

Government Background Key Customer Research: Review and Prospect

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Abstract: In the market economy, the government plays the role of consumer and business regulator. Can act as the enterprise's regulator, also can act as the enterprise's customer, purchases the goods and the labor service from the enterprise, provides the public goods and the service for the society. From the point of view of the government, government procurement is a kind of policy means for the government to implement macro-control through a series of economic transactions. From the perspective of enterprises, the government background has an important impact on their business. This paper focuses on the content of the research on key customers with government background, and from the perspective of the theoretical basis and research conclusions of the research on key customers with different government backgrounds, firstly reviews and comments the definition and measurement of the concept of key customers with government background. Then summarize and compare the mainstream basic theories of key customer research in government background; On this basis, the empirical studies on the antecedents and effects of government-backed key customers were reviewed, and the current research framework was summarized. Finally, the shortcomings in this field are found and evaluated, and the future research direction is put forward.

1. Introduction

Government background major customers refer to the party, government and military departments, government institutions and state-owned enterprises at all levels that carry out procurement activities according to law and conduct transactions with enterprises as customers of enterprises. Government customers are a hot research topic that scholars have paid attention to in recent years. Since the initial implementation of government procurement policy in China in 1996, the financial sector has undergone profound reforms. In this process, government procurement

effectively introduced the market competition mechanism, and promoted the fierce competition among suppliers, thus significantly reducing the cost of fiscal expenditure. This measure not only improves the efficiency of the use of funds, but also optimizes the allocation of public resources and injects new vitality into social development. As time goes by, the scale of government procurement in China continues to expand. In just a decade, its scale has increased dozens of times, becoming an important force to promote economic development. When the influence of government procurement is enough to affect the market demand and economic development of a specific industry and even the whole country, its policy function is gradually highlighted. It is worth noting that government procurement is significantly different from traditional fiscal expenditure methods such as government subsidies and general transfer payments. By introducing the mechanism of free economic market, government procurement has shown more flexible and efficient characteristics in government expenditure management, providing the government with a more powerful means of economic regulation. For the government, on the one hand, by introducing the fierce competition mechanism of bidder enterprises, the government can select the most competitive suppliers that meet the needs, realize the effective saving of fiscal expenditure costs, and thus improve the efficiency and benefit of capital use. On the other hand, as an important tool of macro-control, government procurement can significantly boost industrial demand, accurately guide the direction of industrial development, and provide strong support for positive economic growth. At the same time, this policy also serves multiple strategic goals, such as promoting enterprise technological innovation, helping the growth of small and medium-sized enterprises, and advocating industrial green environmental protection, so as to achieve sustainable economic development. For enterprises, the purchase orders from government customers first mean stable and direct market demand, which greatly reduces the market risks faced by enterprises' high-tech products and injects strong impetus into their operation. Secondly, the competition mechanism in the government procurement market encourages enterprises to increase R&D investment, carry out technological innovation and product upgrading, so as to meet the special needs of government customers, and also enhance the competitiveness of enterprises in the market. Finally, government procurement also promotes the in-depth interaction and communication between government and enterprises, so that enterprises can more accurately grasp the market trend and customer demand, and then develop innovative products that are scarce in the market and have actual demand, so as to achieve the long-term development of enterprises. The positive effect of government procurement on promoting industrial development has reached a consensus in the extensive discussion between the government and academia. Taking the United States as an example, as one of the earliest and most successful countries in implementing the government procurement policy, the rapid growth of its high-tech industry and military industry in the 20th century was largely supported by the federal government procurement strategy. Similarly, Japan, South Korea, the United Kingdom and other countries have also achieved remarkable results in the application of government procurement policies. However, compared with these developed countries, the proportion of government procurement in China's national economy is still relatively low, and the improvement of government procurement system is still in the exploratory stage. With the continuous transformation of national macroeconomic regulation and control means, the intensity of traditional government subsidies is gradually reduced, which indicates that the traditional "flood irrigation" subsidy will fade out of the historical stage. In this context, government procurement policy will undoubtedly play a more important role and become an important means of economic regulation. Therefore, in the current economic environment, how to strengthen the strength of enterprises to obtain strategic support from the government has become a subject worthy of in-depth research. At the same time, the government is also faced with the important task of how to further improve the government procurement system to ensure that it can better serve the policy goals. These issues need to be deeply discussed and studied

by the academic and practical circles.

The dynamic relationship between the government and the market has always been an important research topic in the field of economics, and it is also an indispensable core issue in China's economic restructuring. The government plays a dual role in the market economy: on the one hand, as a regulator, it manages and supervises the operation behavior of enterprises; On the other hand, it acts as a consumer, providing public goods and services to the society by purchasing goods and services. From the perspective of the government, government procurement is not only an economic transaction activity, but also an important policy tool for the government to implement macro-control. As a key part of the public financial system, government procurement plays a vital role in optimizing resource allocation, guiding industrial development direction and influencing enterprise behavior. Especially in solving externalities and making up for market failures, the role of government procurement has become increasingly prominent. This paper will focus on the research of key customers under the government background, and explore the academic value of this field by comparing the similarities and differences of the theoretical basis and research conclusions of key customers under different government backgrounds. First of all, we will review and comment on the definition and measurement methods of government-backed big customers to clarify the scope of research. Then, we will summarize and compare the mainstream basic theories to reveal their theoretical support. On this basis, we will systematically sort out and evaluate the empirical research on the antecedents and their effects of government-backed big customers, in order to build a comprehensive research framework. Finally, we will identify and evaluate the shortcomings of the current research field, and propose targeted future research directions to promote the in-depth development of this field.

2. Concept and measurement of key customers in government background

2.1. The concept of government-background major customers

In the study of government-backed big customers, the mainstream methods mostly rely on the publicly disclosed customer list information of listed companies to identify government customers. Based on the names of the five major customers voluntarily disclosed by Chinese listed companies and referring to the official definition of government procurement, domestic scholars have defined the government-backed big customers. This approach draws on the research paradigm of Cohen et al. (2022) and Cohen and Li (2019). Based on the US law, listed companies are required to disclose the list of customers that exceed 10% of total sales, and then analyze how these government customers affect corporate behavior. From the perspective of government, government procurement is an activity in which the government acts as the buyer to purchase the required goods or services in the market. From the perspective of enterprises, the government becomes the customer of enterprises, and the two sides establish a commodity trading relationship. This transaction process must strictly follow the relevant provisions of the government procurement system. It is worth noting that there are both similarities and differences in the definition of government-related customers in different countries. For example, in the Government Procurement Law of the People's Republic of China, government procurement is clearly defined as the use of financial funds by state organs, institutions and organizations at all levels to purchase goods, projects and services in the centralized procurement catalogue or exceeding the procurement limit. Based on this, government background customers include three types of government customers: state organs, institutions and organizations that meet the conditions of government procurement subjects and use financial funds to implement procurement. In addition, under China's special economic system, many state-owned enterprises play an important role. Their business activities are mainly guided by governments at all levels, and they undertake more social and economic functions. They are also one of the important

means for the government to macro-control the economy. State-owned enterprises are wholly state-owned enterprises, wholly state-owned companies and state-owned capital holding companies established by The State Council and local people's governments on behalf of the state to perform the duties of investors respectively. The state has ownership or control over the capital of soes, and the will and interests of the government determine the behavior of soes. Therefore, the procurement of soes, to some extent, is the embodiment of the government's will and policy orientation, and in fact constitutes the government's purchasing power (Dou et al., 2020). Therefore, the government background big customers mainly include state organs, institutions, social organizations at all levels, as well as the general state-owned enterprises. The top five customers in terms of purchase amount are usually important customers that make significant contributions to the company's revenue and profit, so they can be called major customers. To sum up, the top five government customers, namely state organs, public institutions and organizations that use financial funds, and state-owned enterprise customers are defined as government background customers.

2.2. The measurement of government-backed big customers

When measuring large government-backed customers, scholars refer to the research method of Cohen and Li (2019), and identify the government-backed customers through the names of the top five customers and their sales proportion publicly disclosed by listed companies. On this basis, combined with the method of Dou Chao and He Wei (2019), using authoritative sources such as the National Enterprise Credit Information Disclosure System, Qicha and Tianyancha, we manually collate and analyze the shareholder investment information and enterprise type data of these customers according to the customer names obtained. Through this process, we confirm whether the customer group includes government agencies such as state organs, public institutions, organizations, and other government agencies, as well as state-owned enterprises in a broad sense. Once these institutions or enterprises are identified, they are defined as government-backed large customers. Then, in order to quantify the indexes, scholars have set up a binary variable, namely according to the listed companies in the top five customers include the party, political, military departments, institutions and state-owned enterprises, large customers to define whether there is a government background. If there are, it is assigned a value of 1; If it does not exist, it is assigned a value of 0. In addition, in order to further measure the influence degree of the government background big customers, scholars also defines the government background big customer order proportion index, the index is based on government background big customer purchases accounted for enterprises to calculate the proportion of the total sales.

3. Theoretical basis of the research on government-backed big customers

3.1. Governance effect theory of government procurement

When exploring the literature in the field of public finance, it is not difficult to find that the government plays multiple roles in economic activities. These roles include four main aspects: first, setting and maintaining the legal basis for all economic activities; The second is to redistribute income through tax and spending mechanisms; It is also responsible for providing public goods and services, such as defence, public security, education and infrastructure, to meet the basic needs of society. Finally, the government also participates in economic activities by purchasing goods or services (Thai, 2001). Government procurement, as one of the core policy tools of modern public finance, plays an important role in fiscal expenditure. Keynes's economic theory emphasizes that the government should make up for the deficiency of market mechanism through intervention and adopt active fiscal policy to stimulate economic growth. Page (1980) further discussed the

uniqueness of government procurement and the difference between government procurement and commercial procurement, pointing out that the funds of government procurement come from public finance, which must follow strict legal procedures and budget constraints, and its procurement behavior is subject to the extensive supervision of the public. Different from commercial procurement, the purpose of government procurement is to meet the government's own operational needs, rather than resale or production. In the international perspective, the United Kingdom and the United States have taken the lead in establishing the government procurement system and set up special procurement agencies. With the development of The Times, the goal of government procurement has gradually evolved from saving expenses and preventing corruption to becoming a policy tool. Especially in the United States, the "Buy American Act" issued in 1933 marked that government procurement began to become an important tool to support domestic industrial development, promote scientific and technological innovation, promote energy conservation and emission reduction and other multi-dimensional policy goals (Zhao, 2011; Liu, 2013). This transformation has been widely recognized and applied worldwide, and government procurement plays an irreplaceable role in promoting economic development and optimizing resource allocation (Xiao, 2011; Li and Zhu, 2016). At present, many countries regard government procurement as one of the policy tools, and government procurement has realized the transformation from the basic function of saving expenditure and preventing corruption to the function of policy (Bai, 2016). In China, government procurement has also been endowed with important policy functions. The Law on Government Procurement clearly stipulates that "government procurement should help achieve the country's economic and social development policy objectives, including protecting the environment, supporting underdeveloped areas and ethnic minority areas, and promoting the development of small and medium-sized enterprises." Government procurement is not only an important means for the government to correct market failure and carry out macro-control, but also an important way to realize optimal allocation of resources and promote all-round economic and social development (Zhao and CAI, 2007). Therefore, an in-depth discussion on the governance effect of government procurement is of great significance for improving the government's governance capacity and promoting economic and social development. Jeanrenaud (1984) profoundly revealed the dual role of government procurement: it not only serves the daily operation of the government, but also serves as a powerful tool for macroeconomic regulation. He further elaborated that government procurement, as a policy tool, aims to regulate the fluctuation of the economic cycle, protect the domestic market, optimize the pattern of industrial competition, promote the orderly adjustment of industrial structure, and reduce the phenomenon of unbalanced development among regions. With the increasing improvement and wide application of government procurement system in China, scholars have begun to deeply discuss its macroeconomic effects, especially the multiplier effect, crowding-out effect, economic stabilization effect and technological innovation effect of government procurement (Hu et al., 2013; Jiang and Zhu, 2018). It is worth noting that the function of government procurement policy has obvious temporal and regional characteristics (Li, 2015). Pei Yu (2002) deeply analyzed the role of government procurement in resource allocation, and believed that it was a key link in the mechanism of government resource allocation and had significant macro-control ability. By giving priority to specific suppliers and optimizing the conditions for enterprises to participate in government procurement, government procurement can directly connect with enterprises and create more business opportunities for these enterprises. At the same time, government procurement can also select the variety and quality of products to be purchased, so as to guide the trend of production and consumption, and realize the macro-control and demonstration of social production and consumption behavior. Government procurement is not only a macro means for the government to optimize the allocation of resources, but also a micro regulation way to guide the direction of industrial development and enterprise

behavior (Li, 2015). Through the preference and preferential policies of procurement policy, government procurement can effectively guide the direction of industrial development, manage the externality problem of enterprises, encourage enterprises to innovate, promote enterprises to save energy and reduce emissions, and promote the long-term sustainable development of enterprises. In the global economic pattern, with the continuous expansion of the scale of government procurement and the gradual emergence of some limitations of the market mechanism, government procurement has risen from a simple means of fiscal expenditure management to a "tangible hand" to compensate for market failure, playing an increasingly important role in the governance of innovation positive externalities and negative environmental externalities.

3.2. Signal transmission theory

In the research of labor market, the signaling theory first attracted the attention of scholars. Employers face a central challenge in finding the right candidates to fill job openings: asymmetric information. Unable to directly assess a candidate's true ability, employers must rely on a range of signals to speculate about his or her potential ability and adaptability. For example, a high level of educational background is often regarded as an important signal of a candidate's intelligence and learning ability. Subsequently, the theory of signaling has been extended to general commodity markets. In this market, sellers usually have detailed information about the quality and cost of goods, while buyers can only distinguish between good and bad goods based on limited information. As a result of this information asymmetry, the transaction price in the market cannot fully reflect the real value of the commodity, resulting in a phenomenon of "adverse selection", that is, high quality but high cost goods may be eliminated from the market due to the price problem, while low quality but low cost goods can be sold at a price lower than their actual value. To cope with this dilemma, sellers with high quality and high cost will take the initiative to release commodity information, which aims to enable buyers to accurately evaluate the value of commodities, thus ensuring the due returns in the market. Similarly, in the stock market, information asymmetry also has a series of effects. First, as investors lack sufficient information to comprehensively evaluate the operating conditions, market prospects, industry competition and financial conditions of enterprises, they may make deviated evaluation and investment decisions. This may cause some enterprises with good potential and prospects to fail to obtain due financial support, thus hindering the effective allocation of market resources. Secondly, the information asymmetry between investors and enterprises may also lead investors to demand a higher return on capital to compensate for the risks caused by insufficient information. This phenomenon not only increases the financing cost of enterprises, but also may affect the overall stability and healthy development of the market. When enterprises are favored by large customers with government background, it can be used as a signal to convey their high-quality signal to external stakeholders and obtain more resources.

3.3. Resource dependence theory

Resource Dependence Theory was first proposed by Pfeffer and Salancik in 1978, which is an important theory of organization theory. According to this theory, the degree of dependence of an organization on another organization depends on the degree of providing resources or services to itself. In the External Control of Organizations, the theory is explored at length and is based on four core assumptions. First, the core objective of an organization is to ensure its survival; Secondly, in order to achieve this goal, the organization needs to obtain resources that it cannot produce itself, which inevitably leads to dependence on the external environment, especially other organizations; Third, in order to maintain the supply of these resources, the organization needs to establish an interactive relationship with the environmental factors it depends on; Finally, the organization's

ability to control these relationships, namely the stability of resource acquisition, determines the basis of its survival. Based on this theory, in the process of pursuing survival and development, organizations should not only actively draw resources from the external environment, including other organizations, but also ensure the stability of such resource acquisition. This kind of dependence enables organizations to form a close relationship with the surrounding environment, and to rely on each other and complement each other to achieve common goals. In order to maintain its independence, organizations also need to actively seek a stable supply of external resources through political strategies and other means, so that they can better adapt to the changes in the external environment. Research shows that the favorable impression of the government is not only conducive to reducing the institutional risk of enterprises, but also conducive to promoting the growth of enterprises (Li and Huang, 2022). Enterprises that establish a good relationship with the government can not only reduce risks, but also improve the ability to resist risks by obtaining funds, policies and other resources provided by the government, so as to better adapt to market changes. This kind of dependence enables enterprises to show higher resilience and adaptability in the face of uncertainties and unknown challenges.

3.4. Stakeholder theory

In the 1980s, Freeman (1984) first put forward the Stakeholder Theory, which comprehensively considered all kinds of groups involved inside and outside the organization. These stakeholders include direct trading partners such as shareholders, creditors, employees, customers and suppliers, as well as influential pressure groups such as governments, local residents, communities, media and environmental organizations, and even objects directly or indirectly affected by the business activities of enterprises such as the natural environment and future human generations. The core point of stakeholder theory is that the business development of enterprises not only depends on the interests of shareholders, but also is affected by the common influence of many stakeholders. Some of these stakeholders conduct business transactions with the enterprise, some exercise supervision over the enterprise, and some are directly or indirectly affected by the enterprise's business activities. Therefore, enterprises need to comprehensively consider and respond to the demands and constraints of all stakeholders when making business decisions. Among the stakeholders, customers and government are particularly important groups. As an important economic partner of enterprises, customers directly affect the investment decisions, operating conditions and capital costs of enterprises through transaction activities. The government not only plays the role of the customer, but also the policy guide of the business activities of the enterprise. It guides the R&D innovation of the enterprise and supports the development of small and medium-sized enterprises by making policies, which is finally reflected in the business performance of the enterprise. These policy guidance functions of the government make enterprises need to consider the policy requirements of the government more deeply in the process of operation, so as to ensure that the decision-making of enterprises is consistent with the government guidance, so as to achieve the sustainable development of enterprises.

This part elaborates the theoretical basis related to the research questions: the governance effect of government procurement explains the policy function of government procurement, and government procurement has the function of managing the externality problem of enterprises; Resource dependence theory emphasizes the importance of external resources for the survival and development of enterprises, and customers are the key source for enterprises to obtain scarce resources. The signal transmission theory and stakeholder theory show that enterprises with large customers with government background can send signals about their own quality to external stakeholders to help them obtain resources.

4. Research on the influencing factors and effects of government-backed key customers

4.1. Research on the antecedents of government key customers: influencing factors

There are essential differences between government-backed customers and corporate customers. Banerjee et al. (2008) found that corporate customers usually purchase products as intermediate products for further processing and production. However, government-backed customers are more likely to buy products for their own use, so they have stricter requirements on product quality and price. There are various ways of government procurement, and each way puts forward different requirements for supplier enterprises, such as qualification, supply mode, settlement and after-sales service. For example, under the mode of public bidding, government customers have high expectations for the comprehensive strength of suppliers. In addition to the pursuit of cost-effective products or services, they also pay attention to the stable supply capacity and high-quality after-sales service ability of suppliers. Due to the long performance cycle of government procurement and strict payment review, it requires suppliers to be able to maintain a stable state of operation, ensure that the capital turnover is not at risk, so as to continue to provide services for government customers. If the enterprise has capital turnover problems, it is difficult to continue to supply government customers according to the requirements of the procurement contract. For example, in the inquiry procurement, because the products or services are usually needed in a short period of time, the government-backed customers pay more attention to the flexibility and supply adequacy of suppliers, so as to quickly respond to their urgent needs and provide reliable after-sales support. The research of Wang (2005) also supports this view. In addition, government procurement often carries the policy goal of promoting industrial development, such as supporting high-tech enterprises, small and medium-sized enterprises, promoting the development of green industries, and protecting national industries (Liu et al., 2017). In the bidding process, if the supplier meets the standards of these government-backed customers, the government-backed customers will give more support and preferential treatment in the procurement process. The research on the factors affecting enterprises to obtain government contracts mainly focuses on the allocation of government procurement orders. Li et al. (2016) conducted an in-depth study on the factors that affect firms' access to government purchase orders through the World Bank's survey data on the investment climate of 120 cities in China. They found that state-owned enterprises and larger enterprises have advantages in obtaining government orders, while there is a U-shaped relationship between the duration of enterprises and the proportion of government orders, which may be related to the fact that start-ups receive more government support, while established enterprises are more familiar with the government procurement market. They also used the average educational background of the head of the enterprise to measure the managerial ability, the proportion of computer employees in all employees, and the proportion of employees with junior college degree or above in all employees to measure the technical strength of the enterprise. They found that the technical strength of the enterprise was positively correlated with the probability of obtaining government customer orders, while the influence of the education level of the head of the enterprise was not significant in the regression test. However, the univariate test shows that the education level of the head of the firms with government purchase orders is significantly higher than that of the firms without government purchase orders. In addition, Wu et al. (2020) further pointed out that from the perspective of the geographical distribution of government procurement information, local enterprises tend to obtain more government procurement contracts, which reflects the preference of government customers for local enterprises. This phenomenon may be related to the regional advantages of local enterprises, the familiarity of the government with their operating conditions, and the policy orientation to

promote local economic development.

4.2. Research on the consequences of large government customers: the effect

In recent years, academia at home and abroad has paid extensive attention to the special customer group of government-backed big customers. The motivation and behavior of government-backed big customers in corporate business decisions have a profound impact on corporate business decisions. In the relevant foreign literature, scholars have discussed in detail the unique influence of government customers on supplier enterprises in terms of financing cost (Cohen et al., 2022) and performance (Cohen and Li, 2019). Research shows that government customers have a significantly different impact on supplier enterprises compared with ordinary enterprise customers. In particular, in the field of bank credit financing, Cohen et al. (2016) argued that because government orders adopt cost-plus pricing model, lower risk and longer contract term, it helps to enhance the stability of enterprise income. Therefore, compared with other large enterprise customers, suppliers with large customers with government background can enjoy more favorable credit conditions and less binding terms. The research of Hui et al. (2012) and Dhaliwal et al. (2016) further confirmed that enterprises tend to adopt more prudent accounting information disclosure strategies when cooperating with large government customers, thus reducing their capital costs. The study of Cohen et al. (2022) also pointed out that compared with large government clients, ordinary corporate clients also have differences in influencing the financing cost of suppliers. Specifically, government-backed customers provide more opportunities for supplier enterprises to obtain bank loans. In addition, Cohen and Li (2019) also showed that compared with ordinary corporate customers, government-backed customers can significantly improve the performance and profitability of supplier companies. However, Cen et al. (2017) pointed out that the influence of large government customers on corporate tax avoidance is not significant. These studies not only enrich our understanding of the influence mechanism of large government customers, but also provide important reference for enterprises to make decisions when cooperating with different customers.

With the maturity and development of China's supply chain market, the domestic academia has begun to notice that different customer groups have different impacts on enterprise operation, and the discussion on the impact of key customers on enterprise operation is deepening. Among them, the specific dimension of whether the key customers have the government background has been widely concerned by scholars. In view of China's unique institutional background, government-backed big customers usually refer to government agencies and state-owned enterprises, and these customers have a significant impact on the multi-dimensional performance of enterprises. From the perspective of corporate growth, the research of Dou and He (2019), based on the perspective of R&D innovation, reveals that government-backed big customers play a positive role in promoting corporate growth by enhancing R&D investment and innovation output. In terms of financing constraints, Dou Chao et al. (2020) further analyzed from the perspective of risk transmission that government-backed key customers effectively alleviated the financing difficulties of enterprises such as "difficult and expensive financing" due to their low default risk, especially in the case of fierce market competition, lagging regional development and high macroeconomic policy uncertainty. This kind of mitigation effect is more significant. Moreover, sinus chao deng (2020) also separately discusses the government background big customers influence on enterprise innovation, found that it can promote the enterprise to increase r&d investment in the future, and the effect in private enterprises and the order stability of the enterprises is more outstanding. The mechanism test finds that by mitigating corporate risks, government-backed big customers promote corporate R&D innovation activities. From the perspective of total factor productivity (TFP), Zhang

and Shen (2020) found that government-backed key customers improved TFP by improving the innovation investment and resource allocation efficiency of enterprises. Dou et al. (2020) also found that the "support effect" and "benefit effect" brought by the government-backed big client relationship help to reduce the audit risk and uncertainty of enterprises, thus reducing audit fees. At the same time, government-backed big clients also play a role of supervision effect and signal transmission effect, which not only promotes the improvement and promotion of internal management, but also sends a positive signal to the market, improves the market value and recognition of enterprises, and establishes a good corporate image. Wang Yipan and Zhu Xiaoman (2022) empirically verified further government background of big customers in the role of corporate governance, effectively alleviate the first and the second agency problem, and significantly inhibited the irregularities of the listed company. Yuan Man et al. (2019), the study also found that the state-owned sector procurement by state credit for backing, contribute to the stability of the enterprise management and sustainability, and by passing the good prospects for development of enterprises and products and services quality signal, to enhance the market competitiveness of enterprises, improve the analyst ratings and prediction accuracy. Together, these studies reveal the important role of government-backed key customers in the supply chain, which provides useful references for enterprise management and policy making.

5. Conclusion and prospect

In this paper, the government background of big customers at home and abroad literature systematically comb, concept and measurement of big clients including government background, theoretical basis, the former because of the impact factors and effects, in order to big customer is still in the initial stage of our country government background research provide reference for future direction.

The current study of relationship between government and enterprises more focused on government subsidies and tax breaks traditional policy tools such as influences of allocation of resources and economic efficiency in the enterprise, and for the same customers purchasing government background with characteristics of government intervention in the economy, the academia has not been given enough attention. But the government procurement as an important part of the government's economic behavior, the research focus in the field of finance and economics, and most focus on the theory and the macroeconomic analysis, and government customers micro enterprise perspective to enterprise affect the relative scarcity of literature. On the one hand, government customers are not only a link in the supply chain of enterprises, but their procurement behavior can directly affect the production and operation activities of enterprises through the transmission mechanism of the supply chain. On the other hand, government procurement often carries the guidance of macroeconomic policies and is closely related to industrial development. Therefore, in-depth analysis of the impact of government customers on enterprises from the micro level not only helps us to understand the role of government in the market economy more comprehensively, but also provides more accurate reference for enterprise management and policy making. The introduction of the research Angle of view, there is no doubt for related research in the field of added a new dimension and depth.

First of all, the research on government procurement mainly focuses on the policy level, and analyzes the potential impact of government as a customer on corporate externality governance behavior and production efficiency. However, in terms of innovation incentives, empirical studies at home and abroad have not yet formed a unified view on whether government procurement promotes enterprise innovation. This may be because there are differences in the institutional basis of government procurement in different countries or in different periods, or most of the existing

studies are carried out from the macro or meso level of regional industries, lacking direct evidence from micro enterprises. Although there are a few studies at the micro level, the sample scope and time span are relatively limited, and they tend to ignore the common endogeneity problem between government procurement and enterprise innovation. Secondly, the existing literature mainly focuses on the potential impact of government procurement on enterprise R&D innovation capability, but rarely discusses its specific role on enterprise profitability. In the literature on the relationship between government procurement and corporate profitability, most foreign studies are based on the background of federal government procurement in the United States. The United States has a relatively perfect government procurement system and a large scale of government procurement, and its economic background is also significantly different from that of China. Although the domestic research has verified the positive effect of government customer procurement on corporate profitability, it has not further explored the influence mechanism of various factors in the process of government customer procurement. Moreover, in terms of environmental governance, due to the limitation of data, the domestic empirical research is mostly based on the evidence of energy saving and environmental protection effect of government procurement provided from a specific region or regional level, which is more macro, and lacks the direct impact of government procurement on corporate environmental governance activities from a micro perspective, let alone the in-depth analysis of the internal mechanism of government customers on corporate governance behavior. Finally, in terms of total factor productivity, domestic research mainly focuses on the efficiency and effect of fiscal expenditure in the case of fiscal fund misallocation, rather than analyzing the specific impact of government-background large customers on corporate behavior, its mechanism of action and endogeneity from the perspective of enterprises. Therefore, the empirical research on the impact of government customers on corporate TFP is still insufficient in China.

In conclusion, after reviewing the contributions and limitations of the existing research, and considering the unique economic background of China, we believe that it is necessary to pay more attention to the particularism of government customers according to the customer information disclosed by listed companies, especially the identification and differentiation of government customers. From the perspective of supplier companies, this paper explores how the role of government as a customer affects the corporate externality governance behavior and economic efficiency. The introduction of this research perspective not only helps to reveal the complex relationship between government procurement and corporate behavior, but also provides a more accurate basis for policy making and corporate decision-making. In terms of research methods, we can use instrumental variable and difference in differences methods to effectively control the potential endogeneity problems, ensure the robustness and reliability of research conclusions, more accurately identify the influence of government background key customers on corporate behavior, and deeply analyze its mechanism, which can provide valuable reference for the optimization of government procurement policy and the improvement of enterprise management.

In general, looking forward to the future research work, we can expand and deepen it from multiple dimensions. First, although this paper focuses on the impact of government-backed big customers on corporate externality governance, further research can be extended to more perspectives such as corporate information disclosure, investment and financing, which will not only enrich the theoretical significance, but also have important academic value. Previous studies have shown that big government customers play a positive role in promoting corporate externality governance and total factor productivity. However, this does not mean that government customers are perfect in other aspects. On the contrary, we should comprehensively examine the possible impact of government customers, including the potential negative effects, which is also a topic that needs to be further explored in future research.

Second, from the perspective of enterprises, how the role of government as a customer affects

the behavior and decision-making of enterprises is an issue worthy of further exploration. From the perspective of the government, this actually involves the impact of government procurement on enterprises. At present, most of the research in the field of government procurement in China focuses on normative research and case analysis, and there are relatively few empirical studies on the implementation effect of government procurement. Limited by the acquisition of micro enterprise data, the existing research mostly discusses the macroeconomic effects of government procurement from the regional or industrial level, but few directly touch the micro enterprise level. Therefore, future research can dig deeper into China's government procurement data and further explore the specific role of government procurement system on enterprise behavior decision-making from the micro perspective, so as to provide more detailed micro evidence for the realization of the function of government procurement policy.

Thirdly, dealing with the relationship between the government and the market is the core issue of China's economic system reform. Under the current economic new normal, in order to better play the role of the government, we must clarify the functions of the government in the market economy, recognize the multiple roles of the government, and clarify the mechanism and means for the government to play a positive role. The relationship between the government and the market is not fixed, but evolves with the development of The Times. Therefore, future research can combine the special realistic background of China's transition period to deeply explore how the government can play a better role in the new era, give full play to the advantages of the government's "visible hand", and achieve the organic and harmonious unity of effective market and effective government. This not only has profound theoretical significance for the construction of a modern economic system, but also has important practical guiding value.

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