
| RESEARCH ARTICLE

Inspiration and Innovation of Informal Economic Governance under Socialism with Chinese Characteristics: Reconstruction of Street Vendor Governance Model in Fuyang City

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| ABSTRACT

Vallholder economy is an important driving force for urban economic and social development in the new era. Under the background of socialism with Chinese characteristics, through comparative research, empirical research, investigation and analysis, this paper concluded that the street vendor economy is informal, long-term and complex. For the governance of Chinese street vendors, we should learn from the theory, absorb foreign experience based on the national conditions and urban status, and find the breakthrough of governance from the root. Formulate "flexible" flexible policies, optimize space politics, divide and rule, break through the constraints of regularization, reconstruct and innovate the economic governance model of Chinese street vendors, and realize the "Sinicization of governance concept, local governance policy and contemporary governance model". The research has enlightenment and reference significance for enriching the development of political economy theory, innovating the informal economic governance model and developing the informal economy in the new era.

| KEYWORDS

Informal economy; socialism with Chinese characteristics; innovation and reconstruction; multiple integrated governance model and comparative research.

| ARTICLE INFORMATION

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1. Introduction

In the new era, China's informal economy continues to rise and develop, providing a wide range of employment and invigorating the market economy. Premier Li Keqiang once praised the street stall economy and small shop economy as the fireworks of the world and the vitality of China (Lin & Zhu, 2023). However, the disadvantages of "violent law enforcement" in the past have gradually emerged (Shi, 2010), and the informal economy should be "dredging and blocking" (Huang et al., 2019). We will appropriately open and orderly stalls to support and guide the development of the informal economy.

This study adopted "Sino-foreign comparative research", firstly explored the "flea market" in Germany, learned the theory and practice from the perspective of China, then analyzed the reasons, and then focused on the Fuyang and made the "flexible" flexible policy. It has opened up a new path for the informal economy, improved the government's urban governance capacity, and promoted the development of the informal economy in Fucheng.

This study creatively combines government governance with informal economic development, "breaks" the unreasonable governance in the past, and innovates and, optimizes and "establishes" a scientific, effective and flexible governance model. Based

on China's national conditions, the Fucheng social and economic status quo and the development prospects of The Times, more research value and The Times forward-looking, realistic guiding significance.

2. Foreign Experience and Enlightenment

With the advent of the new era of socialism with Chinese characteristics, the practice of banning the street vendor economy for the "image project" is out of date, and the governance of street vendors should be gradually changed to moderately open, support and guide its development under the new situation. But will this have an impact on the city's appearance and traffic? This is indeed a dilemma, but not without a solution. In European countries led by Germany, street culture has long been a part of urban life; as long as it is properly managed, it can be economical and healthy. For China now, this is a good "mountain stone".

2.1 The German "Flea Market" Model

The official name of the German street stalls is "flea market" (Flohmarkt), which is a combination of "Floh (flea)" and "Markt (market)". Its biggest characteristic is that most of the goods sold are "used goods". Stalls in Germany usually sell only used goods, and stalls selling new goods require special permission. Today, garage stalls have become a major part of the German garage market, with even nearly 20 large stalls in the capital Berlin (Wang, 2020). In these "old", you can see different from the modern production line or unique, elaborate design. Germany also has its own characteristics in the urban management of flea markets, with a fixed time and place, and adopts certain control through reporting and approval, as well as collection of booth fees. The seller of the flea market is not to make money but to stand in the perspective of environmental protection and try to recycle goods, The booth has a wide variety of items, and the prices are much lower than the first-hand goods on the market (Wang, 2020). Germany also cleverly integrated "Internet + stalls used goods", online shopping, which is very convenient. In Germany, eBay and eBay Kleinanzeigen are the more commonly used second-hand trading sites (Wang, 2020). Most people can put the idle old things published on the platform and wait for a suitable buyer.

Germany's street stall economy can have such a vigorous vitality, which is closely related to its irreplaceable advantages. One is direct trading bargaining. Based on the principle of direct trading, you can immediately check the goods bargaining. In contrast, although online shopping is convenient, it is difficult to feel the texture of goods, and the price of goods in shopping centers is far beyond psychological expectations, so the simple transaction of street stalls will be more attractive. Second, leisure and entertainment, cultural and social functions. Hundreds of years of street stall culture, not only the trade of goods, many people regard this as a kind of leisure and entertainment and lifestyle (Wang, 2020). A large number of street stalls also meet people's social needs other than shopping, such as social interaction and conversation. Third, the low cost, flexibility, and ease of use. Many small stall sellers will not choose to open stores online; one is not manpower, and the second is fewer goods, which are unnecessary. Often, their goods are less beautiful, rare, and rare.

2.2 Compare the Chinese Street Vendor Economy

2.2.1 Similarities

One is all through the "ground stall" form. It is the form of "street stall" that forms the basis and enlightenment of this research. Second, the goods sold are all "cheap". Both "flea markets" and China's "street vendor economy" sell goods at lower prices than in some big malls. Third, the variety of goods... The German "flea market" shows furniture, refrigerators, tape recorders, small to jewelry boxes, wool balls, and old license plates and in China, large and small vendors sell a variety of goods: countless fancy food vendors and wholesale some small toys, accessories, mobile phone accessories and other...

2.2.2 Differences

One is German "used goods" vs Chinese "vendors". German "flea markets" sell mostly "used goods", a typical "old trade mode" with collection and commemorative significance; however, there are far more goods and services for the first time. The scope is much larger, and the aspects involved are much more complex. Second, Germany's "making money is secondary" vs China's "making money is more important". Flea markets sell goods at low prices, while Chinese vendors operate mainly to make money and are more willing to increase their income than in Germany. Third, Germany has more "environmental recycling" level and "social entertainment" function vs, China "hard to make a living". German flea markets are mostly recycled and, environmentally friendly and used as a form of leisure and recreation, while Chinese vendors are forced to make a living under livelihood and economic pressures. Finally, the German people are more conscious. Most "flea market" operators are very conscious and concentrated in places known to consumers.

The underlying logic and deep reasons behind this are: first, the difference in economic development level between the two countries. Germany is a developed country with a high level of economic development, considerable national income, and a high happiness index. It is not difficult to understand the function of entertainment, its main purpose, and the public consciousness. However, China is a developing country, plus the challenges of our economy, the "vendor economy" is more "marginal groups" to

cope with the new situation. Moreover, the national conditions, history and culture of the two countries are different. The “flea market” in Germany has its historical origin and development course and carries certain cultural factors (Wang, 2020). China’s “street vendor economy” is more prominent in the emergence and development of new situation changes, such as the post-epidemic period and the new challenges of the development of socialism with Chinese characteristics. We should always treat the “street vendor economy” based on our national conditions and the law of economic development.

2.2.3 Take the essence and discard the dross

Germany’s “flea market” has a long history, and the governance concept and effective measures of the government in the development process of this “flea market” in developed countries are of important enlightening significance. At the same time, we should proceed from the actual conditions of the country, take its essence, discard its dross, explore and follow the law of informal economic development represented by the “street vendor economy”, grasp the main contradiction of “reasonable and effective governance” and “economic vitality development”, and manage the street vendor economy well.

One is immobilization standardization. According to reality, the location of the vendors should be fixed and concentrated as far as possible, and the time interval should be fixed as far as possible. Strengthen spatial planning and scientific and standardized processes, and the government should strengthen the standardization of mobile access approval review, food review and other control and governance. Second, we will strengthen education, training, and guidance. Learning from the high consciousness of the German people, the relevant government departments can strengthen the education and guidance of the street vendors, enhance their consciousness and consciousness, minimize the phenomenon of “dirty, disorderly and poor”, and improve the order and standardization of the overall operation of the street vendors’ economy. Third, the introduction of the “green and environmental protection” concept. To learn from the concept of “green environmental protection”, on the one hand, the government must first play a leading role, strengthen publicity and education, and formulate policies to support, encourage and guide it. Fourth, “Internet plus” technology empowerment. Give full play to the advantages of science and technology, learn from the advantages of German “e-commerce”, skillfully combine the street vendor economy and technology, innovate the new model of “Internet +” science and technology, and make “science and technology for good”. Finally, the addition of “cultural entertainment” elements. The street vendor economy can combine local characteristics and culture and appropriately add some “cultural elements” to promote the creative transformation and innovative development of excellent traditional Chinese culture, enrich the life of entertainment people, and create a “cultural, commercial street” and “cultural and creative product market”.

3. Theory and Practice of Street Vendor Economy in China

This study takes Fuyang City as the research object, which is one of the five prefecture-level cities with a population of tens of millions in China and the first city for migrant workers in China. Based on the special situation of Fuyang, it is the key to dig out the economic and social roots of street vendors in the governance of street vendors.

3.1 Rational Analysis of Fuyang Street Vendor Economy

Theoretical rationality: conforming to political economy and economic law, the goods sold by the vendor economy belong to the category of goods based on the basis of “exchange”; for the “economic people” who pursue interests, the vendors get the value and obtain profit compensation. The low cost and flexibility of the form of “stall” of stall economy are favored by many vendors. To “exchange” through stalls, the goods produced by individual labor can meet social needs so that their personal labor into social labor.

China’s rapid urbanization has led to informal employment despite the relative saturation of formal employment (Xia, 2016). (Rational generation) What China is facing right now is more about how to deal with the informal “employment” problem outside of government regulation. So, for Fuyang, informal employment makes up the gap in urban employment and actively promotes the rapid urbanization of Fucheng. (Reasonable of existence) Fuyang has three districts and five counties. Counties and towns have a large number of migrant workers in cities, and the rural population lives in the city through informal economic activities outside the government control system.

3.2 Drivers of Long-term Development

The general view is that the large presence of street vendors stems from unemployment. In many developing countries, economic reforms, inadequate economic development, and unemployment caused by the financial crisis are considered the main causes of the significant expansion of street vendors. This view is also more in line with the situation in China, especially the Fuyang street vendor economy. In order to make a living, the unemployed have to engage in informal employment, and street vendors are forced to find jobs. China’s labor market shows a trend of unemployed street vendors’, “the higher the unemployment rate and the faster the population of street vendors” (Huang et al., 2019).

There are structural reasons for the existence: Fuyang, Anhui province, one of the five major sources of migrant workers in China, is located in northern Anhui, with a population of 9.32 million and nearly 10 million (The Fuyang Municipal Bureau of Statistics, 2024), Labor resources are very rich. Fuyang city street vendors characteristics are obvious: the main body engaged in the local population, rural hukou, and rural town workers account for the majority. And because the street vendors are easy to enter, have low skills, flexible operating time and so on, the majority of farmers and low education crowd favor. At the end of 2021, the financial crisis broke out, and a large number of migrant workers poured into the informal economy, mainly dominated by the street vendor economy (The Fuyang Municipal Bureau of Statistics, 2024). Most of the business entities in the street vendor economy are migrant workers who return to their hometowns to start businesses.

(1) Excessive exploitative working conditions can transfer workers (migrant workers) to street vendors.

Table 1 shows survey data on migrant workers in Fuyang.

Table 1. Survey data on migrant workers in Fuyang

Working status of migrant workers	Data (average data of Fuyang City)
sample number	245
Average daily working hours (hours)	9.5
Average monthly salary (RMB)	1050
Wage arrears ratio of (%)	9.5
Average time of default (months)	1.0
Time limit, activity limit (%)	10.1
Equity infringement rate is (%)	9.7
Future future and exhausted (average score)	20.5
Life is tough (average score)	23

Source: The Fuyang Municipal Bureau of Statistics (2024).

It can be seen that the main reasons for workers (migrant workers) to become street vendors are low wages, high intensity work, wage arrears and excess work; strict factory system contradicts family responsibilities; uncertain future and loss of yearning for freedom and entrepreneurship.

(2) Rural poverty encourages farmers to enter the city as street vendors (part-time or full-time).

Fuyang City is a largely agricultural city with many grain growers and grain production bases; due to the relatively backward economy, agricultural production has certain costs and risks. Getting unable to make ends meet and supporting their families has also forced many farmers to abandon their fields.

Table 2 shows Farmer survey data in Fuyang.

Table 2. Survey data of farmers in Fuyang

Farmers status quo	Data (average data of Fuyang City)
sample number	245
Household satisfaction of farm scale (%)	23
Expected satisfaction with yield (%)	18
Impact degree of natural disasters (%)	32
Education level (junior high school degree or above)(%)	9.7
The proportion of science and technology application and financial support is (%)	8.9
Want to innovate and start agricultural products but inadequate (%)	28
Life is tough for the (%)	21

Source: The Fuyang Municipal Bureau of Statistics (2024).

It can be seen that the main reasons for farmers to move to street vendors are: small farmland scale, low yield, production; high natural influence and high risk; low cultural level, lack of technical and financial support, and rising cost of farming. Here, the movement of farmers to cities is a reaction to "widespread poverty caused by a large surplus of labor".

The above two groups are the main groups of street vendors in Fuyang City, and some others are insufficient employment opportunities that encourage the unemployed to seek their final livelihood. Non-employed workers who cannot find jobs (the

poor) encourage low-income workers to make up for the family's livelihood, and the income of "double income" is the only way to support the family's livelihood. Some survival and accumulated wages can satisfy the family's livelihood, but they hope to prepare for future entrepreneurship.

Whether "small restaurant business" or "rent" run are Fuyang must vendors "microcosm", through the study of the vendors' main example, more rich and clear the Fuyang city vendors produce deep social and economic factors, understand the present situation of the vendors and demand for further better guide and governance vendors economy to lay the foundation.

3.3 Countermeasures and Enlightenment

From the above study of Fuyang city vendors of economic and social roots, it can be concluded that in Fuyang, such an "agricultural city", to solve the good vendors economic development, the key is to solve the general Fuyang "migrant workers" and "farmers" of "land" and employment problems, this can be part of shunt "low-end surplus vendors", conducive to ease and solve the problem from the side vendors. At the same time, we should do a good job in the guidance, supervision, development and governance of urban street vendors, change the innovative governance mode, promote the "transformation and upgrading" of the street vendors' economy in the new era, and broaden the new economic development channels.

4. Innovation and Reconstruction of the Street Vendor Governance Mode in Fuyang City

4.1 Analysis of the Current Governance Dilemma

The "Strict ban" is not sustainable. The policy is impossible to fully implement: the limited number of Fucheng chengguan, most of which are coordinators, responsible for a number of urban affairs, large and small, makes it difficult to control tens of thousands of mobile street vendors. The consequences of policy implementation are unacceptable: in recent years, many violent legal cases in Fucheng, chengguan and other casualties; public doubts become the trigger of social conflicts.

As studied before, the street vendor economy has its rationality of existence and long-term development, which has a certain positive effect on economic development. This is the new challenge brought about by the particularity of the informal economy, requiring a new way of governance (Lin & Zhu, 2023). It can take into account the "city appearance" and "street vendor economy", "order" and "vitality", "urban development", and "people's livelihood economy".

4.2 Multi-dimensional Governance Model Design

Integrate the theory of socialism with Chinese characteristics into its guidance. From the economic (science and technology) level: based on the strategy of "science and technology power", combined with the Fucheng "science and technology innovation" policy, relying on the "science and technology innovation Industrial Park" (Fuyang Municipal People's Government, 2023a), The government guides and supports the development of APP intelligent software, so as to realize the "Internet +" big data scientific control to help the economic governance and development of street vendors (Lin & Zhu, 2023). Through APP, street vendors, the government, consumers and other interest subjects can achieve reconciliation and maximize interests (Zhang & Yuan, 2020) from the political and government level: through the appropriate implementation of the "licensing system" (Xia, 2016). In response to the requirements of "government system reform" and "service-oriented government", "streamline administration and delegating power", and "reasonable guidance" to promote the orderly and legalized development of street vendors' economy. From the cultural level: in response to the strategic goals of "cultural power", relying on local characteristics and cultural advantages to create new economic models of "ancient market and cultural street", "cultural street" and "cultural tourism and creative stores". From the social and people's level: implement the concept of "the people are the country and the country", earnestly start from the interests and needs of the people, help and guide the street vendors, both maintain order and support the street vendors, so as to manage the economy and serve the people well. From the social, multi-governance level: strengthen education and incentive, mobilize the society to participate in the governance of street vendors. Through "public participation" and "autonomy of vendors" (Xia, 2016). And other new forms to create a new model of "multi-subject co-governance" (Zhang & Yuan, 2020), Active economy and society. We will give full play to the advantages and enthusiasm of NGOs and other groups in self-governance and co-governance (Wang & Lu, 2015). From the ecological and environmental aspects: based on the construction of "green China", implement the important concept of "clear water and green mountains are gold and silver mountains", introduce the concept of "green environmental protection" into the street vendor economy, and do a good job in the daily health supervision and clean recycling of street vendors' operation.

4.3 Practical Application and Improvement of Governance Policies

4.3.1 Tolerance and exclusion coexist: division and governance in space

This new space politics is a technique of space governance that balances the city image and people's livelihood and is a kind of "post-exclusion" governance that coexists exclusion and tolerance (Huang et al., 2019); its fundamental feature is to include or absorb street vendors in some areas of the city and to exclude them in others. The spatial strategy of "divide and govern", to some extent, balances maintaining the city image and order, alleviates conflicts, guarantees employment and people's livelihood, and

reflects the dynamic balance between the pursuit of capital accumulation and social justice. It can be used in the “festival economy” during the Spring Festival in Fuyang city small state area “according to the masses of the Spring Festival couplets, agreed to report the Spring Festival couplets of temporary put point” as an example, for some specific areas during the Spring Festival can “stall”, the then usual loose “vendors policy”, partly to maintain the basic order, and meet the special demand, the appropriate development of “festival vendors economy”, also promote social employment, increase income, active economic and festive atmosphere, boost economic development.

4.3.2 Investigation and Research, Specific Policy

Table 3 shows survey data on consumer intention of street vendors in Fuyang.

Table 3. Survey data on consumer intentions of vendors in Fuyang and their operating locations

Where the intention is appropriate	Proportion (average data of Fuyang City survey)
sample number	245
The gate of the residential community (%)	52.65
Vegetable market (%) near the U. S	51.43
Crowded block (%)	53.47
In the main road (%)	37.55
High Street near (%)	65.71
other (%)	6.12

Source: The Fuyang Municipal Bureau of Statistics (2024).

In the survey of the business areas of consumers in Fuyang, it can be found that in most of the crowded streets near the commercial street, near the entrance of the residential community and near the vegetable market, fewer consumers are willing to be on the main road at different times. It shows that most street vendors and consumers still prefer the streets with convenient life and concentrated people, believing that it is not convenient for traffic and management on the main road at different periods. Most consumers of street stalls are young people aged 18 to 24, and more women are young. The frequency of visiting the night market is the most common three times a week. Consumer goods, such as food, drinks, and accessories, are more popular, followed by entertainment games such as rings. On the impact of the city’s appearance, the vast majority of consumers think that it does not affect the city’s appearance but is a characteristic of the city, but in terms of improvement opinions, the vast majority of consumers think that standardized management is still needed to effectively protect the rights and interests of consumers.

It can be concluded that most residents of Fuyang will still participate in street shopping. Most of them believe that the street vendor economy will bring many benefits to economic and social development, support more than half of the development of the street vendor economy, and the vast majority think that the necessary qualification management for street vendors. In understanding that people are worried about the street vendor economy and how to better develop the street vendor economy suggestions, as well as the intention of the street vendor economy operation area, we should fully grasp the social needs and the current situation, the street vendor economy, reasonable planning and scientific governance. It not only meets the consumer needs of consumers but also supports and guides the business activities of street vendors, facilitates government management, and maintains the city’s appearance. Coordinate various interests to the greatest extent to maximize the interests of multi-dimensional interest subjects. Achieve the organic integration of “people’s livelihood needs” and “urban development” (Fuyang Municipal People’s Government Office, 2020).

According to the investigation, the management measures of street vendors can be further improved: 1. Strengthen market supervision, standardize market order, and protect the rights and interests of consumers. We will strengthen supervision, access review and approval to ensure the quality of goods (Fuyang City Management Administrative Law Enforcement Bureau, 2023). 2. Improve the system and provisions of laws and regulations. Improve the relevant rules and regulations of street vendor economy and standardize the management.3. Orderly operation, reasonable guidance (Fuyang Municipal People’s Government, 2023b), promote the standardized development of street vendor operators, and strengthen environmental sanitation management.4. Reasonably set up the business area of vendors, delimit areas, and set up stalls in an orderly manner.

5. Governance of Chinese Street Vendors from the Perspective of Political Economy

The government always implements the management of street vendors from the development purpose of a specific period. The expulsion of mobile street vendors is the product of the modern city’s pursuit of city image and order. In the new era, the policy of banning has long been outdated. We should correctly define and view the status and significance of street vendors in today’s

social development and guide them to develop in the direction and road corresponding to the political and economic goals of the government.

Promoting the governance of street vendors from “control” to “good governance” requires the joint participation of various subjects, and the government changes “control” to “service”. We will give full play to the role and enthusiasm of NGOs and their groups (Wang & Lu, 2015), Give the street vendor economy more space for development. We should not only impose the “formal” established rules on the informal economy but fully consider the operation rules and needs of the informal economic subjects themselves. This requires us to break through the planning framework, develop planning theories and methods to deal with informal, flexibility, local and development, and constantly guide and develop a new economy, of “street vendor economy” that is changing and developing.

6. Conclusion

“Small street vendors, big problem” street vendors are the result of “passive” choices made by workers to cope with their own situation. Its existence and development are reasonable, complex and long-term, so we should break through the shackles of regularization and explore its law. The management of street vendors should not only draw on the guidance of scientific ideas and introduce foreign beneficial practices but also, based on the reality of “migrant workers” in Fuyang, formulate “flexible” flexible policies from the root and pain points of street vendors, optimize the spatial planning, divide and govern, and adjust the policies according to the feedback. We should change the governance strategy from multi-dimensional and multi-levels, promote the transformation and upgrading of the street vendor economy, innovate the socialist governance model of street vendors with Chinese characteristics, improve the political economy of the governance of Chinese street vendors, promote the governance of street vendors to good governance (Lin & Zhu, 2023), and guide, govern and develop the informal economy mainly represented by the street vendor economy.

This study mainly starts from the overall policy planning and governance model, which still needs to be implemented to the policy implementation, and continuously follows up on the progress and effect of the policy implementation to better adjust the policy. Secondly, subsequent studies can amplify the scope of comparative studies of foreign experiences. Finally, this study has certain applicability and guiding significance for the governance of street vendors in various cities in China. This study also has certain reference values for the new forms of informal street vendor economy governance such as emerging platform economy and gig economy, and follow-up research can also be aimed at this.

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