

Research on the Optimization of Heilongjiang Government's Public Service Function under the Background of New Urbanization

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ABSTRACT. Because the guiding ideology, policy and development level of economic development in different periods of Heilongjiang Province are different, its urbanization development is also tortuous. In the long run, the new urbanization should complete the integration of urban and rural development together, relying not only on the central city, but also on the link between urban and rural areas. Government and market are two basic mechanisms to coordinate the conflict of economic interests among members of a country's society. The original management methods, means and techniques of local governments are difficult to cope with these new changes, so local governments must carry out reform and innovation. New urbanization needs supporting and effective social governance. With the deepening of the practice of government reform, theoretical research must continue to expand research ideas and vision. It is of great theoretical and practical significance to analyze and optimize the government's public service function in the process of new urbanization in Heilongjiang Province and realize the optimization and upgrading of public service supply.

KEYWORDS: Heilongjiang, New urbanization, Local government, Public services

1. Introduction

New urbanization embodies the basic characteristics of ecological livability and harmonious development, and directly requires the governance and services of grassroots governments. The new urbanization in the next ten years should be different from the previous urbanization, not only including the extension of infrastructure construction and industrialization, but also with the urbanization of the population, the narrowing of the income gap, the improvement of public services and the transformation of government functions [1]. Compared with the initial stage of reform, China's comprehensive national strength has been greatly improved, the role of market forces in the allocation of resources is increasing, and the rate of return on capital, labor and other factors has also been greatly improved, which shows the progress of productivity and shows that China has completed from The transition from nothing to something [2]. There are still many problems in the government work of urbanization construction in Heilongjiang Province, such as unclear responsibilities of some departments, poor coordination, and insufficient support of fiscal and tax policies. The problem of imperfect government public service functions in the construction of new urbanization still exists. The realization of the new urbanization with people as the core is an important manifestation of the adherence to the people-centered development thinking. It not only needs to effectively solve the problem of economic efficiency in the process of new urbanization, but also needs to comprehensively respond to the society in the process of new urbanization. The issue of fairness [3]. On the basis of the actual situation of Heilongjiang Province, it is extremely urgent to explore a public service supply system that conforms to the new urbanization construction by perfecting government functions.

When the market cannot allocate resources effectively due to public goods, externalities, economies of scale and incomplete information, it is necessary for the government to intervene in the economy. At this time, the government's economic management function is mainly reflected in the support and protection of the development of Shedui enterprises. This kind of support and protection is an important prerequisite for the development of Shedui enterprises. The development path of local government reform in China is not clear. Although the current political power structure has its function of supporting economic development, its negative effects are also serious [5]. Since the reform and opening up, the reform of our government has never stopped. With the deepening of the practice of government reform, theoretical research must constantly expand its research ideas and horizons [6]. Compared with the planned economy period, the biggest difference in the governance structure of Chinese government since the reform and opening up is that a relatively stable fiscal decentralization system has been established among multi-level governments. The reform of local government is not only an important theoretical problem, but also an urgent practical problem [7]. Compared with people's expectation, there is still a long way to go in the degree and progress of the transformation of local

government functions. The original management methods, means and techniques of local governments are difficult to cope with these new changes, so local governments must carry out reform and innovation [8]. In this paper, according to the analysis of the behavior determined by the system, the relevant countermeasures of the government's public service function in the process of new urbanization in Heilongjiang Province are analyzed, so as to realize the optimization and upgrading of the public service supply and promote the perfection of the government's public service function.

2. Adaptive Requirements of the Transformation of Government's Public Service Function in the Process of New Urbanization in Heilongjiang Province

2.1 The Governance Structure and Behavior Trend of Local Governments in China

Local government reform is an important part of government theory, and studying local government reform is an inevitable requirement for the continuous development and improvement of government theory. Under the framework of different governance structures, the ways in which the government or government officials pursue their own interests are very different. A distinctive feature of Heilongjiang's urbanization construction is that it is led and promoted by the government, mainly through powerful administrative means, policy guidance and other government actions to control and promote the rapid development of urbanization [9]. This is due to the imperfect market development in the past and the immaturity of specific social development, which determines that the urbanization of Heilongjiang needs to be led and intervened by the government. Efficient government governance structure is a very scarce resource for many countries, especially developing countries. The multi-level sub-structure of government organizations shows that the internal dynamic foundation of its governance structure is the authority of superiors to subordinates. In the case of asymmetric information, the efficiency of the government's governance structure depends largely on the intensity of the work incentives that the governance structure design can provide to government officials at all levels. The formation of the economic decentralization system has transformed the governance structure of local governments in my country from the previous political and economic unified vertical centralized control to the continued implementation of vertical centralized control in terms of basic administrative norms and the appointment and removal of key local government officials.

2.2 Adaptability Requirements for the Reform of Governance Structure and the Transformation of Local Government Functions

With the continuous improvement of the market and the continuous progress of society, the government functions need to change to economic regulation, market supervision, social management and public services. Therefore, to accelerate the construction of new urbanization in Heilongjiang and promote the equal sharing of basic public services between urban and rural residents, it is required to further transform the government's public service functions, optimize the supply of public services, and improve the quality of public services, so as to satisfy the equalization of basic public services at the general level as well as the equalization of full coverage and multi-level public services. The local government's pursuit of accelerating economic growth as much as possible is highlighted by the fact that local financial resources are inclined to infrastructure construction as much as possible. The local government is a local state administrative organ, and the difference between it and the central government is based on the different position, responsibility and authority in the state administrative system. The management behavior of the township government is actually an entrepreneur's business behavior and entrepreneurial behavior. Controlling the financial risks of local governments is a content that any country attaches great importance to, but the relevant laws formulated by China prohibiting local government liabilities have not been effectively observed. Local governments have both economic interests and social and political interests in promoting economic development. This is also an important reason why the township government acts as the organizer and participant in the development of township enterprises.

3. Countermeasures to Improve the Public Service Function of the Grassroots Government in the New Urbanization

China is in a general economic shortfall. On the one hand, local governments are actively involved in the production and management activities of existing enterprises. If we can find corresponding measurable government work performance variables for various government objectives. Then, as long as these different performances are given different weights according to the principle of maximizing social benefits, it is possible to induce government organizations to maximize social welfare through monetary incentive mechanisms. With the continuous development of market-oriented reforms, the market economy theory has also been continuously developed and improved, which in turn further guides our reform practice. Under the constraints of promotion incentives and supervision, officials' motivation

for work is no longer immediate immediate material reward, but more opportunities for advancement in the future. Since the reform and opening up, fiscal decentralization has played an important role in promoting China's market-oriented reforms and functional transformation. We must also see that such high-speed economic growth comes at the cost of the weak function of government public products, the reduction of the effectiveness of many important public management policies, and the continuous expansion of local government debt. The rapid economic growth will definitely increase the local government's fiscal revenue, thus providing financial guarantee for the local government to carry out cultural and educational undertakings, social security, and beautify the urban environment.

Social and public affairs are becoming more and more complicated and heavy, and the main body of public well management is bound to diversify. The government is no longer the only governor and center of power in society. Public governance must rely on the government, market mechanisms, numerous third sectors, and the general public to jointly govern social public affairs. In local governance, governments, markets, and non-governmental organizations play different roles. The figure below reflects the main structure of public governance.

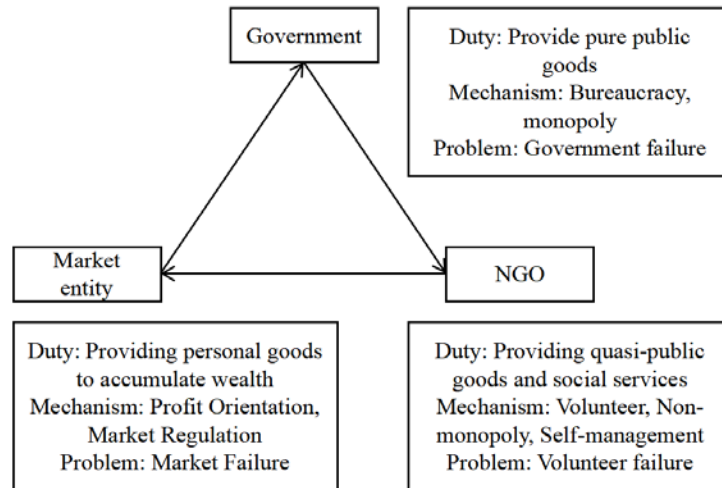


Fig.1 Schematic Diagram of the Main Structure of Public Governance

Financial subsidies play a role in promoting corporate performance. It is recommended that the government should strengthen subsidies, expand the scope of financial subsidies, and improve the efficiency of financial allocation and R&D investment. Leverage refers to the government subsidies for corporate R&D activities to a certain extent, reducing the company's R&D costs and stimulating companies to increase their investment in R&D activities. That is, the company's R&D investment and government subsidies have a positive relationship, as shown in Figure 2.

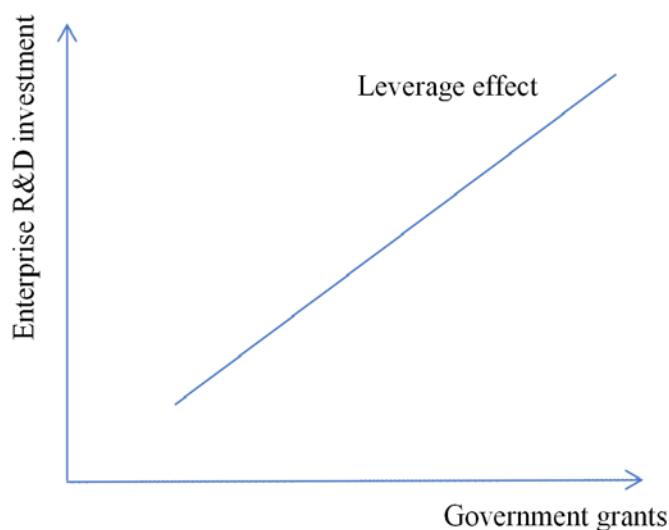


Fig.2 Relationship between Government Subsidies and R&D Investment

The economic system and the government management system are inextricably linked. The transformation of the economic system has brought huge challenges to the local government's role positioning, function transformation and management system. From the perspective of the evolution of the government's decision-making power allocation model, the most striking reform of our government's governance structure since the reform and opening up was the fiscal decentralization reform of the central government and local governments. The basic education, pension, social relief and other social security functions undertaken by the government should be transferred to the higher level government. In the local government system, the prefecture-level government is the political organization second only to the provincial-level government, and its jurisdiction includes both central cities and subordinate counties. The government system of any country is the foundation on which its financial system is established and formed. The common feature of the government system is the multi-level nature, which reflects the inevitable requirements for the division of labor and cooperation within the government. The rapid economic growth will certainly increase the local government's financial revenue, thereby providing financial guarantee for the local government to carry out cultural and educational activities, social security, and beautify the urban environment [10]. To accelerate the construction of new urbanization in Heilongjiang, we must use the supply-side structural reform as an opportunity to promote the transformation of government public service functions, optimize public service supply, improve the quality of public services, and strive to break the established interests of local governments at all levels in public service financial expenditure Pattern, and give the floating population groups financial support for inclined distribution and transfer distribution. In order to achieve the equalization and sharing of basic public services of urban and rural residents in the process of new urbanization in Heilongjiang, and achieve the people's longing for a better life.

4. Conclusion

Heilongjiang Province is a big agricultural province in China, and its new urbanization construction has become a prominent problem in the process of urbanization construction in China. The transformation of economic system has brought great challenges to the role orientation, function transformation and management system of local governments. The common feature of government system is multilevel, which reflects the inevitable requirement of division of labor and cooperation within the government. One of the main contents of new urbanization construction is to realize new public service, and perfect government public service function is the basic requirement to realize this goal. In order to speed up the construction of new urbanization in Heilongjiang Province, it is necessary to change and optimize the government's public service function, that is, to change the way of solving the structural problems of urbanization only by increasing the government's public financial input. The role of the government in different stages of new urbanization construction is different. Therefore, in the process of promoting the construction of new urbanization, the government still needs to adopt policies suitable for the development of new urbanization in this region. Only by truly implementing the transformation of government functions can we change the current phenomenon of dislocation, offside and lack of government functions, and make urbanization get rid of the malpractice of only relying on investment and infrastructure construction before.

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