

Research on the Impact and Opportunities of the Digital Economy Promoting the Development of Real Economy

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Abstract: The digital economy has infused vitality into the transformation and development of the real economy, urging enterprises to break through core technological barriers, address bottleneck issues, and improve their core competitiveness. It fosters the comprehensive digital transformation of agriculture, manufacturing, and service sectors, improving the dynamism of the real economy and fostering more consumption hotspots. Efforts are underway to enhance industrial supply chains and innovation chains, optimize regional resource allocation, and promote a virtuous cycle within the real economy. Initiatives are being undertaken to standardize the development of digital economic platforms, promote the high-quality development of regional economies, and leverage the advantages of the socialist market economy with Chinese characteristics.

Keywords: Digital economy; Real economy; Influence; Development opportunity; Development path

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1. Introduction

With the rapid development of big data, cloud computing, blockchain and artificial intelligence, and other technologies, China's economic development has also entered the era of digital economy. The key to skillfully using the digital economy to boost the development of the real economy has become a hot research spot in the current economic field. The integration of the digital economy and the real economy is conducive to steering the development of the latter. It aids enterprises in resolving technical challenges, enhancing their innovation and research capabilities, and advancing enterprise reforms. By leveraging big data, the Internet of Things (IoT), and new media, innovative management and marketing methods are implemented within the real economy. These efforts enhance enterprises' marketing prowess and spur their active engagement in international competition. This integration further propels innovation and upgrading within the real economy, injecting greater vitality into the development of China's national economy.

2. The impact of the digital economy in boosting the real economy

2.1. It provides a new business model for the real economy

The development of the traditional real economy is limited by time, region, and resources, while the digital economy, relying on platforms such as the Internet and new media, breaks the restrictions of time and space, helps the real economy optimize the allocation of resources, changes the production, marketing, and logistics methods of enterprises, creates more development opportunities for enterprises, and thus helps the real economy out of difficulties ^[1]. Meanwhile, the integration of the digital economy and the real economy is conducive to building platforms such as online live delivery and cross-border e-commerce, building new sales platforms for enterprises, helping them to open up a broader market, doing a good job of connecting domestic and foreign markets, further enriching the business model of the real economy and improving the economic efficiency of enterprises.

2.2. It improves the competitiveness of the real economy

Digital technologies have further accelerated the transformation and upgrading of manufacturing, services, and agriculture, promoted intelligent, digital, and automated production processes in manufacturing, and helped improve enterprise production capacity and product quality. It has promoted the development of smart agriculture, improved the output and quality of agricultural products, and promoted the revitalization and development of rural areas. It has used e-commerce platforms and new media to build a new model of integrated cultural and tourism development, promoted the transformation and upgrading of the service sector, and further improved the competitiveness of enterprises. In addition, the digital economy has changed the concept of enterprise management, urging enterprises to use big data to collect and analyze market and customer data, and accurately analyze customer needs, which is conducive to the realization of precision marketing and personalized customized services, further improve brand influence and product market share, further activate the real economy, and improve the core competitiveness of enterprises ^[2].

2.3. The digital economy promotes innovation and entrepreneurship

The digital economy has accelerated the transformation and upgrading of traditional industries. It encourages enterprises to increase capital investment in new technologies, new materials, and new equipment, thereby improving their own scientific research and innovation capabilities and helping them break the technological blockade of Western enterprises. It also encourages more entrepreneurs to actively participate in new media, e-commerce, and cultural tourism, creating a favorable atmosphere for innovation and entrepreneurship. It also helps transform the real economy ^[3]. At the same time, the digital economy has also spawned many new occupations and jobs, such as online marketers and big data analysts, and provided jobs such as network anchors, we-media operations, and e-commerce marketing, providing people with greater employment and entrepreneurship space ^[4].

3. Opportunities for the digital economy to promote the development of the real economy in the new era

3.1. Optimize enterprise management mode

The further prosperity of the digital economy has laid a good foundation for the management transformation of the real economy, making it easy for enterprises to optimize their organizational structure by using big data, blockchain, cloud computing, and artificial intelligence technologies, implement flat management, build intelligent and information-based management platforms, and further improve the management level of enterprises, thus enhancing their market competitiveness ^[5]. Simultaneously, enterprises can use intelligent

management systems to manage branch offices and realize online integrated offices, effectively reduce enterprise operation and management costs, make decisions according to enterprise production, marketing, and management data, improve decision-making, and effectively improve the efficiency of enterprise management.

3.2. Improve the enterprise risk prevention ability

The current international situation is complex and volatile, and competition in the domestic market is fierce, and real enterprises are faced with unprecedented challenges. The digital economy provides more effective technical support for real enterprises to prevent market risks and financial risks. It helps enterprises to use big data, cloud computing, and blockchain technologies to comprehensively collect market information and corporate financial data, intelligently analyze internal capital chain risk, supply chain supply, and market turnover data, and scientifically predict various risks hidden in the market and financial management. For example, enterprises can use blockchain technology to strengthen supply chain risk management, monitor the operation of the supply chain throughout the process, effectively reduce business risks, and improve the risk defense capability of the entity enterprise ^[6].

3.3. Help enterprises innovate products

In the era of the digital economy, people's consumption concept is also changing, and the requirements for product quality and service quality are also increasing, which virtually urges enterprises to accelerate product innovation and upgrading ^[7]. Enterprises can use technologies such as artificial intelligence, big data, and blockchain to develop new products, enrich product types, improve product performance, and improve product visual design effects, thus enhancing product attractiveness and competitiveness, which leads to an increase in product sales and customer satisfaction and improve enterprises' market competitiveness.

4. The path for the digital economy to promote the development of the real economy

4.1. Unlock key and core technologies to solve the bottleneck issues

In the digital economy era, technological innovation has become the "lifeline" that restricts the development of the real economy and has also become a key "weapon" for enterprises to fight their way out of the siege, effectively promoting the transformation and upgrading of the real economy. First of all, enterprises should based on the characteristics of the digital economy, promote the deep integration of digital key technologies with the real economy, break through key core technologies, and make up for their technical shortcomings, thereby surpassing other domestic and international enterprises in the market. For example, the Internet industry should actively cooperate with colleges and universities to speed up chip research and development, break the technical blockade of Western enterprises, create professional groups of chip research and development, promote cooperation between enterprises, integrate scientific research talents and chip industry resources, independently research and develop domestic chips, break the technological blockade, master chip research and development, artificial intelligence, and other cutting-edge industries autonomy, to achieve sustainable development of China's Internet industry ^[8]. Secondly, government departments should increase support for innovative industries and cutting-edge industries, build high-tech industrial parks, promote cooperation between the Internet, software development, artificial intelligence, and other related enterprises, open up the upstream and downstream of the digital industry chain, and build a collaborative and mutually promoting technological innovation platform. It can integrate regional high-tech industry resources and accelerate the transformation of traditional industries. Leading the integration of industries such as software development, the Internet industry, and intelligent manufacturing, it encourages cross-border integration of high-tech enterprises, promoting the orderly development of the real economy. For example, software development, machinery manufacturing,

big data applications, and the automobile industry can be integrated across different sectors to expedite the transformation of the new energy automobile industry. This optimization includes advancing driverless technology and intelligent control systems, revitalizing related industrial chains, and facilitating the smooth transition of the real economy, thus fostering its leapfrog development ^[9].

4.2. Promote comprehensive digital transformation of agriculture and manufacturing industries

The digital economy has injected vitality into the digital transformation of agriculture, manufacturing, and service industries, moving from traditional extensive development to intensive, intelligent, and information-based development, and forging a path of transformation with Chinese characteristics. First, the digital transformation of agriculture should establish the concept of green development and scientific development. It is necessary to introduce excellent agricultural products based on local natural conditions, such as establishing intelligent vegetable greenhouses, installing automatic spraying and temperature control systems, helping vegetable farmers monitor the growth of vegetables in real time, intelligently adjusting the temperature and humidity in the sheds, and further improving vegetable production, thereby accelerating the digital transformation of agriculture. In addition, the government and enterprises should link the digitalization of agriculture with the revitalization of rural areas, introduce digital talents, and help farmers establish rural e-commerce platforms. On the one hand, it can help farmers sell agricultural products and solve the sales problems of agricultural products; On the other hand, it can promote the integration of the service industry and agriculture, vigorously develop the integration of culture and tourism, promote rural tourism, integrate rural, agricultural and tourism resources, and improve farmers' economic income ^[10]. Second, the digital economy has accelerated the transformation and upgrading of the manufacturing industry, vigorously promoted intelligent manufacturing technology, such as industrial robots, computer numerical control (CNC) machine tools, and other advanced equipment, improved the production and processing level of China's manufacturing enterprises, and accelerated the transformation from "Made in China" to "Created in China." For instance, small and medium-sized enterprises should seize the opportunity to develop the digital economy, introduce advanced industrial robots and intelligent production lines, improve the processing accuracy and output of mechanical parts, create intelligent factories, and save human resources costs to promote the optimization and upgrading of China's manufacturing structure ^[11].

4.3. Improve supply chain and innovation chain system to ensure stable economic development

The digital economy breaks the information barrier between all links of the supply chain, promotes the upstream and downstream interaction platform of the supply chain, realizes the sharing of information and resources among enterprises, and is conducive to promoting the integration and virtuous circle of the tree economy and the real economy. To better cope with the fierce international competition, the country should attach importance to the supply chain security of technology-intensive industries, build the supply chain of China's high-precision and cutting-edge digital products, avoid the technical blockade of Western enterprises, and seize more autonomy in market competition ^[12]. For example, the state can establish an information industry cluster, promote the integration of different domestic industries such as artificial intelligence, software development, and big data to form a sound industrial chain, increase capital investment in emerging industries, actively train high-tech scientific research talents internally, and actively cooperate with internationally renowned enterprises to further improve the industrial chain of research and development, production and marketing, thereby ensuring the smooth circulation of the supply chain system ^[13]. In addition, the state should attach importance to the construction and management of the innovation chain, ensure the digital security of the state and citizens, improve national competitiveness, increase investment in innovation industries, and build an

innovation chain that matches regional industrial chains, thus laying a good foundation for the transformation of the real economy. The government should give full play to its data-driven advantages, promote the integration of digital and real industries, do a good job in the “seamless connection” of the supply chain and the innovation chain, strengthen the construction of digital security, especially the security management of digital software services, avoid the leakage of information of the state and citizens, and ensure the stable development of the real economy and digital economy.

4.4. Promote the healthy, standardized, and sustainable development of the platform economy

In the era of the digital economy, the state should actively build intelligent platforms, guide all parties in the market to participate in the construction of platforms in an orderly manner, balance the relationship between production and consumption, and further promote the healthy development of the real economy. First of all, digital economy platforms can help enterprises reduce the costs of the circulation chain and supply chain, and help enterprises promote and sell their industries through the Internet, thereby achieving a smooth circulation of domestic and international markets, and creating more opportunities for the transformation of manufacturing and service industries. In recent years, the rise of domestic livestream delivery platforms has built a new platform for enterprise procurement, production, and sales, and livestream delivery has become a marketing vane, but there are also problems such as market supervision is not in place, and consumer rights protection is difficult, which urgently needs the government to supervise and control. For example, the state can issue legal documents related to e-commerce management, protect Internet intellectual property rights and the legitimate rights and interests of consumers, and ensure the standardized and legalized development of digital economy platforms. Secondly, the government should strengthen the governance of digital economy platforms, and use big data to conduct real-time monitoring of the products, transaction data, and customer complaints of various digital economy platforms, hence timely detecting the behaviors of individual enterprises such as unfair competition and illegal overseas transactions, and ensuring national digital security^[14]. In addition, governments at all levels should use big data and cloud computing to evaluate various data of digital competition platforms in the region, provide direction for economic decision-making, improve the industrial chain, promote in-depth cooperation among enterprises, and find the direction for their digital development. The development of digital economy platforms cannot be separated from the participation of the government, enterprises, and society. It is necessary to clarify the rights and responsibilities of all parties involved, crack down on monopolistic behaviors, protect the legitimate rights and interests of consumers, and promote the healthy and standardized development of digital economy platforms^[15].

5. Conclusion

In short, the state should actively promote the integration of the digital economy and the real economy, accelerate the transformation and upgrading of agriculture, manufacturing, and service industries, vigorously develop digital agriculture, green agriculture, and intelligent manufacturing industries, improve the product quality and market competitiveness of enterprises, improve the industrial chain and innovation chain system, integrate high-quality resources of enterprises, promote the high-quality development of regional economy, and ensure the steady operation of the real economy. At the same time, the government should increase support for high-tech industries, establish technological innovation industrial parks, train high-tech scientific research talents, promote cooperation between enterprises and universities, and accelerate the transformation of scientific research results, thereby improving the production capacity and core competitiveness of enterprises. It should standardize the development of digital economy platforms, strengthen the participation of platforms

in enterprise management, and improve relevant legislation on the management of digital economy platforms. Strengthen the digital security management of the platforms, ensure the security of national and citizen data, and promote the healthy and sustainable development of the real economy.

Disclosure statement

The author declares no conflict of interest.

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