

# Optimization of Agricultural Economic Management from the Perspective of Rural Revitalization

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**Abstract:** In the construction of China's modern economic system, the rural revitalization strategy plays a vital role and is a key measure to promote the sustainable progress of the rural economy. However, traditional economic management work models and systems cannot meet the requirements for the construction and progress of modern new rural areas. Therefore, it is essential to create a new agricultural economic management system based on the actual situation, study the existing problems in rural economic management, and formulate scientific and effective optimization plans to lay the foundation for the implementation of the rural revitalization strategy.

## 1. Introduction

Economic management is the key to promoting rural economic progress. In the process of rural economic progress, effective economic management is crucial, and even determines the quality of economic progress in rural areas. In the context of the rural revitalization strategy, the implementation of rural economic management policies needs to combine current social conditions and formulate reasonable and feasible management policies in accordance with the relevant agricultural policy guidelines issued by the country, to promote the long-term progress of the agricultural economy and achieve the goal of optimizing economic management. From a practical perspective, agricultural economic management is not smooth sailing, and there are still some issues and loopholes to be addressed, and the optimization of agricultural economic management has officially been put on the agenda.

## 2. Overview of Rural Revitalization and Agricultural Economic Management

Implementing the rural revitalization strategy is the key path to solve the "three rural" issues (issues relating to agriculture, rural areas, and rural people), which should be comprehensively promoted to provide assistance for the economic progress of rural areas in China. In the process of rural revitalization, agricultural economic management plays a vital role, and the effectiveness of economic management directly affects the implementation and promotion of rural revitalization strategies. Therefore, support for agricultural economic management should be enhanced to ensure the stable progress of the agricultural economy. The effective implementation of agricultural economic management can exploit the advantages of rural areas, shorten the progress gap with urban areas, and strengthen the diversified progress of politics, culture, and economy. Implementing the concept of green progress is also a vital trend in agricultural economic management. Implementing the rural revitalization strategy can promote the green progress of agricultural economic management, achieve effective integration of scientific progress concepts and economic construction activities, and achieve the goal of comprehensive progress. Therefore, the relationship between rural revitalization strategy and agricultural economic management is complementary. Rural revitalization strategy is the embodiment of agricultural economic management, and improving the level of agricultural economic management can provide reliable guarantee for the effective implementation of rural revitalization strategy <sup>[1]</sup>.

### **3. Optimal Paths of Agricultural Economic Management from the Perspective of Rural Revitalization**

#### **3.1 Improve the Agricultural Economic Management Mechanism**

To promote the effective implementation of agricultural economic management, it is essential to further optimize the agricultural economic management mechanism. In the context of the rural revitalization strategy, the optimization of the agricultural economic management mechanism should focus on the following points. First, optimize production management. We should break the constraints of traditional economic management concepts, introduce modern management concepts and methods, use modern management tools while doing a good job in market analysis, and engage in agricultural production activities in combination with the economic characteristics of rural areas, so as to continuously enhance the added value of agricultural production in the process of circular production combining planting and breeding. Second, optimize processing management. Compared to the traditional processing methods of agricultural products, management personnel should attach importance to the development of agricultural products, conduct in-depth and refined processing of agricultural products, continuously enhance their market competitiveness while establishing cooperation with social enterprises, create distinctive agricultural product brands, and provide assistance for local economic progress. While developing agricultural products, it is also possible to take the folk customs and ecological environment of rural areas as the progress direction, tap the value of natural resources, and promote the progress of ecotourism in rural areas. Third, optimize the business model. It is essential to introduce market-oriented business models while expanding production scale and increasing production output, establish industrial chains in rural areas, create a good brand image, and provide protection for the progress of the local economy<sup>[2]</sup>.

#### **3.2 Promote the Innovation of Agricultural Economic Management Mode**

Innovation in agricultural economic management models is a key path to enhancing the level of agricultural economic progress and can meet local agricultural production needs. Therefore, relevant departments should timely change their thinking, integrate advantages such as rural characteristic culture and natural resources into the economic construction process, and explore modern agricultural economic progress models on this basis. In response to the current production situation in agriculture, relevant departments can promote the establishment of specialized farmers' cooperatives, focus on local leading enterprises or large farmers to implement the progress model of pilot areas--enterprises--farmers. In a progress state where multiple entities cooperate with each other, it can provide more convenience for technical guidance, production management, resource sharing, marketing, and other links, while helping to expand the scale of agricultural economic progress and enhance farmers' economic returns. Currently, many rural areas are rich in natural and biological resources. A new agricultural progress model that combines agriculture and animal husbandry can be established on the premise of optimizing resource allocation, which can not only improve the utilization rate of agricultural resources, but also introduce some surplus labor force into them, enable them to achieve the goal of re employment and enhance the living standards of local farmers. We should take the excellent culture and natural resources in rural areas as the foundation for the progress of rural tourism economy, actively create distinctive rural cultural brands, encourage more people to participate in the inheritance and promotion of intangible cultural heritage, properly develop tourism projects while doing a good job in protecting rural natural cultural resources, and promote the rapid progress of the agricultural economy through the progress of the tertiary industry.

#### **3.3 Increase Policy Support**

In optimizing rural economic management, it is essential to make policy changes from the perspective of policy implementation to fundamentally promote the effectiveness of agricultural economic management and provide effective support and protection. Agricultural economic management has obvious systematic characteristics and needs to be implemented by professional management personnel during the implementation process. Therefore, it is essential to establish a

team of agricultural economic management talents while ensuring the integrity of the management team. And we can formulate policies that are highly scientific and executable, strengthen ideological awareness of agricultural economic management, and enhance the policy implementation ability of the management team, thereby providing effective support for the implementation of policies. In addition, the implementation of economic management policies in rural areas is a long-term process that requires continuous progress over a long period of time. Therefore, it is essential to propose reasonable solutions to the problem of low policy implementation<sup>[3]</sup>.

The introduction and cultivation of talents can be carried out from multiple perspectives. Firstly, professional talents in the agricultural field can be recruited from the society, and pre-job training can be provided to enable them to quickly adapt to the job. At the same time, it is also possible to choose to establish cooperative relationships with regional colleges and universities to provide talent demands in agricultural economic management. During the implementation of agricultural economic management policies, it is possible to obtain a steady stream of professional talents, achieve three-dimensional implementation of agricultural economic policies, and enhance the implementation of policies. Judging from the current situation of agricultural economic progress, in the implementation process of agricultural economic management, poor policy execution is a problem that still plagues. Therefore, it is essential to start from the process of policy implementation and promote the implementation of policies through high-quality talent teams.

### **3.4 Play the Role of Information Technology**

In the implementation process of the rural revitalization strategy, agricultural economic management also requires the rational introduction of information technology, uses the advantages of information technology to promote the reform and progress of agricultural economic management. Only by fully demonstrating the value and advantages of information technology can we create a more professional, systematic, and scientific agricultural economic management mechanism, utilize information technology to complete the collection, analysis, integration, and processing of information, and improve the efficiency of management work while also providing more possibilities for agricultural economic progress. The new model of “Internet plus” can be promoted, such as expanding agricultural product sales channels through e-commerce platforms, so that farmers can timely obtain market information and enhance economic efficiency. It is also possible to establish an agricultural database, collect information related to agricultural economic progress, integrate information using network technology, understand market conditions based on data analysis, and adjust progress strategies accordingly. The database can be used to share agricultural product market consultation for farmers and provide guidance for farmers to start businesses. The application of information technology can adjust production plans in combination with market progress trends, which can help reduce market risks. Therefore, it is essential to promote the construction of agricultural economic demonstration areas, explore new paths and methods, and constantly discover and solve problems through the combination of theory and practice. We can set up some pilot projects for publicity and promotion after the construction of the information system is relatively mature. During the construction of the economic progress demonstration zone, it is also essential to improve the infrastructure, allocate resources such as human and material resources, organize farmers to participate in information education and technical training, display advanced technologies and methods of using agricultural tools, and provide assistance for the progress of the agricultural economy.

### **3.5 Rationally Use Agricultural Big Data**

Nowadays, big data technology has been widely used in various industries, and for agricultural economic management, the rational use of big data can also play an ideal role, even becoming a trend to promote agricultural progress. However, if agricultural big data wants to fully play a role in agricultural economic management, it is essential to ensure that agricultural economic managers have a correct understanding of big data, and can combine the characteristics of agricultural regional economic management and fully use the advantages of agricultural big data technology to

promote the progress of local agricultural economy. However, agricultural big data is not omnipotent, and there are corresponding shortcomings. For instance, when forecasting through agricultural big data, the prediction results are not absolutely accurate. The data prediction process is a collaborative process between people and computers, so deviations may also occur under the influence of certain factors. In regions where advanced technology is not introduced, uncertainty in the prediction results of agricultural big data may also be increased. Therefore, agricultural economic management personnel should exert their subjective initiative, fully recognize agricultural big data, and make it a key content of information technology reform to transform the application thinking of local farmers on big data technology. At the same time, a large number of samples should also be well managed in a centralized manner to improve the application value of big data, and provide support for the effective implementation of agricultural economic management work<sup>[4]</sup>.

#### **4. Conclusion**

The effective implementation of agricultural economic management can meet the progress requirements of the rural revitalization strategy. Therefore, we should start from the perspective of the rural revitalization strategy, optimize the existing agricultural economic management model, and use strategies, technical means, and mechanisms to improve the role of agricultural economic management in rural revitalization and local economic construction to another height. It is also essential to enhance the correlation among various optimization strategies for agricultural economic management from the perspective of rural revitalization, enhance the participation of agricultural staff in agricultural economic management, and lay a good foundation for pushing the implementation of rural revitalization strategies and promoting the stable implementation of agricultural economic management.

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