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The Research on the Status of Small-and-Medium-Sized Enterprises of County in the Dominant Industry of Shaanxi County Economy

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Abstract The thesis analyzes the role of small-and-medium-sized enterprises of county in promoting county economy: the small-and-medium-sized enterprises of county become the material basis of developing production and boosting county economy; the small-and-medium-sized enterprises of county become the main channel of increasing farmers' job opportunities and realizing affluent life; the development of the small-and-medium-sized enterprises of county become the propeller of development of urbanization and county economy; the development of the small-and-medium-sized enterprises of county creates excellent conditions for the construction of modern agriculture. The thesis indicates that the low level of county industrialization is the principal factor impeding the county economy of Shaanxi Province and it also analyzes the opportunities and challenges when quickening the development of county industry. The countermeasures of developing small-and-medium-sized enterprises are put forward as follows: raise the awareness and determine the concept of using industry to make county powerful; build scientific planning and outline of county enterprise development to propel the innovation of developing and operating system of county enterprise; create beneficial conditions and reinforce the degree of county enterprise support entrepreneurship; take the park construction as vehicle and reinforce the degree of attracting investments from overseas; take the autonomous innovation as the impetus and develop the recycling economy; improve and optimize the service environment so as to create an excellent investment environment for enterprise.

Key words County economy, Small-and-medium-sized enterprises, Dominant industry, Shaanxi Province, China

Different types of county economic forms must choose the corresponding dominant industry. According to the classification of county economy in Shaanxi Province, we can choose agriculture, industry, and service industry as dominant industry respectively. The added value of primary products in traditional agriculture is low, and there is high uncertainty of production condition, so solving the problems of agricultural development and increase of farmers' income within the agriculture has not so much leeway. The agriculture lacks vitality to be the dominant industry of county economy. Although the service industry tends to develop rapidly in the county economy, it lacks driving effect and cannot be the dominant economy in county economy in terms of output value, profit and consequence. The main characteristic of industry-dominant economy is that industry becomes the dominant industry of county economy, and the industrial output value has a large proportion in social total output value. The small-and-medium-sized enterprises in the county of Shaanxi Province develop rapidly, having become the main forces of promoting the development of county economy and the main forces of industrialization. Developing small-and-medium-sized enterprises in county is the most effective approach of using industry to boost agriculture. Developing small-and-medium-sized enterprises in rural areas boosts the development of

secondary and tertiary industry in rural areas, makes the quantity of farmers who engage in the secondary and tertiary industry increase, broadens farmers' employment channel, augments the sources of the increase of income, enhances the ability of constructing harmonious society, and becomes the dominant industry of county economy in Shaanxi Province.

1 The role of small-and-medium-sized enterprises in promoting county economy

1.1 The small-and-medium-sized enterprises in county has become the material basis for production development and prosperity of county economy

Due to the low added value of primary products, in terms of China's practice of agricultural development in the long run, the potential of agricultural production is not enough. While small-and-medium-sized enterprises can make the county economy prosper, promote the high-efficiency operation of large enterprise, optimize industrial structure, realize the benign cycle of China's economy, and promote the operation quality of overall social economy. As of the year 2007, the data demonstrates that the quantity of small-and-medium-sized enterprises that has registered in China is more than 15 million, accounting for more than 99.5 percent of China's registered enterprises. The industrial output value, profit revenue, the export output value and the employment that the small-and-medium-sized enterprises create accounts for 60 percent, 40 percent, 60 percent, and 73 percent of that of the state respectively^[1]. The small-and-medium-sized enterprises develops rapidly, the added value proportion of county industry

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increases incessantly, and the dominant role of industrial economy is strengthened. In the year 2007, there are 106 small-and-medium-sized enterprises in Shaanxi Province, realizing 203 billion yuan added value, accounting for 38 percent of the GDP of whole province. The industrial added value of the small-and-medium-sized enterprises accounts for 45 percent of the industrial value of whole province^[2]. There are 48 thousand county industrial enterprises in whole province, 147 thousand private processing enterprises, and 2 498 large-scale industrial enterprises. The county industrial added value of whole province is 145.51 billion yuan, and accounts for 54.1 percent of output value of county, increasing by 9.5 percent in comparison with the year 2005. The county realizes financial revenue 0.366 billion yuan, increasing by 0.216 billion yuan as against the year 2005. There are 20 counties realizing 2 billion yuan each^[3]. There are 1.1 million small-and-medium-sized enterprises in Shaanxi Province with 6.33 million personnel and 281.3 billion yuan in the year 2008, accounting for 41.05 percent of the industrial output value of whole province^[4]. Due to the intensive, large-scale and industrialized development of small-and-medium-sized enterprises of county, the economic growth begins to use production factors such as capital, technology, management and property rights as basis. A large batch of small-and-medium-sized enterprises of county has expanded from the fields of initial construction, processing, transportation and trade to the fields of deep processing of agricultural products, infrastructure, machinery manufacturing and advanced technology. By the cooperation with big enterprises and the development of new characteristic agricultural products, the small-and-medium-sized enterprises strengthen their rapid development, promote the adjustment and optimization of county economic structure, make the county economic growth change from merely depending on agriculture to depend on the secondary and tertiary industry, and make the extensive development of county economy change into the intensive, clustered development. The energy and chemical industry of the north of Shaanxi Province, the high technology, manufacturing of equipment, and processing of agricultural products of the central Shaanxi Province, and mineral products and green industry of the south of Shaanxi Province, develop rapidly, forming the dominant industry with the characteristic of county and the main industry of county industry, which elevates the industry level of county economy. There are 14 thousand technological small-and-medium-sized enterprises, 4 China's famous-brand products, 1 China's famous brand, 17 famous provincial level brands, 205 provincial level famous-brand products, 27 famous and key enterprises. The development of county industry lays the solid foundation for the quick development of county economy.

1.2 The small-and-medium-sized enterprises of county have become the main channel of increasing employment opportunities and realizing affluent life Shaanxi Province has 50 key counties of poverty alleviation work of China, ranking the second in China. The employees in the secondary and tertiary industry account for 53 percent of the employees in

whole province, 6 percentage points less than the average level of China and 13 percentage points less than that of Jiangsu Province. The employment rate of rural labor forces in county enterprises is merely 30 percent, 20 percentage points less than Jiangsu Province and 5 percentage points less than Henan Province^[5]. Due to the weak economic foundation of rural development in Shaanxi Province, solving farmers' employment and increasing farmers' income have become one of the difficulties of constructing new socialist village. The laggard development of small-and-medium-sized enterprises of county undoubtedly is the poverty source of farmers in Shaanxi Province. Enriching county presupposes enriching farmers, and enriching farmers depends in the private enterprises. The experience of the southeastern coastal developed areas shows me that where there are many small-and-medium-sized enterprises, where the farmers' employment can be guaranteed; where the small-and-medium-sized enterprises develop well, where the farmers can be affluent. The small-and-medium-sized enterprises of county are the vital groups of constructing new socialist village, and the nucleus of making market prosper, absorbing employment, increasing farmers' income and optimizing rural economic structure. The farmers choose to work in the vicinity of their home, which either broadens the employment channel, or increases the sources of income. In the year 2007, the new added employment opportunities of small-and-medium-sized enterprises of county in whole province was approximately 0.1 million. The quantity of employees reached 4.9 million, accounting for more than 70 percent of the total number of employees in the secondary and tertiary industry. The employees got salary of 26.8 billion yuan, which offered per capita income of 980 yuan for farmers, accounting for 38 percent of farmers' per capita net income in whole province. In addition, the farmers got the purchasing sum of agricultural products of 14.5 billion yuan, and the farmers' per capita income was 360 yuan. In the first three quarters of the year 2008, the small-and-medium-sized enterprises of county increased 0.1 million employees, more than the new added quantity in the same period last year^[6].

1.3 The development of small-and-medium-sized enterprises of county quickens the pace of county industrialization and urbanization It provides powerful support for the provision of rural public products, and becomes the guarantee of constructing harmonious society and realizing civilized custom of villages, clean rural appearance and democratic management. Due to the development and rise of small-and-medium-sized enterprises of county, the rural socio-economic structure undergoes dramatic changes. The industry begins to nurture agriculture conspicuously. The policies of supporting villages of city are implemented gradually, and it forms a more and more clear road of industrialization and urbanization with the characteristic of China. In the year 2007, the turnover of small-and-medium-sized enterprises of 10 counties in Shaanxi Province were more than 10 billion yuan, with 34 counties more than 5 billion yuan, 32 towns more than 1.5 billion yuan and 227 towns more than 0.3 billion yuan^[6]. The development of small-and-medium-sized enterprises of county combines the industri-

alization of city and industrialization of county organically, changes irrational economic structure, and takes a new industrialization road of promoting the balanced development between city and village, and increasing residents' income of city and village. The small-and-medium-sized enterprises and small towns are twins. They concentrate in the small towns and parks, and incessantly optimize the layout of small concentrated enterprises and big market with small commodities, lay the foundation for small town construction, strengthen the vitality and economic basis of small towns. *The Eleventh Five-year Plan of Town Enterprises* enacted by ministry of agriculture definitely poses that we should support the town enterprises in order to develop rural public utility, and improve farmers' life conditions such as education, culture, medical service and physical education. Shaanxi Province formulates the related support policies, encourages the town enterprises to invest in the infrastructure construction of rural transportation, telecommunication, water supply and energy, and encourages the town enterprises to transform the rural appearance by the way of drawing up and perfecting planning of factory and improving the environment of factory, and to conduct non-pollution production in order to improve rural ecological environment.

1.4 The development of small-and-medium-sized enterprises of county creates excellent conditions for the construction of modern agriculture Constructing modern agriculture is to use modern industry to equip agriculture, use modern technology to develop agriculture, use modern management concept and organization model to manage agriculture, use modern information and service system to serve agriculture, use modern knowledge to equip farmers. By the permeation of scientific technology, input of advanced factors and perfection of market mechanism, the agriculture should be constructed into sustainable modern fundamental industry with high economic profit and output, so quickening development of small-and-medium-sized enterprises of county is breakthrough point of making rural economy prosper. Along with the implementation of the strategy of using industry to power county, a batch of leading processing enterprises of agricultural and husbandry products rise quickly in Shaanxi Province, which combine the agriculture production, sales of agricultural products, and market expansion. This promotes the management of agricultural industrialization, and strengthens the momentum of developing modern agriculture. In the year 2007, there were 110 thousand processing enterprises of agricultural products, realizing turnover of 76.2 billion yuan and increasing by 14 percent. The leading fruit juice processing enterprises such as Haisheng Group and Huiyuan Juice Group, the leading meat processing enterprises such as Benxiang Group, Caian group, Qinbao Group, Zhaolong Group, the leading dairy processing enterprises such as Yinqiao Group, and the leading grain and oil processing enterprises such as Chunguang Group, Longshou Group, Bayu Group, Bangqi Group, Jianxing Group, Laoniu Group, become the highlight of regional industrial development and promote the development of county economy. According to the statistics, the small-and-medium-sized enterprises of coun-

ty in whole province directly invest 0.5 billion yuan in supporting new socialist village such as rural culture, education, sanitation, welfare, water conservancy and the rural appearance in the year 2007^[6].

2 The low level of industrialization is the major obstacle impeding the economic development of county in Shaanxi Province

During the development of industrialization, the economy of counties in Shaanxi suffered the shortage and structural imbalance. There is a big gap between the economy of counties in Shaanxi and that of other developed provinces. The comparative disadvantage of economy and laggard development restrain the coordinated and healthy development of provincial economy and become the bottleneck restricting the construction of new socialist village, which can be shown as follows.

2.1 Most of the counties have weak industrial foundation, and they belong to the group of so-called "big agricultural county, small industrial counties and counties with deteriorated finance" The level of industrialization of these counties obviously lags behind that of province and nation. In 2006, the GDP per capita of more than 70 counties was less than 10 000 yuan, and the GDP per capita of 55 counties was less than 7 000 yuan^[4]. The main body of the county economy was still the traditional "dual-structure". The industry of counties had not finished the transformation of traditional agriculture and even needed the supports from agriculture.

2.2 The industries in counties can not play leading role due to their small quantity, small sizes and low clustering degree In 2008, there were 1 090 enterprises per county on average, 1 000 less than the national average. There were on average 23 industrial companies in one county, 58 less than average national level. The added-value of industries accounted for 54.1 percent of total output value of county, which was obviously lower than that of national average. The average GDP of county was only about 55% of that of national level. The GDP per capita of 58 counties was less than 10 000 million^[4]. The added-value of industries of in county only accounted for less than 30 percent of local GDP. There were 3 498 industrial companies in counties in Shaanxi Province, only accounting for 6 percent of total number of Jiangsu Province and 24.9% of that of Henan Province. There were only 5 agricultural processing enterprises in one county, accounting for 26% of the national average. Meanwhile, there were no well-known leading enterprises^[7].

2.3 The small-and-medium-sized enterprises of county start late, and have weak foundation and low technological content The most of the counties in Shaanxi Province are agricultural counties with stagnant development of agricultural industrialization, weak industrial foundation and inconspicuous characteristic industry. For the nonce, the level of agricultural industrialization of county in whole province and the degree of deep processing agricultural products are low. Traditional agriculture and primary processing of agricultural products play the dominant role in most of the counties. There are fewer compa-

nies that enter the hi-tech field, and the companies have several problems such as low technological content, slow upgrading, scanty famous brands, weak leading role and weak competition power. There are severe problems such as high consumption, low output, low added value and so on. The enterprise is at the phase of low level, low profit, and low growth.

2.4 Industrial clustering is still at the starting point, with slow developing speed, low degree of clustering and correlation The small-and-medium-sized enterprises of county take entering park as developing direction. But the industrial park has outdated management mechanism. It is hard for the economy of counties to develop. Most counties had ambiguous goal of strategic industrial restructuring, and only focused on the traditional industries rather than the new industries. The cluster scale is not big, lacking well-known industry cluster. In the surveyed counties in Shaanxi Province, the comparative strong counties mainly depend on resources advantage, and old industry bases, lacking emergent private enterprises and large-scale clustering places of leading industries.

2.5 The small-and-medium-sized enterprises of county lack spirit of entrepreneurship and there is a great gap between the small-and-medium-sized enterprises of county and modern enterprises People have weak awareness of starting business. Many private-owned enterprises lack pioneering spirits and ambitions to strive for the best. They lack awareness of opening-up and innovation. Due to the outdated family management, they could not absorb the beneficial resources to implement the modern enterprise system. This will be not conducive to the development of small-and-medium-sized enterprises in the fierce competition of market economy.

3 The opportunity and challenge faced by the rapid development of county industry

For the time being and in the future, Shaanxi Province faces the opportunity of rapid county industrialization.

3.1 Opportunities

3.1.1 There has national policy support. The Sixteenth National Party Congress has definitely put forward that we should develop processing industry of agricultural products and make the county economy strong. The county industrial economy was firstly written into the documents of party. The Fifth Plenary Session of the Sixteenth Central Committee put forward the objective of constructing new socialist village, and formulate the Eleventh Five-Year Plan in order to systematically expound and strategically dispose the construction of new socialist village. The Seventeenth Congress of the CPC put forward the new requirements of making county economy strong, coordinating the development between city and village, and pointed out direction for coordinating the industrial development between city and village, enlarging the development autonomy of county, strengthening county economic vitality, and propelling agricultural industrialization. The Eleventh Five-Year Plan of Shaanxi Province has also posed that we should quicken the pace of agricultural industrialized operation, nurture and power the leading enterprises, enlarge the precision work scale of agricultural prod-

ucts, quicken the development of rural service industry, and promote quick development of county economy. Such high density, high standard agriculture-support policies express the support of the central government and local government for rural development.

3.1.2 Shaanxi Province has profuse reserve of county resources and prominent characteristic county economy. Most of the small-and-medium-sized enterprises mainly develop the local resources and their products are mainly sold in domestic market. Along with the economic globalization and quick domestic industry transfer, especially the quick transfer of equipment manufacturing industry into the hinterland, by virtue of the advantageous conditions of land, transportation, labor forces, and geological location, most of the counties in Shaanxi Province are equipped with the conditions and ability of inheriting advanced technology, capital and industry transfer.

3.1.3 The government seize the opportunity formulate timely countermeasures. The central government put forward ten measures of enlarging domestic need and boosting economic growth in order to guarantee people's life, invigorate people, increase investment in developing the local economic development, use the investment to promote consumption and use consumption to boost development, which provides immense space for county industrialized development. As the local economy of Shaanxi Province develops rapidly, myriad state-owned enterprises quicken the pace of reform. In addition to the leading role of big enterprises and big programs, all these will provide more space for the quick development of small-and-medium-sized enterprises of county.

3.1.4 The small-and-medium-sized enterprises make a break-through in financing. As the world economic crisis sharpens, the central government contemplates the situation, poses that we should transform crisis into opportunity, practises active financial policies and moderate loose currency policies, and enlarges the degree of supporting small-and-medium-sized enterprises which is conducive to solving the difficult financing problems of small-and-medium-sized enterprises of county.

3.1.5 There are supports from local government. The government of Shaanxi Province highly emphasizes the development of county economy, takes the county industrialization as the sally port of developing county economy and strategic measures of constructing the western strong province, incessantly reinforces the support degree, establishes high efficiency mechanism, brings out many important documents of policy, adopts many efficient measures and uses unprecedented degree and resolution to boost development of small-and-medium-sized enterprises.

3.2 Challenges Meanwhile, Shaanxi Province faces many difficulties and challenges when it promotes county industrialization as follows.

3.2.1 It is influenced by global financial crisis. Since the year 2008, the impact of international financial crisis on local economy looms large. The industries of export, petrochemicals, equipment manufacturing, non-ferrous metal and textile bear severe brunt. Taking the fruits export of Shaanxi Province as

example, 0.325 million tons of fruits is exported, decreasing by 28.2 percent. 0.29 million tons of condensed juicy is exported, decreasing by 30.2 percent, and the price falls by half. As a consequence, the processing industry of juicy is devastated severely^[6].

3.2.2 The domestic financing environment is not good. Due to the obstructed financing channel, limited financial products, restriction of credit and imperfect surety system, the shortage of capital of small-and-medium-sized enterprises becomes prominent.

In the first three quarters of this year, the remaining sum of loan of enterprises in the three forms of sino-joint venture, cooperative business and exclusively foreign-owned enterprises in China, private enterprises and town enterprises in the financial sectors is 13.3 billion yuan, accounting for 2.23 percent of the remaining sum of loan in Shaanxi Province, decreasing by 1.4 percentage point as against that of the same period last year^[6].

3.2.3 The cost of enterprise increases. The environment of industrial production operation is confronted by severe challenges. The price of labor forces, raw and processed materials, fuel, momentum, transportation and land is skyrocketing, resulting in the quick increasing cost. The production and operation of some enterprises become hard, and many small-and-medium-sized enterprises of county face the threat of bankruptcy. According to the feedback of small-and-medium-sized enterprises, the existing market mechanism is not so sound and perfect. The market is not so transparent, leading to many uncontrollable factors, and high invisible cost of enterprise. Thus, the profit of enterprise cannot be guaranteed and there is devoid of production enthusiasm.

3.2.4 The land use of enterprise is difficult. Along with China's strict normalization of land regulation, the difficulty of land use of park construction of county prominently increases. Some programs of attracting investments and the plan of expanding production scale of some dominant enterprises are difficult to be implemented. Taking Jingyang County as an example, the most outstanding problem nowadays is land problem. On one hand, the indices of land use are scanty. As of today, the remaining indices are less than 300 acres, which cannot guarantee the land use need of program. On the other hand, influenced by national macro-policies, the land decreases sharply, and the examination and approval become stricter. Although the momentum of county economic development is good, and many enterprises are to invest and set up factories, the land problem is difficult to be solved, which has restricted the development of county industrial economy^[8].

4 The measures of propelling the development of small-and-medium-sized enterprises of county

The industry is the basis of building county, fundament of powering agriculture, and the sources of enriching people. The measures of propelling the development of small-and-medium-sized enterprises of county are as follows.

4.1 We should raise awareness, establish the idea of using industry to power county, and strengthen sense of urgency and responsibility of propelling the industrialization of county of each department Thought is the guider of action, and the responsibility is the guarantee of working. Every department and cadre as well as the masses should sense the difference between our province and the developed regions which is that the county economy develops inadequately and the small-and-medium-sized enterprises of county develop laggardly. We should learn assiduously, be ready to listen to advice and devote all the energy and attention to work of survey and research. We should erect the concept of audacious thinking and doing among the cadre and the masses, and use the emancipation of thought to boost the industrial development of county in Shaanxi Province.

4.2 We should establish scientific outline and planning of county industrial development to propel the innovation of working mechanism of county enterprise development

Every place should act according to circumstances on the basis of scientific analysis and the Twelfth Five-Year Plan, give play to the argumentation of experts, and formulate the comprehensive planning of county economic development as well as the forward-looking planning and outline of county industrialization to ensure the scientificity and the guidance of panning and outline. Based on this, every department should put the work of propelling county industrialization on the top of agenda, evaluate the work, build objective responsibility system, perfect working mechanism and system, actively implement the system reform of administrative management, and audaciously power county in order to ensure the orderly development of county industrialization to achieve some results.

4.3 We should create beneficial conditions, and reinforce the degree of supporting entrepreneurship We should further loosen the market admittance restrictions, reduce the entry barriers of private enterprises, expand development space, cultivate farmers' awareness of entrepreneurship and activate the immense potential of private enterprise; we should use national policy and financial leverage to channel the credit capital and nongovernmental investment into the county industrial program, to favor building the entrepreneurship bases and incubator of small-and-medium-sized enterprises, and to set up special fund to support and establish small enterprises; by the way of equity participation, becoming the majority shareholder and merger & acquisition, we should encourage non-public enterprises to participate in the reform of county enterprises; we should support the industry of equipment manufacturing, energy and chemical industry, textile, electronic information, food industry, non ferrous metal and so on to develop a complete production network and take the road of profession and precision.

4.4 We should take the park construction as vehicle, and reinforce the degree of attracting investments We should also make park planning with high standard, increasingly perfect the infrastructure of park road, water, electricity, heat and so on, and other security measures, and strengthen the program absorption and bearing capacity of park; we should coor-

dinate and balance the development of park in the county, dispose the administrative relations and other relations within and without park, and avoid disorderly competition and repeated construction; we should orientate the park development direction, spare no efforts to develop characteristic park, and make the industry cluster develop towards profession and precision; innovate the mode of attracting investments, increase the success rate of attracting investments to realize the win-win or multi-win situation.

4.5 We should put the autonomous innovation as impetus and develop the recycle economy We should implement system reform of enterprise management, operate the enterprise according to modern enterprise system, and spurn the outdated family management with low efficiency; we should put the technological innovation as the key part of strengthening the autonomous innovation ability of enterprise. We should set up the bases of research and development, bring out famous-brand products, make a famous brand, raise awareness of brand, elevate the influence and competitiveness of enterprise, and realize sustainable development of enterprise; we should promote the emission-reduction of county enterprises, put elevating the use efficiency of resources and energy as core, lead the enterprises to carry out energy-saving and emission-reduction work, support environment-friendly enterprises, support recycling program, and preclude the introduction of obsolete and contaminative products program.

4.6 We should improve service quality and create an excellent investment environment for enterprise We should improve and optimize service environment, elevate service awareness, improve service quality and create an excellent investment environment for enterprise. In addition, we should change the function of government. The government should recede from the microcosm, and devote itself to nurturing market system, perfecting market mechanism and improving investment environment in order to attain the goal of developing local economy, fostering harmonious society and making people live

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Lead to the indirect outflow of rural capital, so the government at the county level should formulate the reasonable compensation standard and ensure the compensation fee for farmers.

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and work in peace and contentment. The government should formulate and coordinate the developing panning, goal and measures of county economy in the whole province; the government should also offer more preferential policy, financial support; by using the capital, technology, and service of government, finance, market, and society, we should promote the coordinated, comprehensive and sustainable development of regional economy in whole province.

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