

Promoting the High-Quality Development of Qinghai's Private Economy with Entrepreneurship

Xiao Liang*

School of Marxism, Qinghai University, Xining 810016, China

*Corresponding author: Xiao Liang, 2782535582@qq.com

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Abstract: Private enterprises are not only an important part of Qinghai's social and economic development, but also an important hub to realize the accumulation and release of its social wealth. In order to promote the high-quality development of Qinghai's private economy, we must give full play to the entrepreneurial spirit, through innovating the concept of development and the structure of development, as well as constructing a new development pattern. We must constantly improve the competitiveness of enterprises and inject new vitality into the high-quality development of Qinghai's private economy.

Keywords: Entrepreneurship; Private economy; High quality development

Online publication: February 17, 2022

1. Introduction

Whether the private economy in Qinghai can contribute to the social and economic development of Qinghai and the improvement of people's living standards depends on whether its entrepreneurs have the spirit of exploration and innovation, the feeling of patriotism and love for their hometown, as well as valuable entrepreneurial spirit. For the sake of the development of the private economy in Qinghai, the pioneering and innovative spirit of entrepreneurs should be taken as the impetus, the feelings of patriotism and love for the countryside as the link, and the entrepreneurial spirit of the new era as well as the new Qinghai spirit as the support. They should hold on to the original intention and make positive progress, so as to contribute new power and new strength to the economic and social development of Qinghai.

2. The pioneering and innovative spirit of entrepreneurs are the endogenous impetus for the development of private enterprises

Entrepreneurship is a "super production factor" that surpasses traditional production factors, such as labor, capital, and land. It takes development and innovation as its core; it is an important factor to promote social and economic development as well as the reform of production. Contemporary Chinese entrepreneurs should actively seek opportunities for their own development from the development level of their own enterprises and the development needs of domestic as well as foreign markets. Since the outbreak of COVID-19, the development of all industries across the country has faced enormous pressure and challenges, but also with new opportunities, breeding new situations, where only innovators achieve victory. China's economy has been seriously affected by COVID-19 in 2020. Although Qinghai is far away from the frontline and less affected by the pandemic than other provinces, the economic development of Qinghai

is still inseparable from the stable external development environment. In addition, the consumption population of Qinghai is small, and its consumer market is mainly targeted at the population from other provinces. At the same time, the pandemic has also led to great changes in people's domestic demand, forcing private enterprises in Qinghai to optimize, upgrade, reform, and adjust their production mode and structure as well as pay more attention to the decisive role of the market in resource allocation. Since the reform and opening-up, the Party has emancipated the mind, sought truth from facts, established the socialist market economy theory, established and improved the socialist market economy system, continuously improved and developed social productive forces, as well as laid the foundation for realizing the modernization goal of building a well-off society in an all-rounded way. During the Fourth Plenary Session of the 19th Central Committee of the Communist Party of China, it has been proposed that the people must adhere to the basic socialist economic system, give full play to the decisive role of the market in resource allocation, give better play to the role of the government, fully implement the new development concept, continue to focus on supply-side structural reform, and accelerate the building of a modernized economy ^[1]. As an important part of the economic development of the western region, private enterprises in Qinghai are important hubs to realize the accumulation and release of social wealth. In order to realize the vigorous development of the private economy in Qinghai, the innovative spirit of entrepreneurs is the most effective booster.

Innovation is not only the soul in the progress and development of a country and nation, but also the inexhaustible impetus for the vigorous development of an enterprise. In the fierce competitive market environment, only innovators advance and win. It has been stressed that entrepreneurs should be explorers, organizers, and leaders of innovation and development, as well as have the courage to promote innovation in production organization, technology, and the market ^[2]. In order to improve people's livelihood and promote the rapid development of the private economy in Qinghai, Qinghai's entrepreneurs must make a difference. They should not only innovate based on the existing foundation, but also from the domestic demand of people's yearning for a better life and the goal of serving the people based on the national level in combination with the characteristics of Qinghai. Qinghai's private entrepreneurs should also vigorously carry forward the pioneering and innovative spirit, actively participate in the construction of the western development strategy in consideration of the actual situation of Qinghai, constantly innovate the development concept, change the development mode, adopt scientific and effective management methods, optimize the proportion share among the three industries, take the transformation from labor-intensive and resource-intensive to knowledge-intensive and capital-intensive as the goal, coordinate the two markets within and outside the province, increase the attraction, continue to stimulate consumption, invigorate the market vitality, as well as make due contributions to the construction of a prosperous, civilized, harmonious, and beautiful new Qinghai.

During the two sessions in 2021, when attending the deliberation of Qinghai Delegation, it has been pointed out that the people should combine Qinghai's advantages and resources, implement the innovation-driven development strategy, accelerate the construction of a World-Class Salt Lake Industrial Base, build a national clean energy industry highland, an international ecotourism destination, and a place for exporting green organic agricultural and livestock products, as well as establish a green low-carbon circular development economic system and a modern economic system reflecting local characteristics ^[3]. This points out the direction of Qinghai's future economic development; that is to unswervingly take the road of high-quality development and improve the well-being of people's livelihood.

Compared with other provinces, Qinghai has its own uniqueness. The comparative advantages of Qinghai's economy should be given full play through the decisive role of the market in resource allocation and the government's macro-control. First, it is necessary to adhere to the market orientation, expand the development range of advantageous industries, strengthen the development of advantageous industries,

keep a foothold on Qinghai, and face the whole country. Second, it is important to cultivate characteristic industries, growing and strengthening them, form the characteristic advantage of “others do not have but I have, or others do have but I have better,” as well as enhance the market competitiveness in the country. Third, it is imperative to adhere to the reform direction of diversified market subjects, grasp both the development of public economy and non-public economy, optimize urban and rural structures, adjust the employment structure of labor force in agricultural and pastoral areas, guide the orderly flow of rural surplus labor force, and improve the level of urbanization. Fourth, it is also important to adhere to the coordinated development of basic industries and characteristic industries as well as improve the development benefits of tourism through the upgrading and transformation of agriculture and animal husbandry. In particular, we should vigorously develop ecotourism on the basis of the development of ecological agriculture. We should not only carry out secondary processing of original agricultural and livestock products, extend the industrial chain, as well as realize the value-added of products, but also build Qinghai into a large tourism province with good ecological and strong ethnic customs. The rapid development of tourism realizes the increasing efficiency of agriculture and animal husbandry as well as the increasing income of farmers and herdsmen. On the basis of respecting and grasping the law of social and economic development, we should fully stimulate market vitality, mobilize all social resources and funds, as well as narrow the gap between regions, industries, and different groups.

3. Patriotism and the love for hometown are the spiritual links connecting the development of private enterprises

It has been pointed out that excellent entrepreneurs must have a lofty sense of mission and a strong sense of responsibility for the country as well as the nation, and closely link the development of their enterprises with the prosperity of the country, the prosperity of the nation, and the happiness of the people ^[2]. As an indispensable key factor and special talent in the process of modern social and economic development, entrepreneurs do not only gather and allocate social resources for wealth creation, but also carry out technological innovation for industrial development through capital and technology. At the same time, they also provide financial support for national development and train a large number of skilled workers for social progress. It provides a better plan for the revitalization of the hometown and plays a very important role. The reason why entrepreneurs have created one miracle after another for China’s economic development is inseparable from the entrepreneurs’ feelings of patriotism and love for their hometown. 2021 was not only the first year for China to consolidate the achievements in poverty alleviation, but also an important node for China to start a new journey of building a socialist modern country in an all-rounded way. Qinghai’s private entrepreneurs should transform their patriotism and love for their hometown into a spiritual link connecting the development of private economy, actively create jobs, cultivate technical talents, improve people’s living standards, and promote the economic development of Qinghai to consolidate the cause of poverty alleviation to truly achieve the goal of “taking off the hat without stopping assistance, reducing policy, and abolishing regulatory,” so as to strengthen achievements in poverty alleviation. These entrepreneurs integrate the feelings of patriotism and love for their hometown into the whole development process of Qinghai’s private economy, which can be summarized as two feelings.

The first is gratitude. Qinghai is an area inhabited by ethnic minorities. Ethnic entrepreneurs were born and grew up in this area. They grew up under the shelter of the Party and the state as well as received good education and policy support before they could succeed. Therefore, in the process of struggle, they take the initiative to link their personal achievements with national development and hometown construction. In particular, national entrepreneurs do recognize that today’s success is inseparable from yesterday’s help; therefore, they will take the initiative to help their compatriots in thoughts and action. Low educational background, old age, little experience, and lack of ways and experience to alleviate poverty are the main

reasons for poverty in Qinghai. On the one hand, Qinghai's ethnic entrepreneurs actively encourage capable people to return home to support hometown construction; on the other hand, they integrate resource advantages through land transfer and build factories at the door of villagers' homes, which not only increases employment opportunities for their compatriots, but also brings stable income to these compatriots in their hometown. Qinghai's private entrepreneurs also actively promote the two-way measures of "going out and bringing in," continuously improve the comprehensive quality and skills of employees in their hometown enterprises, as well as create and build a good learning and exercise platform for employees, so that employees can fully display their talents and improve themselves. The enterprise itself also establishes the employment concept of placing talents with morality in an important position, using talents with morality with caution, and not using talents without morality to cultivate the scientific and cultural level as well as ideological and moral level of employees in many aspects, so as to make them truly achieve and realize their own value.

The second is the sense of responsibility. If an entrepreneur lacks social responsibility, honesty, and trustworthiness, it is impossible for that entrepreneur to grow and become stronger even if he or she has keen market awareness. While operating enterprises and cultivating the market, private entrepreneurs are actually undertaking social responsibilities as social members. They are unable to focus on the development of their own enterprises and the expansion of their own interests, but they should begin from the overall situation, stand at the height of the times, and actively respond to market development as well as people's needs. Only such entrepreneurs and enterprises will be recognized by the people and meet the requirements of the times. In the concrete implementation of the 14th Five-Year Plan, Qinghai's entrepreneurs should still have a high sense of responsibility, seize all kinds of opportunities, excel in innovation, and dare to try, so as to better keep pace with the times, develop insights of the future, grasp the future development direction of the enterprise, and achieve success with continuous efforts. They should still have a clear sense of social responsibility and historical mission as well as drive enterprises to achieve better development at a higher level of opening to the outside world.

Under the new situation of building a powerful socialist modern country in an all-rounded way, private enterprises must keep pace with the development of the times in order to become the endogenous impetus for Qinghai's economic development. First, it is necessary to continue to improve people's livelihood, act as the right hand of the government, assist and cooperate with the government's work, strive to improve the level of public services, as well as continuously increase the area of benefit for the people. Secondly, it is necessary to consolidate and expand the effective connection between the achievements of poverty alleviation and the development of rural revitalization, continuously improve the production and living conditions of urban and rural residents, extend the industrial chain of farmers and herdsmen in Qinghai, broaden the sales channels, strengthen the improvement of the living environment in rural areas, cultivate rural civilization, as well as build a beautiful and pleasant socialist new countryside with a prosperous industry. Third, it is necessary to strengthen national unity. Enterprises should focus on accelerating the development of ethnic areas by introducing funds, technology, and talents, make full use of industrial resources in ethnic areas, and explore high-quality paths that in line with the national characteristics and suitable for the development of national economy. Fourth, it is necessary to strengthen and innovate ways and means of social governance, realize a governance system dominated by the government, coordinated by enterprises, and participated by the people, as well as ensure the safety of ecological development along with the peace and contentment of living and working.

Qinghai's entrepreneurs should bravely be the trendsetter and vanguard of economic development in the western region, implement the feelings of patriotism and love for hometown into specific actions, care for the lifeline of Qinghai's economic development, master the special laws of Qinghai's economic development, and constantly make contributions as well as create new achievements for Qinghai's

economic development.

4. Spiritual inheritance is an important support for the development of private enterprises

The inheritance of entrepreneurship and the new Qinghai spirit in the new era is an important support for the development of Qinghai's private economy. In 2020, China has achieved an all-round victory in the battle against poverty under the current standards as scheduled. At present, the country is in an important stage of consolidating the achievements of poverty alleviation and implementing rural revitalization. Neither the Party and government organs nor social enterprises can take a break from the hard-won achievements of poverty alleviation. For entrepreneurs, they should still uphold the spirit of patriotism, innovation, integrity, social responsibility, and international vision, which are not only the connotations of the era of entrepreneurship, but also important supporting factors for the long-term development of an enterprise. At the Fourth Plenary Session of the 13th Central Committee of the Qinghai Provincial Communist Party in 2018, Qinghai's provincial Party committee condensed and summarized the Qinghai spirit of the new era (new Qinghai spirit), including the "spirit of climbing high and looking forward," the "spirit of self-confidence and openness," the "spirit of unity and dedication," as well as the "spirit of unremitting struggle" [4]. The development of Qinghai's private economy should be guided by the instructions on entrepreneurship and the concrete connotation of the new Qinghai spirit.

Patriotism is the most important thing. Sharing worries for the country and helping the people are not only important tasks for the development of enterprises in the new era, but also the essential requirements of entrepreneurship in the new era. China is experiencing a new round of scientific and technological revolution as well as industrial upgrading. Private entrepreneurs in Qinghai should closely integrate enterprise development with national prosperity, regional development, and people's happiness. They should implement it in specific practice; that is, constantly promote the large-scale, intelligent, and economical development of enterprise industry, vigorously promote green development and reduce damage to the environment, improve the utilization rate of raw materials and the recycling of waste materials, realize the unity of economic development and resource conservation, as well as realize development with stronger competitiveness and greater influence.

Innovation is the key. Promoting self-innovation and constantly surpassing oneself is the power source for an enterprise to develop and grow. As the main body of innovation, entrepreneurs must adhere to the innovation concept of "others do not have but I have, or others have but I have better." They should think well and be daring to break the rules, whether in the field of technological innovation or marketing. Qinghai's private entrepreneurs are the backbone of Qinghai's innovative economic development in the new era. They should shoulder the responsibility and mission of developing Qinghai's economy. Especially in terms of technological innovation, they should make breakthroughs in the technological shackles existing in the plateau industrial field, strengthen the pressure resistance of the competition in the external environment, continuously enhance their core competitiveness, and occupy a dominant position in the market.

Integrity is fundamental; people do not stand without faith, and the same is true for the development of enterprises. The development of enterprises is inseparable from external communication. Entrepreneurs need to follow the market rules, respect market laws, and abide by the legal system in order to realize the high-quality development of enterprises. In the process of production, operation, sales, and distribution, private entrepreneurs in Qinghai should not only have the spirit of contract, but also have a legal sense. Specifically, they should pursue excellence and keep improving in the process of production, product quality, and the qualified rate. They should not participate in vicious competition in the sales process, but adhere to winning with quality, set an example of integrity, and promote the healthy development of Qinghai's economy while ensuring the high-quality development of enterprises.

Social responsibility is a special mission. If an enterprise has no sense of responsibility, having the desire to only make money without giving back to society, it will be difficult for the enterprise to continue to survive. Qinghai's private entrepreneurs should have the economic responsibility of creating social wealth, the legal responsibility of adhering to integrity, the social responsibility of promoting harmonious development, and the moral responsibility of maintaining fairness as well as justice. They should have a sense of mission and responsibility for the prosperity and strength of the country, the revitalization of the nation, the happiness of the people, and the development of Qinghai while considering the long-term stability of the country and the life of the people.

International vision is the requirement of the times and the necessary condition for an enterprise to achieve rapid development. Although located inland, Qinghai's enterprises still enjoy the dividends brought by the foreign market over 40 years of reform and opening-up. It has been pointed out that the door of China's reform and opening-up will only be wider, and private entrepreneurs in Qinghai should seize the opportunity to take advantage of the special advantages of the plateau industry and actively participate in international market competition. Their production, processing, export, and sales of products should be based on the requirements of the international market, and the development strategy and competition strategy of export products should be improved, so as to better develop and consolidate the international market.

It has been pointed out that high-quality development is not just an economic requirement, but a general requirement for all aspects of economic and social development; it is not only a requirement for economically developed regions, but one that must be implemented for the development of all regions; it is not a one-time requirement, but one that must be adhered to for a long time ^[3]. Private enterprises in Qinghai should take into account the economic development of Qinghai, adjust measures in line with local conditions, make full use of their strengths to complement their weaknesses, assume the fundamental interests of the majority of the people, unswervingly improve the well-being of the people, closely link their own development with the strategic arrangements of the state, and meet the needs of the people for a better life, so as to enhance the well-being of people's livelihood and achieve economic income-generating benign interaction.

Qinghai's private entrepreneurs should also assume the new Qinghai spirit as the guide, based on the top of Kunlun, broaden the national and world markets, as well as constantly integrate their own development into the national and world pattern. They should set up first-class enterprises with the spirit of pursuing excellence and innovation, create new situations in crisis, and make contributions to the great rejuvenation of the Chinese nation as well as the community of shared future for mankind.

Disclosure statement

The author declares no conflict of interest.

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