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## STUDY OF INVESTMENT ATTRACTIVENESS IN CHINA IN GLOBALIZATION AND DIGITALIZATION ERA

### Abstract

This study is devoted to analyze China's investment attractiveness within the context of globalization and digital transformation. The paper employs three main research methods: content analysis to organize scientific and regulatory resources, systematic analysis to identify relationships between government policies, digital technologies, and investment flows, and comparative analysis to compare China's experience with other developing countries' practices.

The findings of the study indicate that strategic government management, the development of digital infrastructure, support for high-tech industries, and active international integration have contributed to creating a stable and favorable investment climate in China. The successful attraction of foreign direct investment is attributed to a combination of institutional reforms, the digitalization of business processes, and the establishment of special economic zones. It is concluded that China's experience can be a valuable guide for other countries, but it must be adapted to their unique socio-economic circumstances and level of technological advancement.

**Key words:** Chinese investment attractiveness, globalization, digital economy, investment policy, digitalization, China, economic growth, impact

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## ЖАҒАНДАНУ ЖӘНЕ ЦИФРЛАНДЫРУ ДӘУІРІНДЕГІ ҚЫТАЙДЫҢ МЕМЛЕКЕТТІК ИНВЕСТИЦИЯЛЫҚ ТАРТЫМДЫЛЫҒЫН ЗЕРТТЕУ

### Аңдатпа

Бұл зерттеу жаһандану және цифрлық трансформация контекстіндегі Қытайдың инвестициялық тартымдылығын талдауға арналған. Мақалада зерттеудің үш негізгі әдісі қолданылады: ғылыми және нормативтік ресурстарды жүйелеу үшін мазмұнды талдау, мемлекеттік саясат, цифрлық технологиялар және инвестициялық ағындар арасындағы байланысты анықтау үшін жүйелі талдау және Қытайдың тәжірибесін басқа дамушы елдермен салыстыру үшін салыстырмалы талдау.

Зерттеу нәтижелері стратегиялық мемлекеттік басқару, цифрлық инфрақұрылымды дамыту, жоғары технологиялық салаларды қолдау және белсенді халықаралық интеграция Қытайда тұрақты және қолайлы инвестициялық ахуалды құруға ықпал еткенін көрсетеді. Тікелей шетелдік инвестицияларды табысты тарту институционалдық реформалардың, бизнес-процестерді цифрландырудың және ерекше экономикалық аймақтарды құрудың үйлесімімен түсіндіріледі. Қытайдың тәжірибесі басқа елдер үшін құнды нұсқаулық болуы мүмкін деген қорытындыға келді, бірақ ол олардың бірегей әлеуметтік-экономикалық жағдайлары мен технологиялық даму деңгейіне бейімделуі керек.

**Түйін сөздер:** Қытайдың инвестициялық тартымдылығы, жаһандану, цифрлық экономика, инвестициялық саясат, цифрландыру, Қытай, экономикалық өсу, ықпал

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## ИССЛЕДОВАНИЕ ГОСУДАРСТВЕННОЙ ИНВЕСТИЦИОННОЙ ПРИВЛЕКАТЕЛЬНОСТИ КИТАЯ В ЭПОХУ ГЛОБАЛИЗАЦИИ И ЦИФРОВИЗАЦИИ

### Аннотация

Данное исследование посвящено анализу инвестиционной привлекательности Китая в контексте глобализации и цифровой трансформации. В статье используются три основных метода исследования: контент-анализ для систематизации научных и нормативных ресурсов, систематический анализ для выявления взаимосвязей между государственной политикой, цифровыми технологиями и инвестиционными потоками, а также сравнительный анализ для сравнения опыта Китая с практикой других развивающихся стран.

Результаты исследования свидетельствуют о том, что стратегическое государственное управление, развитие цифровой инфраструктуры, поддержка высокотехнологичных отраслей и активная международная интеграция способствовали созданию стабильного и благоприятного инвестиционного климата в Китае. Успешное привлечение прямых иностранных инвестиций объясняется сочетанием институциональных реформ, цифровизации бизнес-процессов и создания особых экономических зон. Делается вывод о том, что опыт Китая может быть ценным руководством для других стран, но он должен быть адаптирован к их уникальным социально-экономическим условиям и уровню технологического развития.

**Ключевые слова:** инвестиционная привлекательность Китая, глобализация, цифровая экономика, инвестиционная политика, цифровизация, Китай, экономический рост, влияние

### INTRODUCTION

The current stage of the global economic development is characterized by profound transformations due to globalization and rapid digitalization. These transformations lead to a revision of global industrial production and the emergence of new competitive conditions. In this context, countries around the world are actively seeking to adapt advanced technologies and implement effective policies to maintain their competitiveness at both the national and international levels.

Foreign direct investment (FDI) plays a crucial role in enhancing a country's competitiveness and stimulating economic growth. It is considered one of the key drivers of economic development, particularly for developing countries, as it provides access to capital, technology, and expertise. Economic researchers emphasize that increased cross-border capital flows open up unprecedented opportunities for accelerated development.

International financial institutions regularly advise developing countries to pursue policies that attract investment and promote economic growth. Such policies can include reforms to improve the business environment, reduce barriers to entry, and enhance the investment climate. By attracting FDI, these countries can enhance their competitiveness and accelerate their economic development. In this regard, the main goal for any developing country is to create effective incentives that encourage capital inflows and support sustainable development. The key factor in achieving this goal is the investment attractiveness of a country. The example of China, which has experienced high economic growth and transformed from a developing to a developed country through targeted monitoring and analysis of investment factors, demonstrates the potential of government policies. Therefore, the government's policy to enhance investment attractiveness has become one of the most significant aspects of its economic strategy, aiming to create conditions for

attracting investors, sustaining economic growth, and improving the living standards of the population.

Success in attracting investments largely depends on the investment climate, which is influenced by economic conditions, political stability, and the legal framework.

The novelty of this study lies in its comprehensive analysis of China's public investment attractiveness in the context of globalization and digitalization. Unlike general research on investment climate, this work focuses on specific policy decisions and strategic approaches that allowed China to attract foreign direct investment (FDI) and use it for economic growth and modernization. Special attention is paid to the impact of digital technologies on China's investment profile and the peculiarities of its public administration. The study also discusses potential lessons for other developing economies based on the Chinese experience.

The purpose of this study is to analyze China's public investment attractiveness in the context of globalization and digitalization, in order to identify the key factors, policy mechanisms, and strategic decisions that have contributed to its economic success. We aim to formulate practical recommendations for other countries based on our findings.

To accomplish this goal, we will solve the following tasks:

- Analyze current global trends in foreign direct investment (FDI) and their relationship with the processes of globalization and digitalization.

- Identify and systematize the key factors that determine the investment attractiveness of countries in the modern era.

- Study the evolution of China's public investment policy, including specific measures aimed at attracting FDI and creating a favorable investment climate.

- Assess the impact of digitalization and innovative technologies on China's investment attractiveness and competitive advantages.

Conducting a comparative analysis of China's experience with other emerging economies to identify unique and replicable strategies.

Formulating conclusions and developing recommendations on how to increase investment attractiveness for countries seeking accelerated economic growth in the context of globalization and digitalization based on the Chinese experience.

#### **MATERIALS AND METHODS.**

Within the framework of this study, a comparative analysis method to discuss China's investment policy in comparison with the practices of other countries. This method helped us to identify the distinctive features and strategies that make China so attractive for investment, as well as to identify elements that could be applied in other countries' economies.

Next, we used the system analysis method to study all external factors that affect China's investment attractiveness. Through a systematic analysis of economic, financial, digital, and institutional factors, we determined the relationship between government regulation, the level of digitalization, and foreign investment inflows.

Finally, we employed the content analysis method to review scientific and regulatory documents, including modern research, statistical reports, government programs, and strategic documents in China. This allowed us to gain a deeper understanding of the current state of affairs and future prospects for investment in China.

The study of the state's investment policy in modern economic conditions requires the use of various methods and the use of various sources. To highlight the possibilities of the new era environment in such a complex process as investing, the study turns to the basic concepts of economic theory that have been formed throughout the history of mankind. Gradually moving into modern history, modern research and books, already in the context of digital technologies and globalization, one can trace their enormous influence on the further development of a country's investment policy, as confirmed by the works of the authors such as Voronova E. Y., Lukina Y. A.

[1], Zhang D., Masron T. A., Lu X. [2], Zekos G. I. [3], Ziyadin S. et al. [4] and others provide an outstanding knowledge and data in investment attractiveness as a concept and investment policy of a state, considering Chinese experience.

The authors concur that the success of the economic model hinges on the active involvement of the government in creating an environment that is conducive to investment, fostering industrial strategies, and promoting innovation.

In the context of globalization and digital transformation, China has not only adapted its traditional investment policies but has also integrated modern digital technologies into its market management and regulatory processes. This has resulted in increased transparency, improved resource allocation, and enhanced collaboration between governments, businesses, and investors.

The Chinese experience demonstrates that the combination of government strategy, innovation, and digitalization can drive the country's investment attractiveness forward at an accelerated pace.

### RESULTS AND DISCUSSIONS.

An analysis of the investment attractiveness of capital in the context of globalization and digital transformation has revealed that the successful attraction of foreign investment is the outcome of comprehensive and sustained government efforts to foster a supportive institutional and technological framework.

Through a comparative analysis, we can discern the unique characteristics of large-scale parliamentary models in comparison to those in other emerging economies. A systematic approach allows us to grasp the intricate interplay between government regulations, digital transformations, and innovative advancements( in table 1).

Table 1. Key factors of China's investment attractiveness and their impact

Key Factor	State Implementation Mechanisms	Results and Impact on Investment Attractiveness
Political stability and strategic governance	Long-term planning and centralized economic development management	Increased predictability of the business environment and reduction of investment risks
Infrastructure development	Construction of transport, energy, and logistics networks; large-scale public investment	Reduction of production and logistics costs; increased attractiveness for industrial and technological investors
Creation of Special Economic Zones (SEZs)	Tax benefits, simplified administrative procedures, access of foreign companies to domestic markets	Growth of FDI inflows; development of export-oriented production
Digitalization of public administration	Electronic services, digital registries, online administrative procedures for businesses	Reduction of bureaucratic barriers; acceleration of investment processes; enhanced transparency
Support for innovation and high technologies	Programs such as “Made in China 2025” and “Internet Plus”; subsidies and incentives for R&D	Formation of high-tech industrial clusters; strengthened global competitiveness; increased attractiveness for innovative investors
Openness to international cooperation	Participation in global supply chains; Belt and Road Initiative	Strengthening of external economic ties and expanded access to international capital markets

The source was compiled by the author based on the data [5-7]

The Chinese digital governance model has become a key factor in enhancing the trust of foreign investors. A comparative study with other developing nations has revealed that the distinctiveness of the Chinese approach lies in the harmonious blend of centralized control and market incentives. The government not only establishes the general framework for attracting investments, but also actively guides them towards strategically significant sectors such as microelectronics, biotechnology, renewable energy, telecommunications, and artificial intelligence.. This approach guarantees long-term economic expansion and enhances the nation's global standing. The findings of the research demonstrate that China's investment appeal is rooted in a harmonious blend of strategic public administration, accelerated digital transformation, and targeted assistance for innovative sectors. These identified approaches can serve as a foundation for developing successful investment strategies in other developing nations aiming to accelerate economic growth and bolster their positions in the global arena.

The use of the system analysis method in studying China's state investment attractiveness during the era of globalization and digitalization is justified and necessary. This is because the topic involves considering investment policy as a complex, multifaceted, and dynamically evolving system. [6]

China's investment attractiveness is influenced by several interconnected factors, including government regulation, economic policies, the level of digitalization, innovation, infrastructure security, and political stability. These factors do not operate independently, but rather represent elements of a unified system where changes in one component can lead to transformations in the entire investment climate.

System analysis allows us to view investment attractiveness as an integrated system, where government policies, digital technologies, and economic strategies work together to strengthen each other and contribute to the overall attractiveness of the country for investment.

To understand how digitalization has affected traditional investment management in China, we need to look at how it has sped up administrative processes, increased transparency, and boosted the confidence of international investors. This will help us see the strategic sequence of reforms that China has implemented, which is crucial for understanding its transition from an industrial to a digitally-oriented and innovative model(in table 2).

Table 2. The role of the system analysis method with practical examples

Element of the topic	Manifestation of China's investment policy	Practical examples in China	Insights provided by system analysis
Globalization	Expansion of China's involvement in international trade and investment flows	The Belt and Road Initiative; China's accession to the WTO in 2001	Demonstrates how external economic integration enhances FDI inflows and strengthens China's global economic influence
Digitalization	Use of digital platforms for economic governance and communication	Smart city management systems in Shenzhen and Hangzhou; development of e-government platforms	Shows how digitalization reduces transaction costs, increases transparency, and builds investor trust
State Policy	Strategic governance of economic reforms	"Made in China 2025", Five-Year	Reveals how coherent and long-term state strategy

	and priority industries	Development Plans, support of science parks and industrial clusters	ensures a stable environment for investment and innovation
Investment Attractiveness	Creation of conditions that stimulate capital inflow and innovation development	Special Economic Zones (Shenzhen, Zhuhai, Hainan), high-tech parks	Demonstrates how the combination of institutional reforms, technology upgrading, and labor development leads to sustained investor interest

The source was compiled by the author based on the data[8-10]

The use of the system analysis method in the study of China's state investment appeal allows us to view this phenomenon as a consequence of a multifaceted interplay of political, economic, technological, and globalization processes. This perspective enables us to go beyond the confines of individual characteristics of investment policy and instead highlight the interdependencies between strategic government decisions, the utilization of digital technologies, and the country's involvement in the global capital market. In the context of globalization, China has been actively pursuing international collaboration and expanding its participation in global investment flows. A notable example is the Belt and Road initiative, as well as the nation's accession to the World Trade Organization in 2001, which opened up new markets and stimulated the influx of foreign direct investment. From a systems perspective, this indicates that international economic integration has become a crucial factor in boosting the nation's investment appeal.

Moreover, digitalization is a vital aspect of investment growth. China is actively implementing digital economic management tools, creating electronic platforms, and developing smart city management systems. For instance, the cities of Shenzhen and Hangzhou are now hubs for high-tech services, where e-government systems and digital interaction between businesses and government are employed.

From a systems standpoint, this demonstrates that digitalization is not a secondary process, but serves as the foundation for the creation of a transparent, user-friendly, and innovative investment environment. [9]

The state's economic strategy also plays a crucial role, implemented through long-term initiatives such as the Made in China 2025 and various five-year plans for socio-economic development. These initiatives focus on supporting high-tech industries, fostering the growth of science parks, clusters, and special economic zones. For instance, the establishment of special economic zones like Shenzhen has attracted investment through tax incentives, streamlined administrative processes, and support for innovative sectors. From a systems analysis perspective, these measures demonstrate the state's deliberate creation of favorable conditions for investors, where technological and institutional reforms act as complementary elements of investment promotion.

Therefore, the method of system analysis allows us to discern the interconnectedness between foreign economic integration, digital transformation, government strategy, and the overall appeal of China's investment environment. It demonstrates that the consistent enhancement of the country's investment appeal is a consequence of a harmonious blend of centralized strategic governance, the advancement of high-tech sectors, and active engagement in international economic affairs. In essence, a systematic perspective reveals China as a nation where investment policy is shaped at the juncture of innovation, digitalization, and global collaboration, ensuring the long-term viability of economic growth.

The research has resulted in a thorough evaluation of China's investment appeal in the context of globalization and digital transformation. The use of content analysis has allowed for the systematic examination of a vast array of scholarly publications, statistical data, strategic government documents, and regulatory legal acts. This approach has ensured the accuracy of the data collected and has enabled the identification of trends in government investment policy, key drivers of economic expansion, and strategies for attracting foreign direct investment.

A review of global trends reveals that the expanding influence of digital technologies, the expansion of cross-border economic connections, and the intensifying competition for investment capital are reshaping the global economic landscape. China has demonstrated its capacity to adapt to these changes by establishing a resilient framework for attracting foreign investment through a combination of governmental oversight, innovative growth, and proactive international engagement. The findings suggest that China has deliberately fostered an inviting investment environment by implementing long-term industrial development strategies, modernizing production processes, and establishing special economic zones.

A review of strategic documents, such as the Made in China 2025 plan and socio-economic development plans for five-year periods, reveals a consistent shift in government policy towards high-tech industries, digital infrastructure, and intelligent manufacturing.

Simultaneously, China has been actively working on developing the institutional framework for the investment climate. This includes improving the system for protecting investors' rights, streamlining administrative procedures, and introducing digital public administration services.

For instance, the implementation of electronic platforms for business registration and permit issuance has significantly reduced the time required to start a business and lowered transaction costs.

A review of real-world instances of economic progress in China's regions reveals that specific cities and provinces, such as Shenzhen, Guangzhou, and Shanghai, have emerged as hubs for innovation due to targeted initiatives to foster the private sector and foreign investment. These regions exemplify how government strategies and digital transformation contribute to the creation of innovative and sustainable ecosystems.

The findings underscore the fact that China's investment appeal is shaped by the harmonious interplay of three fundamental elements: strategic governmental policies, proactive digital modernization, and integration into the global economic landscape. China's experience can serve as a model for other developing nations aiming to enhance their competitiveness, provided they adapt it to their national economic and institutional contexts.

The results show that China's investment appeal in the era of globalization and digitalization is a result of a strategically designed government policy aimed at creating a favorable institutional and technological framework for capital inflows. The analysis revealed that systemic reforms aimed at economic liberalization, infrastructure development, the establishment of special economic zones, and the promotion of high-tech industries were instrumental in this process. Simultaneously, digitalization has not only acted as a supporting tool but has also been a fundamental driver in transforming the investment climate, enabling the reduction of transaction costs, enhancing transparency, and accelerating the processes of interaction between the government, businesses, and foreign investors. However, it is important to acknowledge that China's experience cannot be automatically applied to other developing countries without considering their unique socio-economic and institutional characteristics.. It is crucial to tailor practices to the current state of digital advancement, managerial capacity, and legal framework. Therefore, the analysis of the outcomes underscores the significance of a holistic and strategic approach to formulating investment policy in the context of contemporary global shifts.

**CONCLUSION.** The research allowed us to establish that China's investment appeal in the era of globalization and digital transformation is the outcome of a well-planned and strategically

oriented government policy that combines economic reforms, technological advancements, and integration into the global economy.

China has demonstrated a unique capacity to foster an attractive investment environment through the development of innovative infrastructure, the promotion of high-tech industries, the establishment of special economic zones, and the implementation of digital public administration platforms that enhance the transparency and efficiency of business operations.

The synergy of digitalization and long-term planning has enabled the country not only to attract foreign direct investment but also to transform it into a catalyst for sustainable economic growth and modernization. China's experience demonstrates that successful investment attraction in the contemporary era necessitates a comprehensive strategy, encompassing the harmonious advancement of institutional framework, technological capabilities, and mechanisms for international economic collaboration [11]. This experience can be a valuable reference for other developing nations, but its implementation must be tailored to their specific circumstances and level of socio-economic advancement.

An important element of this model is the emphasis on efforts focused on innovation of human capital, which is a strategic resource for long-term development [12]. The state program for the development of education, stimulating research activity and supporting talented specialists provides an influx of qualified personnel capable of working effectively in the digital economy [13]. China is actively investing in training specialists in the fields of ICT, engineering, artificial intelligence and entrepreneurship, which creates a solid foundation for technological breakthroughs and confidence in the external economy [14-15]. Thus, each person's capital becomes a key factor that enhances the synergistic effect of digitalization, investment and economic growth.

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## **ҚАЗАҚСТАНДАҒЫ САЛЫҚТЫҚ КЕҢЕС БЕРУДІҢ ТРАНСФОРМАЦИЯСЫ: МӘСЕЛЕЛЕР, МҮМКІНДІКТЕР ЖӘНЕ ДАМУ БАҒЫТТАРЫ**

### *Аңдатпа*

Бұл мақалада Қазақстандағы салықтық кеңес беру қызметтерінің қазіргі жағдайы, даму үрдістері және саланың стратегиялық бағыттары қарастырылады. Елдегі салық заңнамасының күрделенуі, халықаралық стандарттардың (әсіресе BEPS) енгізілуі және трансшекаралық экономикалық операциялардың артуы кәсіби салықтық кеңес беруге деген сұранысты күшейтіп отырғаны анықталады. Зерттеуде салық кеңесшілерінің қызметін құқықтық реттеудегі олқылықтар, біліктілік стандарттарының жеткіліксіздігі, кәсіби жауапкершілікті сақтандыру тетігінің болмауы және клиенттердің сенім деңгейі сияқты негізгі мәселелер сипатталады.

Сонымен қатар, цифрлық технологияларды енгізу, кеңесшілердің біліктілігін арттыру, өзін өзі реттейтін ұйымдардың ролін күшейту, халықаралық тәжірибені бейімдеу секілді стратегиялық даму бағыттары айқындалады. Мақалада мемлекетке, консалтингтік компанияларға және салық төлеушілерге арналған нақты ұсынымдар беріліп, салықтық кеңес беру жүйесін жетілдірудің Қазақстан экономикасының тұрақтылығы мен бәсекеге қабілеттілігін арттырудағы маңыздылығы баса көрсетіледі.

**Түйін сөздер:** трансформация, салық салу, кеңес беру, бәсекеге қабілеттілік, халықаралық стандарттар, электронды шот-фактуралар