

Original Paper

Research on the Current Situation and Countermeasures of
Digital Economy

Gao Fuxia¹

¹ College of Finance and Economics, Sichuan International Studies University, Chongqing 400031

Received: October 1, 2022 Accepted: October 26, 2022 Online Published: November 14, 2022

doi:10.22158/elp.v5n2p11

URL: <http://dx.doi.org/10.22158/elp.v5n2p11>

Abstract

With the birth and rise of the digital economy, it has promoted the development of new forms of digital economy. A new round of data technology revolution has become the trend of the times, especially under the impact of the epidemic, the digital economy has become the engine of economic development. However, some problems have emerged in the development of new business types. The “digital divide” problem is still serious, the digital transformation path of enterprises is not clear, the legal system and regulatory capacity are not in place, high-end talents in the digital economy are scarce, and the innovation ability of the digital economy is weak. In this regard, actively explore the road of digital economy development, and put forward corresponding countermeasures and suggestions, to provide reference for accelerating the improvement of high-quality and sustainable development of new forms of digital economy, and promote new changes and breakthroughs in new forms of economy.

Keywords

digital economy, new business type, countermeasures and suggestions

Funds Supporting: This research was funded by the General Project of Humanities and Social Sciences Research of Chongqing Municipal Education Commission, grant number 21SKGH141, and the General Project of Science and Technology Research of Chongqing Municipal Education Commission, grant number KJQN202100903.

1. Introduction

At present, human society is entering a new era of “all things are data”. The digital economy has become a new stage in the development of human history after the agricultural economy and industrial economy. Up to now, knowledge economy and digital economy have shown a trend of integration. Gong Ke, President of the World Federation of Engineering Organizations and Executive Director of China New Generation Artificial Intelligence Development Strategy Research Institute, pointed out that “digital economy is actually an economic form driven and promoted by digital productivity”. It can be predicted that all scientific progress in the future will show the trend of digital development.

2. Current Situation and Trend of the Development of China’s Digital Economy

(1) The development scale of new forms of digital economy in China continued to grow. From the perspective of the development process of new forms of digital economy, the new forms of digital economy in China have developed rapidly in recent years. Recently, China Internet Network Information Center (CNNIC) released the 49th Statistical Report on the Development of China’s Internet, pointing out that by December 2021, the number of Internet users in China had reached 1.032 billion, and the Internet penetration rate had reached 73.0%. With the prosperity and development of mobile Internet, the price of mobile terminals such as smart phones is lower, the coverage of “village to village” is wider, and the Internet demand of the elderly is stimulated, further promoting the growth of the demand for new forms of digital economy. The capital market driven by the new format of the digital economy remains rational and enthusiastic. The focus of investment is gradually shifting to areas that can directly improve the people’s living conditions and promote the sustainable development of the real economy. The high-quality development of the new format of the digital economy industry will become the core growth point under the digital economy ecology.

(2) The development trend of new formats of digital economy. First, at the level of means of production: from material input to knowledge input. With the continuous emergence of new formats and technologies such as big data and cloud computing, knowledge and technology play an increasingly prominent role in the production process, and economic growth increasingly depends on the input of knowledge. However, the traditional industrial economy that relies on the input of material production factors will gradually be replaced by the innovation of knowledge and technology. The development of new forms of digital economy will provide new impetus for promoting social and economic growth. The second is production mode: from high cost production to low-cost replication. The biggest feature of the digital economy is the high cost of research and development, but the cost of replication and distribution is very low. The development of new formats of digital economy has promoted the transformation of a large number of production processes to digital and intelligent. Because of its low promotion cost, it can integrate social and economic resources more efficiently. The third is the level of resources and environment: from seizing resources to environmental protection. The development of new formats of digital technology has not only introduced new applications and

created digital life, but also bred new products, new services and new models. The wide application of digital technology has greatly improved the productivity of human beings. Human production activities have gradually got rid of dependence on natural resources. They have changed from seizing natural resources and destroying the ecological environment for survival and development to improving the quality of life, protecting natural resources and restoring the ecological environment, promoting the harmonious development of human society and the natural environment.

3. The Problems Existing in the Development of New Digital Economy

(1) The “digital divide” is still a serious problem. The emergence of new forms of digital economy has greatly promoted China’s social and economic development, and the “digital divide” problem caused by uneven digital development has become increasingly prominent. The uneven distribution of data among different industries, regions and groups has led to insufficient data sharing, data interaction, open use and other problems among market subjects, especially for the elderly and rural groups. In addition, due to institutional reasons, there is still a serious “data island” phenomenon in China’s digital economy industry. The difference in data format and interaction protocol, as well as the lack of data tagging, cleaning, desensitization, aggregation and other links, aggravate the asymmetry of data distribution among different industries, regions and groups, and restrict the development of digital economy industry.

(2) The digital transformation path of enterprises is unclear. The digital transformation of an enterprise is not only a technical update, but also an all-round change in business philosophy and operation strategy. However, enterprise managers generally focus on how to introduce information systems at the production end, ignoring the update of business philosophy and operation strategy. The internal digital transformation strategy of an enterprise is not clear and the incentive system is not perfect, which has brought great challenges to its digital transformation process.

(3) The legal system and regulatory capacity are not in place. At present, China’s digital economy governance system and relevant laws and regulations are becoming more and more perfect, but there are still some shortcomings. Large enterprises in various industries often wander in the blind area of legal supervision, take advantage of their huge user group, excessively collect user information, and monopolize the entire industry through high-tech means such as algorithm manipulation, data crawling, big data analysis, etc.; In order to survive, many small, medium-sized and micro enterprises would not hesitate to take advantage of loopholes in the legal system by means of pushing advertisements, bundling applications, linking illegal websites, etc. How to use technical means to identify violations is a major problem in the process of digital economy supervision.

(4) High-end talents in the digital economy are scarce. Because the development of digital economy in our country is still at an initial stage, although staff of various fields are gradually deepening the integration and development of the economy, but the high-end talent in the field of digital economy is relatively scarce, its influencing factors involve many aspects.

(5) The innovation capacity of the digital economy is relatively weak. In the process of developing new forms of digital economy, the innovation ability, production efficiency and high-end supply of digital economy still have a certain gap compared with the developed countries, and the control of core technology by others still exists. Digital empowerment and smart space are mostly just basic applications of the digital economy. Especially for some micro, small and medium-sized enterprises, their application and innovation capabilities of the digital economy lag far behind those of large enterprises. Their basic advantages have not been fully exploited and they have not been able to enjoy the “digital dividend”. Due to the relatively weak core innovation capability, many difficulties and challenges are encountered in the transformation and upgrading process, and the efficiency and effect of innovation capability need to be further improved.

4. The Countermeasures and Suggestions to Promote the Development of New Forms of Digital Economy

(1) Promote the coordinated development of digital economy in different regions. Infrastructure is a necessary foundation for the development of digital economy, including the Internet, 5G base stations, cloud platforms, etc. In promoting the coordinated development of digital economy in different regions, infrastructure construction is the first step. At the same time, different regions should actively respond to various important initiatives issued by the state and the government, as well as the guidance and plans on coordinated development. Different regions should, in combination with their own geographical location and development level, find the advantages shown in promoting coordinated development compared with other regions, especially the neighboring regions, and the opportunities that digital economy development in other fields can bring to the region, Give full play to their own advantages, seize the development opportunities, and actively share the knowledge and practical application experience of digital economy by building an information sharing platform for digital economy and actively communicating and learning with various regions, so as to gradually eliminate the current situation of data segmentation and promote the coordinated development of regional digital economy.

(2) Accelerate the transformation and upgrading of digital economy enabling industries. On the one hand, agriculture is an important industry related to the national economy and the people’s livelihood. In order to accelerate the digital economy enabling agriculture, a digital sharing platform for agriculture can be established. Based on this sharing platform, the supply side of agricultural products can be connected with the demand side “in zero time and zero distance”, greatly reducing the cost of sending and obtaining information. An efficient and accurate information sharing platform promotes the development of agricultural modernization, not only promoting the digital transformation and upgrading of agriculture, and it has made great contributions to the expansion of China’s digital economy. On the other hand, accelerating the transformation and upgrading of digital economy enabled manufacturing industry is of great significance in promoting the development of new forms of digital

economy in China. As the physical support of national economies, manufacturing industry plays an extremely important role in economic competition. In order to accelerate the transformation and upgrading of digital enabled manufacturing industry, we should accelerate the deep integration of digital economy and real economy. Based on efficient and systematic data information platform, manufacturing industry combines digital information technology to realize the intelligent and information-based production of entities, and continue to promote the transformation of traditional manufacturing industry from “manufacturing” to “intelligent manufacturing”.

(3) Strengthen legal constraints and government supervision. On the one hand, we should accelerate the exploration and development of standards, norms, laws and regulations for data resource management, clarify the legal status of data assets, build a data management system that includes data sending, circulation, receiving and use, establish a sound data security management mechanism, and provide a standardized, institutionalized and scientific legal basis for the application of data resources. On the other hand, in order to improve the healthy and sustainable development of new formats of the data economy, it is necessary to give play to the government's supervision role, clearly divide responsibilities and authorities, explore and develop a regulatory system for the development of new formats to better perform the responsibility of supervision, strengthen environmental supervision, optimize data governance, and build a multi coordinated governance mechanism combining legal constraints and platform self-regulation to provide security for the development of new formats of the digital economy.

(4) Improve the training and introduction mechanism of high-end talents in the field of digital economy. On the one hand, we should strengthen exchanges and cooperation between different universities at home and abroad on the cultivation of high-end talents in the digital economy, and promote mutual promotion and common progress of digital professionals in different universities. On the other hand, strengthen the cooperation between schools and enterprises. Colleges and universities provide theoretical basis for enterprises, and enterprises provide practical platforms for colleges and universities to jointly build a talent training system and talent training base, and jointly cultivate digital economy talents through deepening cooperation. At the same time, the government can provide financial support and policy guarantee for the introduction of high-end talents. Through an effective talent introduction mechanism, it can adjust the problems of unbalanced and insufficient development, thus promoting the construction of digital operation and governance system in the digital economy era, and reserving high-end talents for the development of China's digital economy.

(5) Increase R&D investment in the digital economy. In order to break through the technical bottleneck of digital economy development, the most direct and effective means is to increase the R&D investment related to digital economy development, strengthen basic technology research, especially for the key and weak links in the digital economy industry chain, increase the R&D investment and related R&D subsidies for digital information technology, focus on breaking through the practical bottleneck of key technologies, and improve the modernization level of new forms of digital economy,

Achieve competitive advantage in the market with cutting-edge theoretical and practical achievements. At the same time, increase the investment in digital technology research sites on hardware equipment, as well as related infrastructure construction, such as experimental equipment, communication platforms and industrial Internet, to create a good technical foundation for the development of China's digital economy.

At the time of the rapid development of digital economy, it has become an important focus to explore the present situation and countermeasures of the development of new digital economy. On analysis of the problems existing in the development, in promoting the digital economy in the development of new formats to take forceful measures to promote the development of the digital economy in different areas of the collaborative linkage, can speed up the digital economy fu industrial transformation and upgrading, strengthen law and government regulation, perfect the digital economy of high-end talent training and introduction mechanism, and increase investment in research and development of digital economy, Build a new model of digital economy in China.

References

- Chen, N. X., & Li, Y. (2022). Research on the Impact of Digital Economy on the Improvement of Human Capital. *Journal of Northwest population*.
- Li, J. M., & Han, J. Y. (2022). Research on the Path of Promoting China's Digital Economy Development in the Pilot Free Trade Zone. *Journal of Macroeconomic Management*, 2022(07), 28-35.
- Li, Q. H., & He, A. P. (2022). Research on the Effect and Mechanism of Digital Economy on the Coordinated Development of Regional Economy. *Exploration of economic problems Research*, 2022(08), 1-13.
- Liu, G. W., Li, J. H., & Tang, C. G. (2022). Digital Economy, Service Industry Efficiency Improvement and High-quality Development of China's Economy. *Journal of Southern Economy*.
- Liu, R. Z., & He, C. (2022). The Mechanism and Test of Digital Economy Promoting Common Prosperity. *Journal of Regional Economic Review*, 2022(05), 37-46.
- Wei, L. L., & Hou, Y. Q. (2022). Research on the Impact of Digital Economy on the Green Development of Chinese Cities. *Journal of Quantitative Economy and Technology Research*, 39(08), 60-79.
- Zhang, Z. Y., & Wu, J. X. (2022). Analysis on the Mechanism and Countermeasures of the Multidimensional Impact of Digital Economy on Employment. *Journal of Science and Management*.