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Research to the Current Situation of Small and Medium-Sized Enterprises Public Service Platform of China

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Abstract: Small and medium-sized enterprises public service platform(SMEPSP for short in the following paper) is a comprehensive service platform to provide services such as technology innovation, financing guarantee, business supporting and management consulting to small and medium-sized enterprise(SME for short in the following paper). This article is based on questionnaire surveys and interviews to those service departments who have participated the construction and operation of SMEPSP. After the statistics and analysis, we have firstly summarized the main features of SMEPSP of our country; Then we have analyzed the main existing problems of SMEPSP in construction and operation, such as repeated construction of hardware and software, weak coordination and integration of resources, and so on; At last, we have come up with a countermeasure that by establishing a national level total SMEPSP, adopt unified planning and top-level designing, to perfect the system construction of SMEPSP of our country.

Keywords: small and medium-sized enterprise, public service platform, coordination and integration of resource

1. INTRODUCTION

SMEs play an important role to promote the development of economy and maintain the stability of society. They are important parts of our national economy, they are also important parts to enhance the ability of independent innovation and the development of regional economy ^[1]. Therefore, it is very important to solve the common needs of SMEs, help them open information channels, improve management, enhance the market competitiveness and achieve new development.

SMEPSP is a platform to solve the common needs of SMEs. In recent years, many provincial and municipal service departments of our country have gradually speeded up the construction pace of SMEPSP, Also there are more and more scholars have begun to study how to provide better services for SMEs with the help of SMEPSP. At present, researches about the SMEPSP in our country are mainly focus on the study of content construction, mode construction, system construction and the operation mechanism of the platform.

Ming Yi ^[2] and Taishou Xia ^[3] think that, as a service resource center for SMEs, SMEPSP should contain technology innovation, financing guarantee, management consulting and other various service contents, offer one-stop solution to the actual demands of SMEs. They also think that the functional departments of government should promote the specialization and network of the platform construction, establish and perfect the operation evaluation mechanism of the platform; After the research to framework and model of the SMEPSP faced to the regional industry cluster, Lei Sheng ^[4] and Qingxiao Wang ^[5] put forward kinds of service model concepts such as freestyle service, pusher service and one-stop service; According to the study of construction situation of several provincial SMEPSPs, combine the existing problems in the construction and operation of SMEPSP in our country, Bide Lin ^[6], Ruimin Wang ^[7] and Xinkai Hu ^[8] put forward a general model framework of integrated

construction in order to improve the operation efficiency of SMEPSP. Xiaohong Wang^[9] and Yi Yan^[10] think that to strengthen the construction of SMEPSP, the functional departments of government should strengthen policy guidance, increase financial capital investment, promote the industry-university-research cooperation. These scholars' studies are mainly about the content and mode construction of SMEPSP.

There are many scholars who have made lots of detailed and targeted research for the system construction of SMEPSP. Liu Hong^[11] has made some analysis about the internal and external environment to the construction system of financing SMEPSP, and combine the current financing situation of SMEs in Hubei province, he puts forward the countermeasures that establishing five investment and financing platforms to perfect the financing system of SMEPSP; Huaiying Guo^[12] thinks that in the construction of SMEPSP, besides the regulation of market, leading, promotion and guidance of the government is also very important.

There are also some scholars who have studied the operation mechanism of SMEPSP. Chunmei Liang^[13] and Guiliang Wang^[14] think that to better play the role of SMEPSP, in addition to establishing an effective mode of organization and operation, we still need to construct a benign operation mechanism that support resource sharing, talent flow and self-development of the platform. Zhixiong Du^[15] and Chang Liu^[16] have made some analysis about SMEPSP with the economic theory, revealed the meaning of construction of SMEPSP to the innovation and growth of SMEs. Besides, they have put forward the mechanism about how to perfect fund raising and benefit sharing, and given policy suggestions that how to gradually establish and perfect evaluation mechanism.

This article is based on the actual demands of SMEs, combine with the development truth of SMEPSP of our country, advocate the creation of a national level SMEPSP, adopt the principle of unified planning and top-level designing, to integrate resources of local platform, to lead the development direction of local platform, perfect the construction system of SMEPSP in our country.

2. THE OPERATION SITUATION OF SMEPSP IN OUR COUNTRY

By the end of 2012, the ministry of industry and information technology of the people's republic of China has supported 25 provincial SMEPSP construction, these platforms have played a very important role in their respective fields and areas, offered services such as technology innovation, investment and financing, management consulting and so on, made outstanding contributions to the development of local SMEs.

To better grasp the construction and operation condition of SMEPSP, summarize useful experience, find out and solve universal and key problems during the development of local SMEPSPs, perfect the SMEPSP system of our country, from September to November, 2012, China center for promotion of small and medium-sized enterprises development established the research group to carry out the survey. With the combination of questionnaire surveys and interviews, the research group carried on investigations to SMEPSPs of Beijing, Wuhan and other cities of our country, issued a total of 100 questionnaires, 89 responded, including 33 effective questionnaires. After screening and classifying the collected data, according to the statistics and analysis we could know that at the present stage, operation features of SMEPSP in our country mainly behave as the following:

- Comprehensive strength significantly strengthen

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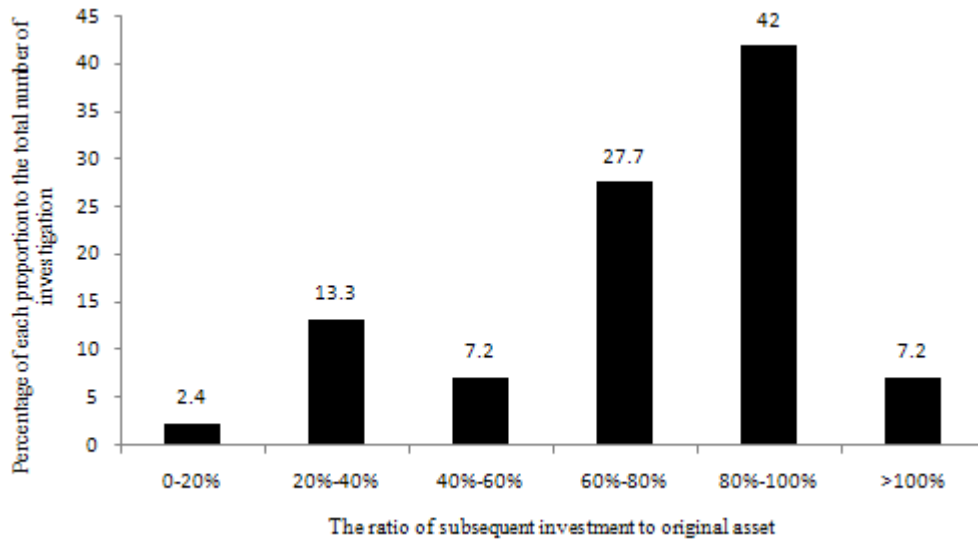


Figure1. The ratio of subsequent investment to original asset of SMEPSP

To better serving for SMEs, local functional departments of the government continue to strengthen the construction of SMEPSP in recent years, on the basis of existing site and equipment, increase the necessary equipment of software and hardware and other service facilities. In the survey of 83 platforms, 64 platforms' subsequent investment have been more than 60% of the original assets of the platform, accounting for 76.9% of the total number of investigation, particular case is shown as in figure 1. Continuing investments have continuously strengthen the comprehensive service ability of SMEPSPs, by providing kinds of public services, have reduced the risk and cost to the establishment and development, improved management level, enhanced the innovation ability of SMEs.

- Service capacity substantially improved

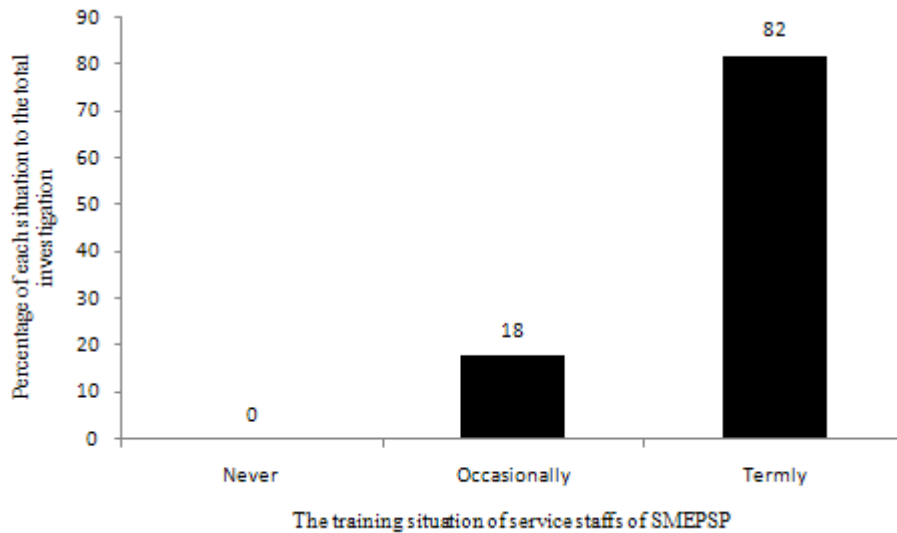


Figure 2. The training situation of service staffs of SMEPSP

Local functional departments of the government have paid great attentions to the service staffs' professional accomplishment, by organizing continuous training to service staffs to improve the service ability of SMEPSP, particular case is shown as in figure 2. From figure 2 we can clearly see that in the survey of 83 platforms, 68

platforms periodically organize service staffs to attend training, accounting for 82% of the total number of investigation. By continuously providing chances to learn and communicate with each other, platforms have gradually established a scientific and reasonable training system, and stimulated the enthusiasm and creativity of service staffs to serve for SMEs. Meanwhile, according to the actual needs of SMEs, local platforms actively expand the area of service, unite a group of servicers who have good reputation and standard operation, provide SMEs with business, training, financing, and other services.

- Actively carry out public services

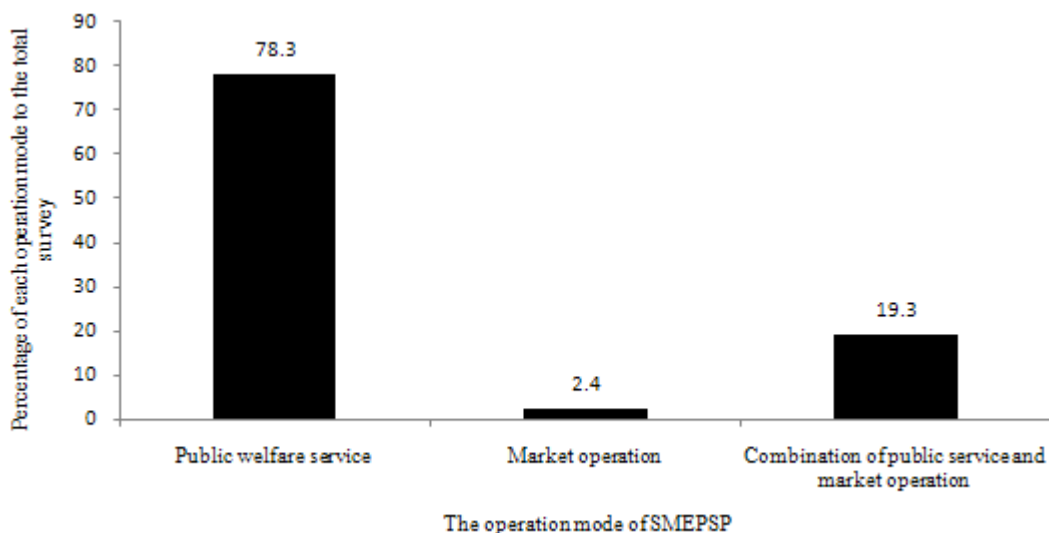


Figure 3. The operation mode of SMEPSP

Figure 3 shows the operation mode of SMEPSP in our country, we can see that in the survey of 83 platforms, 65 platforms fully carry out public services, accounting for 78.3% of the total number of investigation; 16 platforms begin to explore the combination mode of public service and market operation, accounting for 19.3% of the total number of investigation; only two platforms fully realize the market operation, accounting for 2.4% of the total number of investigation. Local SMEPSPs continuously provide public services for SMEs, meanwhile actively explore the combination service mode of public services and market operation, adopting a variety of models to provide services to local SMEs.

3. THE MAJOR PROBLEMS IN THE OPERATION OF SMEPSPS OF OUR COUNTRY

According to the investigation of current situation of SMEPSPs we can see that, in recent years the constructions of SMEPSPs in our country have achieved remarkable results, platforms have played out the corresponding function. From the surveys we can also find that there are still some undeniable problems in the operation of SMEPSPs, for example: the utilization efficiency of finance fund is low, function of many platforms is too simpler to meet the needs of SMEs, operation of the platform is difficult, etc. [17] These problems not only seriously affect the development of the SMEPSPs, but also restrict SMEs to gain resources. According to the summaries and analysis of questionnaire, we can see that at the present stage, problems in the operation of SMEPSPs of our country mainly behaves as the following:

- The construction and development of platforms are not balanced

In recent years, China government has attached great importance to the construction of SMEPSPs, Local functional departments of the government have also issued a series of policies and measures to encourage the construction and development of SMEPSPs, this is positive to the public service system construction of our

country. But on the whole, because of the difference of economic basis and industrial structure, constructions of SMEPSPs from different areas are not balanced, the difference is particularly obvious between western areas and coastal areas. in the survey of 83 platforms, 71 platforms are located in the eastern area, accounting for 85.5% of the total number of investigation. in the survey of 71 SMEPSPs of eastern area, 54 platforms have operated for more than three years, accounting for 76.1% of the total number of investigation of the eastern area. But in the western area, this ratio is only 16.7%. Construction of the SMEPSPs in western area starts late, not only lack of funds, but also lack of talents and service resources.

Table1. The regional differences of construction of SMEPSPs

Region of the platform	Quantity	Percentage	State of operation	Quantity	Percentage
Eastern region	71	85.5	Operated more than three years(Eastern)	54	76.1
Western region	12	14.5	Operated less than three years(Eastern)	17	23.9
Amount	83	100	Operated more than three years(Western)	2	16.7
			Operated less than three years(Western)	10	83.3
			Amount	83	

•The construction of software and hardware of platforms is repeated

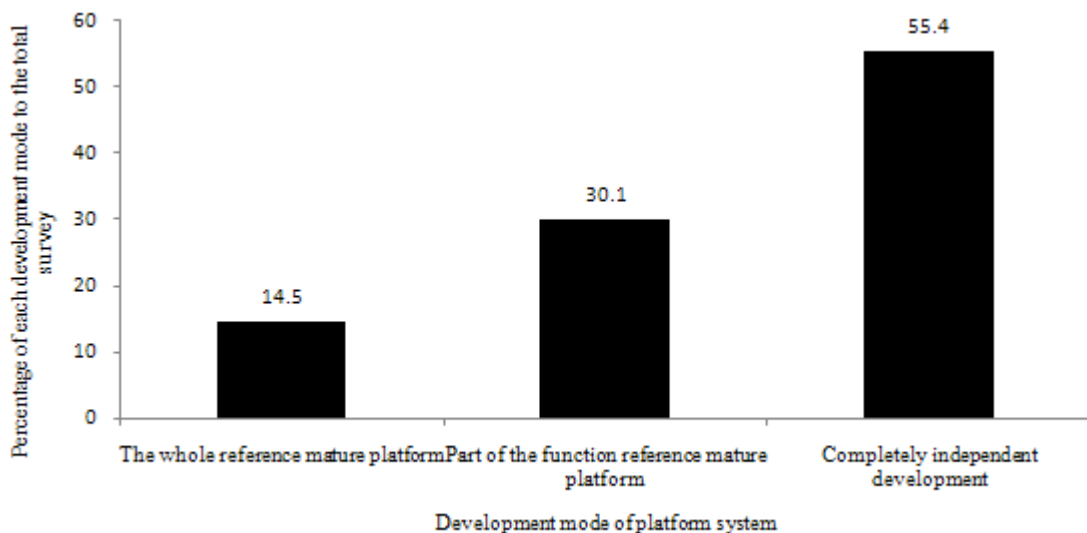


Figure 4. The construction and development mode of the system of SMEPSPs

Promotion of the construction of SMEPSPs needs a lot of input of software and hardware resources. In our country, service functions of most SMEPSPs have great similarities and references. If each platform is developed independently, that will cause a lot of waste of resources and money. Figure 4 is the result of survey on the development mode of SMEPSPs, from which we can find in the survey of 83 platforms, there are 71 platforms whose systems is developed completely or partially independently, accounting for 85.5% of the total number of investigation, repeated development exists in the construction of the system, finance capital can't get

the most effective usage. It is mainly due to the lack of a national service platform management institution answer for the construction of SMEPSPs by unified planning and global coordinating.

- The coordination and integration of resources is not strong enough

So far, SMEPSPs of different provinces is limited to serve for the SMEs of respective province, national level inter-communication service system has not been formed. So resources can't be effectively shared between areas., parts of the SMEPSPs whose construction lever is better can't get their innovation model effectively promoted and applied in other areas, these affect the development of local SMEs to a certain degree.

- The business promotion space of platforms is limited

After continuous development and accumulation, local SMEPSPs have formed certain scale and influence in area and field. Local SMEPSPs have been always hoping to expand their own propaganda, to improve their influence, to achieve a wider range of resource integration. But due to the limit of resource and height of local platform, their influence is difficult to be further expanded. This not only restrict the improvement of SMEPSPs, but also affect the development of SMEs.

4. THE DEVELOPMENT TENDENCY OF SMEPSPS AND THE COPING STRATEGY TO THE TENDENCY

According to the surveys and researches of SMEPSPs, we can find that 25 provincial SMEPSP networks have formed scale, in the development of SMEs they also play a more and more important role. But a lot of problems also appear in the development process of SMEs. According to the analysis and summaries, combining with the development needs of SMEPSPs in China, we think it is an inevitable development trend to build a national level SMEPSP to solve the problems concerning the development of SMEPSPs. With the establishment of national SMEPSP, adopt unified planning and top-level designing to provincial SMEPSP networks, Guide the development direction of provincial SMEPSP networks, finally provide cheap and high quality services for SMEs meanwhile promote the development of platform itself.

First of all, operations of local SMEPSPs need a national platform as support. On the one hand, by the construction of the national SMEPSP, perfect the construction system of SMEPSPs in our country, adopt top-level designing and standard setting, uniformly plan the construction of local SMEPSPs, can effectively solve the imbalanced construction of SMEPSPs and repeated development of software and hardware, improve the usage efficiency of financial investment. On the other hand, national SMEPSP as a terminal platform, with the effective integration of infrastructure, service mode and other existing service resources of local platforms, can help local SMEPSPs realize the resources sharing, so as to better serving for SMEs; With mutual cooperation and dislocation competition with local SMEPSPs, can help local SMEPSPs enlarge influence and realize better development.

Secondly, to the supervision of local SMEPSPs, functional departments of the government need a national SMEPSP as tool. The ministry of industry and information technology of the people's republic of China has supported 25 provincial constructions of SMEPSPs, appraised and elected more than 300 demonstration SMEPSPs from all kinds of SMEPSPs. After constructions of these SMEPSPs, the operation condition and service effect of SMEPSPs haven't had a real-time effective reflection. A national SMEPSP is needed to be built and connect with provincial SMEPSPs and all kinds of demonstration SMEPSPs, by means of real-time collection and analysis to operation condition and service effect of local SMEPSPs, help functional departments of the government master and plan the development direction of SMEPSPs.

Finally, developments of SMEs need a national SMEPSP as a backing. Development and growth of SMEs need a lot of information and service resources as support, but regional resources have been difficult to satisfy the actual demands of SMEs. A national SMEPSP is needed to integrate local resources, to realize information

query, service navigation and other functions to SMEs, help them quickly find high quality, reasonable price of resources and services in a wider platform.

5. CONCLUSIONS

With the establishment of a national SMEPSP, guide the development direction of local SMEPSPs, realize the inter-communication and resource integration of local SMEPSPs, will perfect construction system of SMEPSPs of our country, provide better services for the vast number of SMEs.

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