to the views of all parties, especially those concerning the national economy and people's livelihood and public security, and make decisions prudently on the premise of comprehensive evaluation and strengthened supervision. In this case, the power of social organizations is bound to rapidly grow into the third force of social supervision, to participate in market supervision.

In the framework of collaborative governance, the participants of market regulation can have members or collaborators of various stakeholders. Their number can range from one to several, from actors representing the state or government to public institutions or social organizations, and even dispersed individual citizens. Regardless of the type of participants, they not only represent the culture, mission and mission of their organization, but also export their own attitudes, values and perceptions. Organised the inclusiveness and diversity of decided to let the "necessary" people sitting on the table is very

important, they express many kinds of opinions and interests makes the result of market regulation to be more perfect, more objective stance shows an action can benefit the who in the end, and the exercise of power by the participants themselves to decide the next step in the regulatory work direction.

More and more complicated market regulation requires the society to straighten out the relationship between the masses, the government and social organizations, bearing the network hub of communication and collaborative supervision among the three. The rapid development of civil organizations and social organizations has become the participants of the collaborative governance system, thus making collaborative governance possible. With the help of social organizations, citizens can participate in market regulation more effectively and more quickly. It has never become a powerful force to avoid market failure and government failure. It closely cooperates with the supervision of government departments to realize multi-subject cooperation and co-governance in a real sense. Good faith is the basic theoretical rule of market operation, and resource complementarity is the basis of cooperation between supervisory agencies. In market supervision, the responsibilities of various aspects should include the main responsibility of enterprises themselves, the safety supervision responsibility of government departments, the self-discipline responsibility of industry associations, the self-protection and self-supervision responsibility of consumer protection organizations and the masses. Through sufficient information exchange and communication, a pattern of market supervision and social co-governance and co-construction has been formed, and a series of supervision measures such as exposure and reporting by network media, supervision by television media and self-regulation by social organizations have been taken. Under the perfect social collaborative governance and supervision pattern, the supervision of government departments will no longer be the main force of market supervision, but as the carrier and channel of enterprise information release, as a supplement to market supervision. Only by properly streamlining administration and delegating power can the government ensure the intervention of social organizations. At the same time, the government should play the role of rule maker and supporter of social organizations in the multi-body collaborative supervision system, and operate and maintain the collaborative supervision system by constructing more perfect laws and regulations and local documents, and by supervising and supporting effective social organizations. In collaborative supervision, the government should do a good job in information maintenance, and through information communication with the third party organizations, namely industry

associations or network platforms, assist the third party organizations to properly handle the entry and license audit of market subjects.

It can compile a detailed and systematic list of powers and responsibilities of departments, implement “strict supervision” to specific departments on the basis of “broad progress”, clarify regulatory responsibilities, regulatory standards and regulatory processes of departments, and formulate a clear accountability mechanism to clarify regulatory problems in the whole process. Through the reform, the regulatory responsibilities of all departments will be further implemented, and the list of powers and responsibilities will be taken into account, so as to avoid buck-passing or even exceeding their powers, and improve the overall efficiency of market regulation. Perfect market supervision should be mainly supervised by the government, but social organizations should also take their own responsibilities. As a bridge between ordinary people and market subjects, social organizations can not only select market subjects, deal with the contradictions between consumers and enterprises, but also collect people’s evaluation and expectations of various enterprises and convey them to market subjects. Social organizations can organize special personnel to update the information of market subjects, and even if they issue early warning of the information of problematic enterprises, they should also timely release announcements when enterprises are attacked by malicious rumormongers, so as to help enterprises get rid of their troubles, and help the people to carry out science popularization and information screening. For example, in view of hot social events, social organizations can make use of their advantages as information intermediaries to help enterprises release rumor-refuting videos or pictures, attract consumers to click on them, and eliminate the spread of rumors and the negative impact on enterprises in time. In addition, industry associations can also timely formulate industry standards in emerging fields, such as food delivery and errand services, clarify the implementation standards of such industries, and assist the government in the supervision of emerging industries.

Social organizations can regularly submit relevant data to government departments through their own real-time detection and data analysis. Social organizations can always obtain information earlier than government departments when hot social issues or consumer complaints occur. For example, when a consumer has a dispute with an enterprise, the first thing to do is to call the hotline of the consumer association, rather than directly to the local market supervision authority. Social organizations should also update the information of local and local market entities in a timely manner,

including the relevant senior management personnel, and stop the suspected illegal behavior of the enterprise once detected. In the interview with law enforcement personnel of relevant departments, we know that industry associations, as one of the pillars supporting the healthy development of economy, can play a huge advantage in transforming government functions. A law enforcement official (interview number: C2-C) said, "As a non-governmental organization spontaneously established by relevant enterprises, the industry association has played an irreplaceable role in protecting the rights and interests of enterprises and consumers. For example, hairdressing and beauty Industry Association, since its establishment, on the one hand, relying on its own strength to organize hairdressing and beauty-related industries to form a force of mutual supervision and mutual help, on the other hand, it has played an important role in protecting the rights and interests of consumers, regulating the honest operation of enterprises, and eliminating the "bad money driving out good money" in the industry. In recent years, Jiangsu, Shanghai, Hubei and other places of the hair and beauty industry association as the representative of the civil organizations in conjunction with the local consumer protection departments have issued a "hair and beauty prepaid consumer card sales enterprise self-discipline Convention", the convention mostly in the beauty and beauty prepaid membership card to give enterprises related constraints. Enterprises in the association need to pay a certain proportion of deposit to the industry association before selling prepaid consumer cards. If the enterprise "runs away with money", consumers can apply for refund to the hairdressing and beauty industry association. At the same time, in terms of restricting unhealthy enterprises from maliciously dumping the responsibility of the industry association, the Convention also stipulates that enterprises intending to participate in the project must obtain the permission of not less than two-thirds of the member enterprises before signing a contract with the industry association. In addition, business associations in other industries play a similar role. For example, the local chamber of commerce in the roasting industry not only standardized the quality of nut food products, but also played a supplementary role in assisting small and medium-sized enterprises to "stay together for warmth" and honest transactions with suppliers and wholesalers. In response to the disorder in the drug industry, the Pharmaceutical Association focuses on strengthening the fight against vicious competition within the industry and the production and sale of counterfeit products, and undertakes relevant work that the government needs to do but is difficult to carry out."