

Regional Economics Change Based on the Current Network Economic Revolution

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Abstract: With the continuous development and progress of China's Internet technology, China has stepped into the era of network economy at this stage. Under this background, many new network technologies have gradually appeared in people's vision, and have been widely used in various economic fields. In this environment, in order to ensure the stable growth of the overall economic level in our region, we must fully understand the core content of the network economic revolution, and formulate specific regional reform measures in combination with the characteristics of this era, in order to achieve the established development goals. This paper makes a brief analysis based on the regional economics reform under the current network economic revolution.

1. Impact of the network economic revolution on regional economic activities

Firstly, virtualized business activities are gradually replacing traditional physical business activities. From a macroscopic point of view, in the actual production and operation of traditional physical industries, due to space and time constraints, some physical business activities can not achieve the expected results because of these, and the development process of enterprises is greatly restricted. However, virtual business activities organized through the Internet can solve this problem. For the business activities organized through the Internet, information can be transmitted without being restricted by space and time, and consumers are also in the process of obtaining information. Without being constrained by space and time, in this case, the organizers can quickly obtain the market information they need, and the scope of information collection has also expanded from the original regional economic market to the global economic one. In addition, in the virtual business activities, the event organizers attach great importance to the consumers' perception and can formulate specific activities to meet the consumer's consumption needs. In this case, the status of the consumer is obviously improved. They will be more interested in virtualized business activities.

Secondly, regional economic entities have increased their emphasis on management model innovation. With the continuous development and progress of China's network information technology, the traditional economic development model has been difficult to meet the needs of the current regional economic market development. Therefore, the relevant managers of regional economic market must constantly innovate the existing economic development management model in the actual working process. At the same time, in the process of innovation of the actual management model, they must take into account the existing network information technology and the development needs of regional economic market, also combine the analysis results, and constantly optimize the management model innovation. In addition, our government departments are paying more and more attention to the development of Internet technology, and they are actively advocating that major economic entities in the process of management model innovation must integrate Internet technology elements into innovation work, in order to open up a new way of regional economic market management.

Thirdly, regional economic entities have increased their emphasis on diversified business models. Under the background of the current network economic revolution, the traditional concept of production and management has been difficult to meet the needs of regional economic development.

Under the influence of network information technology, many new networked business models have gradually appeared in people's field of vision, and it has been widely used in various economic fields, also the results achieved are extremely significant. It not only greatly improves the production and operation efficiency of each economic entity, but also greatly enhances the economic benefits of the entities. In addition, the vision of many product manufacturers has been greatly expanded, which has gradually changed from the original focus on short-term economic returns to long-term economic returns. Under the guidance of this awareness, the production and operation mode has been constantly innovated to make it develop in the direction of individualization, diversification and quality. Under this mode of operation, the main body of regional economy will surely achieve sustained and effective development.

2. The direction of regional economic change under the background of current network economic revolution

2.1 Transformation of the economic system

Under the background of the current network economy revolution, China's regional market economy system has undergone tremendous changes with the original real economy gradually turning into virtual economy. From a macro point of view, with the continuous development and progress of Internet technology at this stage, many new Internet technologies have gradually appeared in people's vision and been widely used. In this environment, many industries derived from the Internet are gradually rising, and the proportion of these industries in the regional economic market is increasing year by year. As far as the traditional regional economics is concerned, the main emphasis of the traditional regional economics is the "big market" hypothesis. With the advent of the network economy era, this hypothesis has been preliminarily realized. In the process of development, enterprises in the region are developing towards the direction of informatization and globalization. Because the network has no boundaries and high degree of freedom, in this case, timely cooperative enterprises are far apart from each other, but they can also cooperate through the network. Essentially, the network connects all economic entities around the world, greatly reducing the space and time constraints of economic market development. Especially in the same industry, the distributors, suppliers and manufacturers in the industry can be closely linked through the network. From a macro point of view, the network economic revolution has effectively transformed the real economy into a virtual economy. At the same time, the market in which enterprises are located is not only the economic market of a certain region, but also the global economic market.

2.2 Transformation of information symmetry

In the traditional economic market, the major economic entities in the region are influenced by traditional regional economics. In the process of actual competition, too much emphasis is placed on the symmetry of information. Once the problem of information asymmetry occurs, it will have a very negative impact on the allocation of market resources. However, with the advent of the network economy era, in this environment, the problem of information asymmetry has been significantly improved. As far as information asymmetry is concerned, it mainly refers to the fact that the amount of information acquired by both parties is not equal in the actual transaction process. In this case, the party with more information acquired has obvious advantages over the one with less information acquired, and can quickly grasp the initiative of the transaction. With the continuous development of Internet technology, in the context of today's era, information access channels and ways of enterprises and consumers have changed greatly. With the popularity of Internet information platforms, people can effectively obtain the information they need through these platforms, which greatly improves the fairness and convenience of people's access to information. At the same time, many information platforms also have information feedback module, people can communicate with enterprises on the platform according to their own ideas of certain information, and they can also evaluate them. From a practical point of view, the improvement of network information sharing plays a strong role in promoting regional economic development, and it can also greatly reduce the

probability of information asymmetry.

In addition, with the popularization of the network information platform, no matter in which economic field, the amount of information is extremely large, and the information congestion problem and the selection judgment problem are gradually highlighted. In this case, the main task of regional economic entities is to constantly innovate information screening methods and enhance their ability of information screening, so as to ensure that the network economic development model can play its due role in regional economic change.

2.3 Reducing the restrictions of traditional elements

In the context of the current network economic revolution, the regional economy is not subject to space constraints and time constraints in the process of development, which is the greatest benefit brought by the network economic revolution to the regional economy. As far as the traditional theory of regional economics is concerned, it points out that the main body of regional economy must pay attention to the calculation of transportation cost and the analysis of market demand changes in the process of choosing location. In the context of the network economic revolution, regional economics mainly emphasizes the spatial layout level, which can ignore geographical distance.

With the advent of the era of network economy, according to the core content of regional economics, regional economic entities must pay attention to the improvement of production efficiency and the improvement of innovation ability in the process of development. These two capabilities are the fundamental factors affecting regional economic development. There are two main reasons why innovation ability and efficient production capacity are fundamental to regional economic development. Firstly, due to the continuous development and progress of information technology in China, many new types of information technology have gradually emerged in people's vision. In this case, the degree of regional economic space constraints has been significantly improved, therefore, the position of time in the regional economy has been constantly improved.

To strengthen, and time has gradually become the main factor affecting regional economic development. If enterprises can effectively reduce market reaction time and improve the efficiency of product distribution, they can not only greatly reduce the cost of enterprises, but also effectively enhance the core competitiveness of enterprises in the market. Secondly, due to the continuous popularization of network technology, the consumption concept and consumption mode of the public have undergone a great change, from the original purchase of products in physical stores to the purchase of products through the Internet. At the same time, people's consumption demand is gradually developing towards individuation. In this case, the development goal of the main body of regional economy has gradually changed to satisfy consumers'individuation consumption demand. Therefore, if the regional economy wants to obtain sustainable and effective legal development, it must conform to the trend of social development and constantly innovate products and technologies in order to improve itself. Production efficiency and service efficiency, and then ensure the regional economy to achieve the established development goals.

3. Conclusion

To sum up, our government departments have paid more attention to the development of regional economy, and they are actively advocating socioeconomic scholars to carry out regional economic change research. From a realistic point of view, in order to effectively improve the level of regional economic market development, we must constantly optimize and innovate the regional economic development model in combination with the advantages of network information technology, and formulate corresponding regional economic theory, in order to provide necessary theoretical support for the development of regional economic market. Therefore, relevant scholars must formulate development measures according to the actual situation, in order to ensure the sustainable and effective development of China's regional economic market.

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