

An Analysis of Promoting High-Quality Development of Regional Economy by Vigorously Development Digital Economy

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Abstract: Digital economy has become a driving force for the high-quality development of regional economy that cannot be ignored. Under the background of the continuous progress and promotion of digital technology, the digital economy industry is developing rapidly, and more enterprises are turning their attention to the digital transformation. Digital economy has become a new engine to promote the regional economy. Digital economy can bring new impetus to regional economy and enhance regional economic competitiveness and development level. At the same time, the digital economy can also promote the optimal allocation of resources, improve efficiency, reduce costs, and bring new vitality to the regional economy.

1. Foreword

With the popularity of 5G, the emerging application fields of information science, such as mobile phone network, information, virtual reality, the new generation of artificial intelligence and blockchain, have attracted more and more attention. The spread of these technologies has created a great opportunity to apply them to everyday life, and this is also seen as a significant strategy. By promoting the integration of the data economy and the real economy, a new development impetus will be formed to promote the high-level development of the industry.

2. The Connotation Definition of Digital Economy

Digital economy refers to a new economic form based on digital technology and information network platform. It is a new economic model based on digital technology, with data assets as the elements, information network as the carrier, and driven by innovation^[1]. The digital economy attaches great importance to the application of digital technology, which involves many fields, including e-commerce, Internet finance, artificial intelligence, big data, the Internet of Things, etc. Digital economy has broad development prospects and can bring more opportunities and challenges to all walks of life. The development of digital economy can not only achieve high-quality economic development^[2], but also promote the sustainable development of society. Therefore, vigorously developing the digital economy has become an important strategy advocated by local governments.

2.1 Micro-Level Level

On the basis of "intelligent + enterprise" guidance, the use of advanced digital technology, can greatly improve the operation of "intelligent + enterprise", so that it has more operability, and can be more accurate matching, further reduce the production and transaction costs of enterprises, enhance its market competitive power.(1) With the rapid development of artificial intelligence, many companies have begun to purchase advanced robots, manipulator and intelligent machinery to reduce the burden on traditional workers, and also greatly reduce the employment cost, thus effectively alleviating the employment dilemma, greatly improving the work efficiency and reducing the production cost.(2) In addition, the company can also use cloud computing technology to realize the usual management work, the previous tedious, time-consuming, meaningless daily affairs, as well as more interesting new technologies, thus greatly improving the operation of the company. With the continuous innovation of science and technology, enterprises can use these scientific tools to get the best business opportunities, in order to invest the most sufficient time, the most precious energy, the most advanced resources, and the most advanced equipment, to constantly improve the service quality, and meet the requirements of consumers, it will bring great improvement for the comprehensive competitive force of enterprises. In addition, the use of big data, mobile Internet and other cutting-edge science can help traditional enterprises overcome the simplification of products, and quickly and accurately find products to meet the current market needs, which will greatly reduce the cost of R & D, marketing, management and other aspects of enterprises, and bring considerable benefits for them. There are three major improvements needed: (1) removing barriers between the company and potential customers, and being able to understand and meet needs faster. (2) Enhance the company's market insight ability.(3) With the development of the mobile Internet, many companies have begun to adopt this new business method to promote the development of the market. These methods can not only help companies reduce their operating costs, but also enhance their market competition. Through these methods, companies are able to escape previous exhibitions and face-to-face visits to market more effectively. With the development of society, the needs have become more and more complex, and the application of big data can help companies to discover and promote their products faster, thus enhancing their competitiveness. In addition, the Internet can also find more economically valuable resources and apply them to the + Internet, so as to promote more competitive new business models, such as sharing economy and O2O, so as to greatly expand the scope of marketing, enhance its profitability, and achieve better market positioning^[3].

2.2 Macro Level

On a global scale, the rise of digital economy has brought great changes to various regions, not only promoting the continuous improvement of production technology, but also bringing comprehensive changes to the industrial structure, promoting the economic growth and promoting the social sustainability of various regions. Through the introduction of digital economy, the factor allocation of regional industries can be effectively improved, so as to transcend the traditional way of relying on labor, land and resources to realize the effective utilization of various elements, so as to achieve the best production effect. With the rapid development of digital economy, especially the emergence of blockchain technology, local governments and enterprises have brought more possibilities, which helps to optimize the distribution and circulation of factors, reduce the consumption of time and space, and help to promote the growth of local wealth. This will help promote the innovation and development of the financial industry, and make the financial products can be improved, thus bringing more investment opportunities to the local economy. In addition, local governments will also promote cooperation between local enterprises, and adopt the most

cutting-edge anti-counterfeiting technology to protect local security, so as to improve the reliability of local economy, effectively alleviate the financing difficulties of local industries, and promote the development of local industries. In a word, with the help of optimizing the distribution of elements, strengthening the reform of the local financial system, and broadening the space of innovation, these can promote the sustainability and stability of the local economy at the macro level.

Thanks to the booming development of technology, such as big data, new technologies, mobile networks, virtual reality, and blockchain, these cutting-edge technologies are changing lives and making society more prosperous. The application of these sciences and technologies will not only help to improve our living standards, but also help to promote social change.

2.3 The Digital Economy Promotes Sustainable Industrial Growth

In the past, due to the lag of technology and insufficient production efficiency, the traditional industries could not achieve sustainable growth. However, with the rapid rise of the digital age, big data technology, the popularization of artificial intelligence technology, makes the industry can be more intelligent, independent, thus greatly improve the industrial structure, greatly improve the work efficiency, also greatly improve the workers' working environment, so as to realize the sustainable growth of industry. Specifically, the development of the digital economy has changed the long-term dependence of traditional industries on human resources and reduced the marginal cost. At the same time, with the support of artificial intelligence technology, the mutual combination of digital and resources can be realized, and the efficiency of services and product quality can be improved based on the Internet of Things. Especially in some agriculture-oriented areas, digital economy can promote the deep integration of mechanization and informatization, so that land, the main factor of production, is fully applied, and promote the improvement of grain production efficiency and quality.

2.4 Digital Economy Reduces Market Transaction Costs

In the process of market transactions, more or less will produce a certain cost. The transaction cost theory can explain the reasons for a large number of idle resources in the society. In the process of product trading, information asymmetry is a common problem, which is also an important reason for the increase of transaction costs, leading to the continuous improvement of product transaction value, the effectiveness of resource allocation, and the market efficiency in a relatively low state. The emergence and development of the digital economy can effectively alleviate this problem and reduce the costs incurred in trading activities. At present, from product production to sales to after-sales service, digital economy has been widely penetration, this to a large extent, solve the problem of information asymmetry, make the trading parties can trust each other, at the same time reduce the risk of the trading process, eventually make the market transaction costs are reduced, created conditions for regional economic development with high quality.

2.5 The Digital Economy Shares the Data

With the support of the digital economy, the government can build an intensive big data platform in the process of carrying out various management work, based on which the relevant data and information can be made public, and the sharing of resources can be realized on this basis. With the popularity of the Internet, people can easily access the data and information released by the government and understand the latest policies and regulations. Therefore, the digital economy development strategy has been effectively implemented. To this end, we should establish an integrated platform for data resources, strengthen the construction of infrastructure, and create

"Internet + government services", so as to promote the digitalization and informatization of all walks of life, and realize the transformation from the traditional information age to the intelligent age. With the disclosure of government data, social resources can be fully utilized, from which enterprises can obtain valuable information, so as to make better and correct decisions, and thus bring greater economic benefits.

3. The Digital Economy Changes the Consumer Market

3.1 Consumer Demand Continued to Drive GDP Growth

The rapid development of digital economy has provided new impetus and opportunities for economic development, but also promoted the rise of consumer demand. Driven by the digital economy, consumer demand shows a trend of diversification and individuation, and the demand for products and services is more pursuit of high quality, high added value and high experience. This change in consumer demand not only promotes the development of the digital economy, but also plays a positive role in the overall economic growth and transformation and upgrading. On the one hand, the development of digital economy brings consumers more convenient, effective and personalized services and commodities, enhancing consumer satisfaction and loyalty; on the other hand, the development of digital economy also provides more innovation space and profit opportunities for enterprises, and promotes the development and innovation of enterprises. This change in consumer demand and the development of the digital economy reinforce each other, continuously contributing to GDP growth. In the long run, the digital economy will provide more new opportunities and challenges for the upgrading of consumer demand, promote consumer demand to continue to drive GDP growth, and promote high-quality economic development. Therefore, local governments should actively promote the development of digital economy, promote the upgrading of consumer demand, and inject new impetus and vitality into economic development^[4].

3.2 Per Capita Disposable Income Grew Rapidly

The development of the digital economy has brought new opportunities and new impetus to the increase of per capita disposable income. The rapid development of the digital economy brings new vitality to the economic development, driving the growth of new industries, increasing employment opportunities, and thus promoting the growth of per capita disposable income. In addition, the development of digital economy brings more convenient, effective and personalized services and commodities to consumers, improving people's quality of life and consumption ability, and thus further promoting the increase of per capita disposable income. In addition, the development of the digital economy promotes the optimization of the labor market, improves the value of the labor force and the wage level of the people, thus boosting the growth of per capita disposable income. The development of digital economy and the increase of per capita disposable income promote each other. The rapid development of digital economy brings greater opportunities and challenges to people's life and work, and also provides a broader space for people. To this end, local governments should actively promote the development of the digital economy, strengthen talent training, and enhance their innovation capacity, so as to provide more solid support for per capita disposable income.

3.3 Growth of Online Consumption is Becoming Stable

The rapid development of the digital economy has injected new impetus and opportunities into

online consumption. With the popularization of digital technology and information network, network consumption has shown a trend of rapid growth and has become an important engine of economic growth. The development of digital economy has provided a more convenient, efficient and safe consumption environment for online consumption, and at the same time has provided online consumers with more diversified and rich consumption choices. It has brought about a broader market space and promoted the rapid growth of online consumption^[5]. It provides more efficient payment and logistics services, and improves the convenience and satisfaction of online consumption. The growth trend of online consumption has not only promoted the development of the digital economy, but also has a positive impact on the transformation and upgrading of the whole economy. The growth trend of online consumption will further promote the development of the digital economy and promote the high-quality development of the economy. Therefore, local governments should actively promote the development of digital economy, strengthen the supervision and protection of online consumption, and provide more powerful support for the healthy development of online consumption.

3.4 The New Force of Consumption is Emerging

With the advent of the digital era, China's market is undergoing profound changes. The people of Generation Z are playing an extremely important role with their unique vision and lively thoughts. They have a very dynamic consumption desire, which is promoting the market to play its strongest vitality. With the emergence of Gen Z, the younger generation of the post-1995 and post-2000 generations have the opportunity to participate in the daily life of today's society, and their consumption behavior will become more lively in the future.

4. Effective Measures to Promote the Development of the Digital Economy

4.1 To Achieve Greater Development by Promoting the Deep Integration of IT and the local Real Economy

In the context of the rapid development of digital economy, the regional real economy should be fully integrated with information technology, and promote the integration between ICT and the real industry on this basis. First of all, IT technology should be integrated into the whole process of enterprise development, and new attempts should be made in artificial intelligence manufacturing, industrial Internet and agricultural modernization, so as to make the supply system of the digital economy more perfect. Secondly, the Internet industry, digital technology service industry and traditional industries should be integrated with each other to achieve the effect of cross-border integration. The three industries have different characteristics, and they can do their best on the basis of mutual integration and communication. Regional governments build a sound system based on the three levels of policy, industry and technology, and cultivate new industrial subjects of digital economy based on the principle of integrated development.

4.2 Improving and Upgrading the Regional Economic Structure

In order to give full play to the advantages of digital economy, it is necessary to promote the optimization and upgrading of regional economic structure. Specifically, it is necessary to seize the opportunity of digital technology, innovate intelligent equipment and intelligent technology, and at the same time, use modern information technology to improve the efficiency of resource integration, optimize the production process of manufacturing and other industries, and in this way, the value of data can be realized, and then promote the development of regional economy. At the same time, it is

necessary to improve the operation efficiency of knowledge and information in the market, improve the efficiency of inter-regional transactions, so that the regional space can achieve the effect of fine division of labor. At the same time, the regional workflow should be reasonably allocated, so as to finally achieve the goal of optimizing and upgrading the economic structure.

4.3 Building an Environment Conducive to the Development of Digital Technology

The high-quality development of regional economy needs the digital economy as the driving force, while the development of digital economy needs to rely on the innovation of digital technology. First, the development of digital technology should be promoted based on legal and policy perspectives. In order to promote the development of local digital economy, it is necessary for regional governments to formulate corresponding policies to clarify the industrial layout and future strategic goals of digital economy. On this basis, it is also necessary to develop detailed development plans, and establish information standards and technical specifications. Secondly, the mode of "mutual assistance between government, industry, university and research" should be constructed to realize the transformation of scientific and technological achievements of digital economy productivity. In this process, the scientific research institutions of universities should be taken as the foundation, market-oriented development as the guidance, and industrialization development should be taken as the goal, seek the win-win situation of all partners, build a new cooperation system, and jointly promote the innovation of digital technology and the development of digital economy.

5. Conclusion

To sum up, digital economy can promote the circulation of regional production factors, improve product quality, reduce market transaction costs, promote the disclosure of government data and realize resource sharing, and ultimately promote the high-quality development of regional economy. In the future, advanced digital technology will be used to promote the sustainability of the digital economy, open up new business opportunities, launch new products and business models, and create a sound and all-round ecosystem supporting the development of the digital economy.

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