

Historical trajectory, logic of change and dynamics of the regulatory system for ground floor stalls--Based on a historical institutionalist perspective

Zongren Kou

School of Public Administration, Sichuan University, Chengdu 610000, China.

Abstract

The regulatory system of street stalls is an important part of China's street governance system, which plays a pivotal role in the country's economic development and social stability. Based on the analytical framework of historical institutionalism, by analyzing the historical trajectory of the change of China's street stall regulatory system, it is found that it presents a double logic of change in terms of the mode and process of change, and that its power mechanism consists of the synergistic interactions among stakeholders, social values, the institutional environment, and the institutional system. Reflecting on the past and looking forward to the future, in order to promote the long-term sustainable development of the stall regulation system and make it enter a virtuous cycle of institutional change, it is necessary to further strengthen the concept of people-oriented management, innovate the management mechanism, and promote the combination of stall regulation and artificial intelligence.

Keywords

Groundscraper regulatory system, Historical institutionalism, Historical trajectory, Logic of change, Power mechanism.

1. Introduction

Street is the core area of the city[1], and street governance is one of the important aspects of urban management, which is directly related to the city's environmental health, traffic order, public safety and other aspects. In street governance, the ground stall regulatory system has an important position. With the development of China's market economy and the acceleration of urbanization, the ground stall economy, as an important small and micro-economic system, plays an important role in the commercial and social life of the city. Characterized by low prices and flexibility, the ground stall economy is able to meet the basic consumption needs of the public, and also provides opportunities for some entrepreneurs to start their own businesses. Good street governance should be described in the context of street vendor governance as a state that should satisfy all parties, including vendor operators, urban management and consumers[2], however, the street vendor economy does face a series of problems in the process of development, such as disorderly operation, environmental pollution, safety hazards and other problems in the initial stage of the street vendor regulatory system, such as over-regulation in the stage of improvement and adjustment, and still has problems such as a single assessment model, such as a single assessment model, such as a single assessment model. Problems such as a single assessment mode still exist[3], and the construction and development of the regulatory system for street stalls has become an important issue in today's society. However, the strengthening of the regulatory system for ground floor stalls does not mean that the existence and development of ground floor stalls should be restricted. On the contrary, the "stall economy" is the spatial embodiment of community diversity and living [4], and also the vitality of China's economic development [5], and the regulatory system of stalls

has an important position in street governance, which should be given enough attention and concern.

However, the evolution and change of the regulatory system of ground floor stalls is a process closely related to social development, therefore, this paper conducts an in-depth study of the evolution and change of the regulatory system of ground floor stalls in China through the perspective of historical institutionalism, and this paper is of great significance in understanding the development history of China's market economy and the evolution of government governance. This paper adopts the theoretical framework of historical institutionalism to conduct the study, firstly combing and explaining the basic concepts, origins and assumptions of historical institutionalism, and then revealing the mechanism and path dependence of institutional innovation and change through the historical examination of the evolution and change of the ground stall regulatory system, analyzing the characteristics, effects and problems of the ground stall regulatory system as well as the dynamic mechanism of the change, and exploring the possibilities of institutional reform and improvement and prospects.

2. Historical trajectory of the regulatory regime for ground floor stalls

Ground stall economy is an economic form formed by obtaining a source of income through setting up ground stalls[6]. The Chinese government has carried out a series of changes in the regulatory system for the operation of ground stalls, mainly through the following stages:

2.1. The Rise of the Ground Floor Economy (1949-1978)

After the founding of New China, the street vendor economy spread in all corners of the country, but this period was accompanied by the question of whether the economic subject of the vendor operator was "capital" or "social"[7], and whether the street vendor economy was contrary to the planned economy became a topic of discussion at the time. Planned economy has become a topic of discussion at that time, for this issue, the government treats the vendor operators with a small amount of capital and no fixed place of business to take a more tolerant attitude, for the small capitalists, speculators and smugglers are more stringent management, although the government treats the first category of groups more tolerant, but still be branded as "capitalism". Although the government treated the first group more leniently, they were still labeled as "capitalist", and in many places were transformed into production and management cooperatives and other forms of socialism[8]. After the reform and opening up, the establishment of the socialist market economic system made the ground floor economy recognized by the state and government as a private economic situation, and all kinds of ownership economy have achieved great development under the support of the government. However, due to the lack of regulation and supervision, stall markets have also become the hideout of some unscrupulous traders, which has brought great difficulties to urban management. It was not until the 1970s that the rapid development of China's urban markets, especially the acceleration of urbanization after the reform and opening-up process, saw the stall market gradually become an important part of the urban economy.

With the rise of ground stall markets, a number of problems have arisen in many cities: due to the weak regulation of ground stall markets, the goods operated by some vendors may be counterfeit, expired and deteriorated, and other safety hazards, which are prone to infringement of the rights and interests of consumers; due to the fact that the ground stall markets are generally disorganized, crowded and dirty, they are prone to adversely affect the environment and image of the city; the setting up and operation of the ground stall markets are generally not controlled by urban planning and management, making it difficult to ensure the rationality and orderliness of the market and adversely affecting urban management and development; the development

of the stall economy often makes it difficult to pay taxes effectively, resulting in a loss of government revenue and is not conducive to the construction and maintenance of public services and facilities. In order to address these problems, the Government has begun to try to establish a management system for ground stalls.

2.2. Initial Establishment of the Regulatory System for Ground Floor Stalls (1978~2004)

In the 1990s, the Chinese government began to regulate and manage the market of ground stalls and established some preliminary regulatory systems for ground stalls. The evolution of the regulatory system for ground stalls at this stage is characterized by a large number of constantly revised policy documents and regulations, which are constantly being revised and improved to regulate the development of the ground stall economy and ensure the protection of the order of the market and the rights and interests of the consumers, but at the same time, they also The "Measures for the Administration of Urban Road Stalls" introduced in 1988 is the first regulation issued by the State Council for the administration of road stalls, realizing the progress of China's regulatory system for road stalls from scratch in terms of institutional mechanism, which mainly stipulates a specific system for the setup, management and charging of road stalls in cities, and specifies that the operators of road stalls shall register for record and pay a fee in accordance with the law. Operators should register and pay relevant fees in accordance with the law; in 1994, the State Council issued the Implementing Rules for the Regulations on the Management of Urban Markets, which further refined the specific contents of the Regulations of the People's Republic of China on the Management of Urban Markets, and clarified the requirements for the configuration of market facilities, the management of operators, and the maintenance of market order, etc. At the same time, urban municipal departments have actively implemented the regulations for the supervision system of ground stalls. At the same time, the urban municipal departments also actively implemented policies to establish a mechanism for the management and supervision of the ground floor market. During this period, the market for ground stalls was further developed, and more and more cities began to explore the establishment of ground stall management systems to regulate the behavior of ground stall operators and improve the level of urban management. These systems include regulations on the setting up and placement of ground stalls, price management, hygiene, safety and so on, aiming to maintain the order of urban management and the interests of the public. However, due to the management system is not sound enough, the implementation is not strong, the management of stalls still exists a lot of problems, the most prominent of which is the problem of business licensing: at that time, the administrative approval is more strict [9], the stall economy as an informal form of economy, want to obtain the legitimacy of the status of the business license must be fixed business premises and legal persons, but for the stall operators want to obtain these Business qualification is obviously extremely difficult, but due to the serious employment and poverty problems at that time, the government could only take the default attitude of "turning a blind eye" to the stall economy.

2.3. Improvement and Adjustment of the Regulatory System for Ground Stalls (2005~2019)

At the beginning of the 21st century, the Chinese government strengthened the regulation and supervision of the management of stalls, and the stall management system was further improved and adjusted. Due to the development of the civilized city competition, the evolution of the stall management system at this stage was characterized by the strengthening of the supervision of the stall economy, but with the principle of using the tidiness of the city as the criterion for the performance assessment of the stall management system, the degree of supervision of the stall economy continued to strengthen in the public's eyes, and eventually, as the relationship between the city administration and the stall operators was either "chasing

you to hide" or violent confrontation. As time goes by, the degree of regulation of the stall economy is being continuously strengthened, and in the eyes of the public, the relationship between the city management and the stall operators is either "chasing me and avoiding me" or violent confrontation, and ultimately, with the gradual fading of the stall economy out of the public's field of vision, the city has indeed become cleaner, but the city's fireworks and the flavor of life are no longer the same as they used to be. In addition, some cities have introduced their own regulations and rules on the management of street stalls one after another to adapt to the actual local situation. Meanwhile, with the continuous development of technology, the Government has begun to explore the use of information technology for the management of ground stalls. For example, by installing monitoring equipment in markets, ground stall operators and the market environment are monitored and managed to minimize irregularities and accidents. At the same time, the Government has also utilized the Internet and other technological means to manage and regulate ground stall operators online, thus enhancing management efficiency and accuracy. However, in the course of the continuous adjustment and improvement of the regulatory system for ground stalls, there is another movement that is making a great impact on it. Since 2005, there have been waves after waves of "National Civilized City Selection" across the country, and many places have regarded the image of urban environment and hygiene as a key performance indicator (KPI) for their own competitiveness. out of fashion.

2.4. Comprehensive Reform and Practice of the Regulatory System for Ground Floor Stalls (2020-present)

In recent years, the Chinese government has strengthened the reform and practice of the regulatory system for ground stalls, further improving the level and effectiveness of ground stall management. Despite numerous reforms in the early stages, the stall economy has still taken root at the grassroots level, and in 2020, with the support of Premier Li Keqiang, the then Premier Li Keqiang expressed his views on the stall economy during an inspection of a delicatessen stall, stating that the stall economy is not only the fireworks on earth, but can also alleviate to a certain extent the economic impact on the people brought about by the new Cuanchuan Pneumonia epidemic, and that the business locations are mostly open-air places with better air circulation. In addition, the stalls were mostly operated in open-air places, where better air circulation could also help to slow down the spread of the virus. In the same year, the State Council issued the Opinions on Deepening the Reform of the Commerce and Trade Circulation System and Accelerating the Construction of Commercial Outlets for the Convenience of the People, proposing the promotion of the "Internet + convenient services" and the strengthening of the management and supervision of street stall markets. In practice, the Government has continued to explore and innovate the management mode of stalls, introducing new management modes such as "smart stalls" and "e-commerce + stalls", in order to adapt to the development of the times and market demand.

In addition, local governments have also introduced many policies and measures for the management of street stalls with local characteristics. For example, Shanghai has launched the "Garbage Classification and Stall Remediation" campaign to manage and remediate stalls by classifying garbage, and has also explored new management modes such as "Internet + stalls". Shenzhen has launched the "Good Stalls" competition, which has strengthened the management and branding of stall markets. These local policies and measures have yielded better results in practice, not only helping to standardize and improve the management of stalls, but also promoting the prosperity of local economies and markets.

3. The logic of change in the regulatory regime for ground floor stalls

3.1. Patterns of change: mandatory changes and causal factors

Different modes of change have dominated the evolutionary direction of China's ground stall regulatory system at different stages of development. From the previous analysis, the emergence of China's stall economy belonged to the planned economy period in the time sequence. During this period, the Party and the State carried out socialist transformation of all kinds of ownership economy in order to consolidate the state power. Therefore, the regulatory system of ground stalls at this stage of the rise of ground stall economy is essentially the materialization of the will of the Party and the State in the institutional field, and the corresponding institutional change is also the mandatory change under the control of the will of the Party and the State.

Although the regulation of the stall economy has been conducted in a top-down manner and the intensity of regulation has increased over time, the stall economy is still rooted in the streets of cities. Despite the revival of the stall economy under the initiative of Premier Li Keqiang in 2020, the government still dominates the construction of the stall regulatory system at all stages of its development. Based on this, it can be argued that the change in the regulatory system of ground stalls is a product of the nested combination of mandatory change and induced factors. On the one hand, due to the pressure of livelihood, the operators of street stalls have continuously staged the drama of "chasing and hiding" with grassroots law enforcers, and this signal has aroused public opinion in the society in a non-institutionalized form and transmitted to the political system, which has forced the governments at all levels to carry out reforms on the regulatory system of street stalls; on the other hand, with the introduction of the concept of governance into China, and the advocacy of the Party Central Committee, China's government is still dominating the construction of street stall regulatory system. advocated by the Party Central Committee, China's ground stall regulatory system has realized the transformation from management to governance, the importance of ground stall operators and consumers has been increasing, and the ground stall regulatory system has entered into a benign track of development under the joint discussion of all interested parties.

3.2. Progressive change paths: cascading and transforming

From the perspective of historical institutionalism, the mode of change of the groundscaper regulatory system is mainly a path-dependent mode of incremental change. Path-dependence theory holds that the historically formed system will have an impact on the current policy choices and institutional design, thus limiting its choice space and leading to the emergence of a new system with inertia. In the process of change in the regulatory system of ground floor stalls, the initially established ground floor stall management system became the basis for the design of subsequent systems. Against the background of the gradual expansion of the scale of the market, the original management system was no longer able to effectively manage the market, while the policy makers at that time still adhered to the concept of "management without governance", which made it difficult to solve the problem of market management of the ground floor stalls. Therefore, in order to avoid the adverse effects of the development of the stall economy on the city, the stall regulatory system has been continuously strengthened, therefore, the system change is not a one-step process, but after a number of adjustments and improvements, and ultimately formed a relatively perfect stall regulatory system system. Under this path of change, two main change strategies have emerged: cascading and conversion. Cascading refers to placing the introduced new rules on top of or in parallel with the old ones. After the campaign of selecting hygienic and civilized cities, the combination of the "Twin Cities Selection" system and the stall regulation system has produced a double guiding effect on urban governance, and made the stall economy gradually fade out of people's view. Conversion in the

Chinese context is embodied in the saying that "there is a policy at the top, and there are countermeasures at the bottom". Although stall operators have always been on the weaker side of the stall supervision system, the stall economy is still taking root at the grassroots level through the staging of the "cat and mouse game", and the constant staging of the "chasing and dodging" drama. The grassroots are still taking root.

3.3. Path dependence: inertia in institutional change

Historical institutionalism holds that there is a self-reinforcing mechanism for institutional change, and that institutions in a certain path will develop along that path with great inertia. In the change of the regulatory system of the ground floor, the decisions and behaviors in the initial construction stage have a continuous impact on the subsequent choices and results, and the role of path dependence is very significant. Specifically, there are three aspects:

3.3.1. Influence of traditional culture

The street stall economy has a long tradition in Chinese history and has always been recognized and supported by society. Therefore, in formulating the regulatory system for street stalls, the Government has also been influenced by traditional culture. In the early days of the stall economy, the government adopted a lax approach to regulation, mainly because the stall economy was only a small-scale, scattered in the corners of the city, and had little to do with the development of the city, and was also influenced by the traditional culture of "freedom of trade". With the development of the stall economy, urban management issues needed to be responded to, and the government's thinking was influenced by the traditional top-down management idea, including the current management method of centralizing stall operators in bazaars, which was also observed in the Song Dynasty.

3.3.2. Impact of interest patterns

At the early stage of its development, the groundscraper economy was mainly operated by individual households, which was different from the mainstay of the market economy - enterprises. Therefore, the Government also needs to take into account the impact of the pattern of interests in its planning and management. At the initial stage of the establishment of the regulatory regime for ground floor stalls, the Government needed to take into account the livelihood of ground floor stall owners and therefore adopted some lenient management measures for the ground floor economy. With the development of the stall economy, the public and the government need a clean and tidy urban environment, and began to carry out strong control of the stall economy, while the stall operators forced to carry out this economic behavior for the sake of their livelihoods, the government and the stall operators of the contradictions will inevitably appear. 2020, with the Premier Li Keqiang put forward the need to develop the stall economy, the government and the stall operators of the goals and actions basically reached. The government and stall operators have basically agreed on their goals and actions.

3.3.3. Impact of management thinking

In the early days, the regulatory system for ground stalls was mainly managed through administrative means, and this approach has continued to the later stages. Although certain adjustments and improvements have been made to the regulatory system for ground stalls in the middle and later stages, the basic management idea is still to manage through administrative means. The long-term continuation of this approach has formed a path that is difficult to change.

4. Dynamics of change in the regulatory system for ground floor stalls

4.1. Stakeholders

The roles and functions of stakeholders have always been important in the evolution of the regulatory system for ground floor stalls, which has contributed to the continuous improvement and updating of the regulatory system for ground floor stalls. Stakeholders mainly include the government, groundscraper operators and consumers.

4.1.1. Government

The Government is the dominant player in the regulatory system for ground floor stalls. The Government's reform and improvement of the regulatory system for ground floor stalls has a direct impact on the operation and development of the ground floor stall economy. The Government's policy adjustments and changes in regulations have a profound impact on the livelihood of ground floor stall operators and the shopping environment for consumers. For example, when the Government issued the Circular on Regulating the Business Order of Urban Markets, it made clear provisions for ground floor stall operators, who must comply with the management requirements laid down by the Government in respect of their stalls in the market, or else face the penalties of fines and banning. This policy has a direct impact on the livelihood of ground stall operators, but it is welcomed by consumers as it helps to enhance the overall operation of the market and the shopping environment for consumers.

4.1.2. Stall operators

Ground floor stall operators are another important stakeholder who have direct experience and feelings about the evolution of the regulatory system for ground floor stalls, and they are sensitive to the government's policy changes and regulation adjustments to safeguard and fight for their livelihoods and economic interests. For example, during the stage of improvement of the regulatory system of ground floor stalls, the government put forward higher requirements for the standardization of the market, and ground floor stall operators had to rectify the situation according to the government's requirements, or else they would be forced to stop their operation, which was undoubtedly a threat and pressure for ground floor stall operators whose livelihood was already very difficult. However, on the other hand, with the standardization of the market, the livelihood of street stall operators is also more secure because the overall environment of the market is more stable and consumers have a higher degree of trust.

4.1.3. Consumers

Consumers are the third stakeholder in the groundscraper regulatory system, and they are highly sensitive to the overall environment of the market and the quality of goods. This is mainly reflected in three aspects: consumers' demand for ground floor goods and services is an important guarantee for the smooth operation and development of the ground floor economy. Changes in consumers' demand and purchasing power have prompted the government and regulatory authorities to re-examine and adjust the regulatory system of the ground floor economy in order to adapt to the changes in market demand, and to promote the development and growth of the ground floor economy; and consumers' evaluation of and feedback on the goods and services of the ground floor have become the Consumer evaluation and feedback on the goods and services of ground floor stalls become an important basis for the government and regulatory authorities to formulate and adjust the regulatory system, which in turn promotes ground floor stall operators to improve product quality and service level, and enhances the competitiveness and market recognition of the ground floor stall economy; consumer supervision and participation help to strengthen the effectiveness and sustainability of the regulatory system for ground floor stalls and curb non-compliance and undesirable

business behaviors, so as to safeguard the market order and the environment for fair competition.

Therefore, the demand and coordination of interests among stakeholders in the change of the regulatory system of the groundscraper is an important driving force for the change of the regulatory system of the groundscraper.

4.2. Values

Social values are an important factor in the evolution of the system, influencing people's behavior and attitudes. Changes in social values have played a key role in driving the evolution of the regulatory system for groundscraper.

At the early stage of the development of the groundscraper economy, due to the lack of awareness of the market economy and the concept of the rule of law, the groundscraper economy spread in the cities, causing great disturbances to the management and order of the cities. At that time, social values were focused on economic development, and the development of the ground floor stall economy was regarded as an important aspect of economic development, so the ground floor stall economy was able to continue to exist and develop. However, with the development of society, people's demands on the urban environment and the quality of life of the public have gradually increased, and the focus of urban management has gradually shifted from purely economic development to multi-faceted development, including social, cultural and environmental development, which necessitates the regulation and management of the street stall economy. Therefore, the establishment and improvement of the regulatory system for ground stalls can be said to be the result of a shift in social values. With the passage of time, social attitudes and values towards the groundscraper economy have changed. With the gradual improvement of urban management and the public's demand for quality of life, people's support for and recognition of the groundscraper economy has gradually diminished. On the one hand, the inappropriate behavior of some stall operators, such as occupying public places and obstructing traffic, has aroused public dissatisfaction and resistance; on the other hand, city managers have begun to pay attention to the opinions and demands of the public, and have gradually strengthened the management and regulation of the ground floor stall economy. These changes reflect the evolution of social values, i.e., a greater emphasis on social stability and the well-being of citizens on the basis of economic development, which has contributed to the improvement and reform of the regulatory system for ground stalls.

Therefore, changes in social values have played an important role in driving the evolution of the regulatory system of groundscraper. In different historical periods, people's values have changed, which requires the system to be adjusted and changed accordingly. In the process of change in the regulatory system for ground stalls, with the evolution of social values, the regulatory system for ground stalls has also been gradually improved and reformed to meet the needs and development of society.

4.3. Institutional systems

At the macro level, the regulatory regime for groundscraper is intertwined with many other regimes and together they form an organic institutional system with a complex structure.

4.3.1. Interaction between the regulatory system for ground floor stalls and the market access system

The market access system defines which operators are allowed to enter the market and sets out the rules and procedures to be followed to enter the market. Ground floor stall operators need to meet the requirements of the market access system in order to enter the market, while the ground floor stall regulation system sets out the behavior of ground floor stall operators in

the market. The interaction of these two systems together constitute the rules for the operation of the market.

4.3.2. Interaction between the regulatory system for ground stalls and the urban management system

The urban management system defines the scope and manner of urban management, including the construction of public facilities, urban planning and traffic management. The activities of ground floor stalls have an impact on urban management, while the urban management system influences the development of ground floor stalls by prescribing the manner and scope of urban management.

4.3.3. Interaction of the regulatory system for ground floor stalls with other systems, such as the tax system and the legal system for business

The tax system regulates the manner in which taxes are collected and tax policy, while the commercial legal system sets out the legal framework and rules for commercial behavior. The interplay of these regimes collectively forms the legal framework for the activities of ground vendors.

Thus, the regulatory regime for ground stalls is intertwined with other regimes and together they form an organic institutional system with a complex structure. These systems interact with each other, and together they influence the development of ground stall business activities and the rules of operation of the market.

4.4. Institutional environment

Changes in the external environment, which refers to changes in the social, economic and political environment in which the landlord economy operates, and which will have an impact on the evolution of the landlord regulatory system.

After China's reform and opening up, rapid economic development, accelerated urbanization, increased mobility of the population, and the increasing refinement of the social division of labour have all contributed to the development of the floor stall economy. And as urbanization continues to advance, the requirements for urban management have become higher and higher, with increasingly stringent requirements for urban planning, environmental sanitation, safety management, etc., which have put forward higher requirements for the development and management of the ground floor stall economy, and promoted the evolution of the regulatory system for ground floor stalls. Public opinion on the groundscraper economy has also changed over time. At the early stage of economic development, the groundscraper economy was viewed as a manifestation of entrepreneurship and innovation, which was conducive to promoting employment and expanding domestic demand; however, as the economy continued to develop, the groundscraper economy faced various problems, such as affecting the cityscape and business order, which aroused the concern of social public opinion. The Government has also strengthened its management and supervision of the stall economy, and these public opinions and government initiatives have also contributed to the evolution of the stall supervision system.

Globalization and competition in international markets have also had an impact on the ground economy. After China's accession to the WTO, the domestic market faced the pressure of international competition, and the production and sales of some traditional industries were challenged. The ground floor economy has to some extent filled the gap in these industries and become a flexible business model. However, it also faces the challenges of international trade protectionism and the protection of intellectual property rights at home and abroad, which will also have an impact on the evolution of the regulatory system for ground floor stalls.

Changes in the external environment are therefore one of the driving mechanisms in the evolution of the regulatory system of groundscrapping. Changes in the economic, social, political

and international environments all have an impact on the groundscraper economy, which in turn drives the evolution of the groundscraper regulatory system.

5. Future Prospects of the Regulatory Regime for Ground Floor Stalls

With the continuous development of the concept of governance and the updating of the concept of stakeholders, China has continuously improved the regulatory system of street stalls, and has so far formed a set of relatively perfect institutional framework, which not only provides a better living space for the public, but also takes into account the interests of street stall operators, alleviates the employment problem, and maintains the stability of society. However, reflecting on the history of changes in the regulatory system of street stalls, we must face the fact that the current changes in the regulatory system of street stalls are affected by path dependence, and there still exists the systemic shortcomings such as "management mainly through administrative means", and backwardness in management thinking and management means. Therefore, when formulating a new regulatory system for street stalls, it is necessary to give full consideration to the impact of path dependence, avoiding simple replication of the old management methods, and trying out new management ideas and methods to break the path dependence while maintaining the effectiveness of management. The following are a few suggestions for breaking the path dependency:

5.1. Adaptation management philosophy

Under the guidance of traditional urban management concepts, the tidiness of the city was once an important criterion for urban assessment. Under the guidance of such a principle, it is difficult to develop the stall economy, which is accompanied by the unemployment problem of stall operators and the change of consumers' consumption pattern, but the original intention of formulating the regulation system of stalls is also to let the public have a better life. Therefore, in the development of the regulatory system for ground floor stalls to the present day, whether a balance can be achieved between the public interest and the legitimate rights and interests of stall operators and consumers has become an increasingly important criterion for judging the merits of the system for the regulation of ground floor stalls. Putting aside the implementation bias in the process of implementing the policy, if the system only takes the public interest as the value orientation and ignores the legitimate rights and interests of the stall operators and consumers, the system may be difficult to be sustained in the future. Therefore, in the future design of the system, the system designer should further strengthen the idea of people-oriented, to promote China's ground floor stalls regulatory system into a virtuous circle track. To this end, it is necessary to pay attention to the needs of people's livelihood, improve the level of supervision and service, strengthen the daily supervision of the market of ground stalls, improve the quality of service, and satisfy the people's needs for the quality and safety of market commodities, and, at the same time, should also improve the quality of the supervisory departments, strengthen the law enforcement efforts, and crack down on illegal and irregular behaviors of the market of ground stalls; safeguard the development of the market economy and the interests of people's masses, and establish and improve the standardization of the market of ground stalls management system, strictly implement the system of fair competition and safeguard the legitimate rights and interests of consumers and other aspects of the system norms, to protect the smooth development of the market economy and the interests of the people; to strengthen the capacity and level of local government supervision, the local government in the regulation of stalls in the ground plays a crucial role, should strengthen the planning, layout, management and supervision of stalls in the ground market, improve the local government market management duties and responsibilities of the legal system, improve the capacity of local government supervision Local governments should strengthen the planning, layout, management and supervision of stall markets, improve the legal system of local

government's duties and responsibilities in stall market management, and improve the capacity and level of local government's supervision; and improve the quality and skills of stall operators. Stall operators are the foundation of the stall economy, and should be trained and educated in order to improve their legal awareness, management and service quality, thus improving the overall quality and image of the stall market.

5.2. Innovative management mechanisms

In the above analysis, the influence of interest patterns will have a great impact on the evolution of the system, in order to avoid conflicts and adapt mutual goals and visions, this paper argues that the management mechanism can be innovated through the introduction of the advocacy alliance framework, which is a cooperative mechanism based on common interests and trust, and maximizes the interests of all parties and problem solving through negotiation, cooperation, and win-win approaches. [10] It is mainly achieved through the following points: encouraging ground floor stall merchants to organize themselves into self-organized alliances to jointly maintain the ground floor market order; the government can provide certain support and guidance to assist ground floor stall merchants in organizing the establishment of the alliance, formulating norms and standards, and strengthening the management and guidance of the alliance. The alliance can guide the ground floor stall merchants to standardize their business behavior and jointly maintain the market order and consumers' rights and interests by formulating conventions, rules and regulations, etc.; to strengthen the exchanges and communications between the ground floor stall merchants and the consumers, the government can encourage the interactions and communications between the ground floor stall merchants and the consumers by setting up an information exchange platform to strengthen the transparency of the information and enhance the consumers' understanding and knowledge of the ground floor stall market, so as to increase the The government can actively encourage the participation of social organizations, public welfare organizations and professional bodies in the regulation of ground floor stalls, so as to form a diversified pattern of regulation and improve the efficiency and fairness of regulation. At the same time, the government should also provide social organizations and the public with more regulatory information and ways to allow the public to participate in the regulation of street stalls, and jointly maintain market order and social stability; establish a sound credit system for street stalls. The government can evaluate and supervise street stall merchants and markets through the establishment of a credit system for street stalls and the use of advanced technological means and data analysis methods to punish merchants who do not comply with the rules and to punish merchants who do not comply with the rules. The government can use advanced technological means and data analysis methods to evaluate and supervise stall operators and markets, penalize those who do not comply with the regulations, and provide incentives to those who do comply with the regulations, so as to form a pressure and guidance mechanism and improve the overall quality and credibility of stall markets.

5.3. Innovative governance tools

With the continuous development and application of AI technology, the government should continue to explore the fit between AI and social governance, especially to explore the application of AI in grassroots governance. With the development of AI, especially after ChatGPT, an intelligent chatbot, has been developed, the development and application of AI technology has reached an unprecedented level. In this context, the regulation of ground floor stalls, as an important aspect of grassroots governance, can be associated with AI technology to achieve more efficient and accurate regulation. To identify violations, AI technology can be used to analyze ground stall operation data for better monitoring and identification of violations, and AI technology can be used to automatically identify and monitor the behavior of stall operators so as to quickly detect and deal with misconduct; to analyze supply and demand, AI technology

can be used to analyze information on supply and demand, market prices, and other information about the ground stall market, and to provide ground stall optimize the regulatory process, AI technology can be used to optimize the regulatory process and improve the efficiency of regulation by developing an intelligent regulatory system through AI technology to achieve real-time monitoring and analysis of the data of the ground stall operation in order to achieve accurate regulation, and AI technology can be used to develop intelligent regulatory tools and platforms in order to manage and coordinate the regulatory resources in a more efficient manner. coordinate regulatory resources.

References

- [1] Lu Dewen, "Modernization of Street Governance: Paths and Challenges", *Political Science Research*, Vol. 5, 2018, pp. 10-13.
- [2] Zhou Zihang, Zhang Jingxiang, and Wang Ziyi, "The "Ground Floor Economy" and Good Governance on the Streets - Implications for the Management Strategies of the "Ground Floor Economy" in the Asia-Pacific Region," *International Journal of Urban Planning* 2022 Vol. 37, No. 2, pp. 74-81.
- [3] Meng Yuzhu and Yao Min, "Theoretical Logic of "Ground Floor Economy" and China's Path Choice", *Journal of Central China Normal University (Humanities and Social Sciences Edition)*, Vol. 60, No. 1, 2021, pp. 45-52.
- [4] Chiu C. "From self-management towards private management: changing approaches to decentralized management of street business in Taipei." *Journal of Urban Management* ,Vol.2, No.2, 2013, pp. 71-93.
- [5] "Let the Ground Floor Stalls Retain More Humanity," *Haidong Times*, June 13, 2020, p. A03
- [6] Yang Mingji, *New Economic and Financial Dictionary*, Beijing: China Finance Press, 2015.
- [7] Meng Yuzhu and Yao Min, "Theoretical Logic of "Ground Floor Economy" and China's Path Choice", *Journal of Central China Normal University (Humanities and Social Sciences Edition)*, Vol. 60, No. 1, 2021, pp. 45-52.
- [8] Guangzhou Local Records Compilation Committee: *Guangzhou City Records*, Guangzhou: Guangzhou Publishing House, 1996.
- [9] Zhang Ding'an, Peng Yun, and Wu Junwei, "Deepening the Reform of Administrative Approval System and Promoting the Modernization of Government Governance," *China Administration* 2022, No. 7, pp. 6-13.
- [10] Li Wenzhao, "Advocacy coalition framework: exploring subsystem effects in the policy process", *Administrative Forum*, Vol. 30, No. 1, 2023, pp. 94-107.