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In-depth Integration and Development of Digital Economy and Real Economy

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Abstract

The In-depth integration of the digital economy and the real economy is the general trend, and it is the driving force and starting point to promote high-quality economic development. There are still many problems in the In-depth integration of the digital economy and the real economy: companies lack independent innovation and core technological awareness; digital economy The integration with the real economy needs to be improved; professional and technical personnel and cross-border personnel are insufficient. Based on this, countermeasures and suggestions are put forward: companies should improve their independent innovation capabilities and independently develop core technologies; transform their development methods to increase the degree of integration of the digital economy and the real economy in terms of industrial integration and industrial ecological construction; top-level design and infrastructure construction have both hands. In-depth implementation of the five development concepts of "innovation, coordination, green, openness, and sharing", and adhere to the guidance of Xi Jinping's new era of socialism with Chinese characteristics. The integration of my country's digital economy and the real economy will surely move on the track of sound development and promote high economic quality development of. Get rid of the "manufacturing power" as soon as possible, and realize the "double power" goal of "manufacturing power" and "digital power".

Keywords

Digital Economy; Real Economy; Digital Power.

1. Basic Overview

The digital economy is a convergent economy formed by the integration of digital technology and traditional industries. The foundation and core force of the digital economy is digital technology. The emergence of the digital economy has broken through the original category of traditional production factors such as labor, capital, technology, and land. Data has become a core production factor in the digital economy. The emergence of this production factor provides a new way of resource allocation and value creation for economic development. The vigorous development of the digital economy is inseparable from the progress of modern network information technology. With the continuous innovation of Internet technology, the world is in the midst of a new round of technological and industrial revolutions. The society has entered a new digital age, and the traditional economy is also developing The digital economy has become an important driving force for economic transformation in the transformation of economic activities with the network information technology industry as an important content.

The In-depth integration of the digital economy and the real economy means that traditional industries must undergo a comprehensive transformation from production factors to innovation systems, from business structure to organizational forms, and from development concepts to business models , which is specifically expressed as "five verticals and three

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horizontals" , The five verticals are the digitalization of infrastructure, social governance, production methods, work methods and lifestyles; the three horizontals are online, cloud and intelligent. In addition to the original digital industrialization and industrial digitization, the two development directions of the integration of the digital economy and the real economy, the China Academy of Information and Communications Technology has added digital governance and data value from the perspective of productivity and production relations. Direction of development.

2. The Main Problems of the Deep Integration of the Digital Economy and the Real Economy

At present, my country has made great progress in the development of the digital economy and the digital transformation of traditional real industries from the implementation of policies to the promotion of governments at all levels and enterprises. Together with my country's scale advantages in digital consumption, my country ranks among the scales of the digital economy. The forefront of the world. However, in the integration of the digital economy and the real economy, my country relies too much on digital technology and other technical aspects and the huge consumer market. The fields involved and the perspective of development are not comprehensive. This has led to the fact that real enterprises have a great impact on the nature and industry of the digital economy in the digital transformation. There are very few levels involved, and my country's digital economy still has a great potential for development. The specific issues facing the integration and development of the digital economy and the real economy are as follows:

1. The company lacks independent innovation and core technology awareness. Innovation in the digital age includes basic, core and high-tech original innovations and innovations in technological transformation. As far as my country is concerned, the R&D investment in original innovation only accounts for 5% of the total investment, which is 15% less than the R&D investment in original innovation in most G20 countries. Therefore, although my country's application of digital technology and technical capabilities have improved, the lack of core technology has become a bottleneck restricting the development of traditional manufacturing, especially in the basic technology field of digital applications. There are still many technologies that are controlled by others, and a modern industrial chain requires Further improvement and development.

2. The degree of integration between the digital economy and the real economy needs to be improved. On the one hand, although there are breakthroughs in the use of information technology in the real economy, it still needs to explore and move forward. On the other hand, there is a lack of long-term practice in how to better obtain value creation from information technology. Some traditional manufacturing companies and information technology companies The perception of economic integration and development remains at the technical level. Specifically, after a single product competition, most manufacturers are shifting the field of competition to the supply chain, but some companies believe that hardware is better than software, manufacturing is better than service, and scale is better than quality.

3. The governance system of the digital economy is underdeveloped. With the development of the industry, the digital economy has gradually penetrated into the real economy, but as a product of the new era, the digital economy still has shortcomings in governance. This imbalance in the governance system and industry development is not conducive to the integration of the digital economy and the real economy. Development will also pose risks to the high-quality development of my country's economy. First, the spread of false information on the Internet and the phenomenon of digital infringement have a negative impact on economic and social development. The second is the algorithmic loopholes of the network

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platform, which has "killed familiarity" and undermined the fairness of consumption. Finally, there is the monopoly of the information technology industry. The scale effect of the digital platform makes it easier for users to rely on it, which leads to industry monopoly.

3. Countermeasures and Suggestions

1. Enterprises should improve their independent innovation capabilities, independently develop digital core technologies, and use science and technology as the driving force for improving economic benefits. Technological independence is the supporting force for national development. From the perspective of the development model of science and technology in developed countries, companies, especially large-scale technology companies, have played a major role. Traditional Chinese manufacturing companies should realize that innovation is the core of the manufacturing industry. They must completely change the business philosophy of unilateral expansion, attach importance to independent research and development of digital core technologies, and cooperate with universities and research institutes to conduct intensified research on digital technologies and strive to overcome the core. The design and production of components achieves the goal of independent control of product production in core areas, and promotes the transformation of traditional manufacturing enterprises from resource-consuming to green-intensive and quality-efficient, forming a new growth point for the digital economy.

2. Transform the mode of development and increase the degree of integration between the digital economy and the real economy in terms of industrial integration and industrial ecological construction. The first step of integrated development is to start from the needs of people, and find the point of convergence between theory and application in economic transformation. Integrate information from the demand side, redefine the industry, open up the connection between the information technology industry and the traditional physical industry, and lay the foundation for the integration and development of both parties. After the industrial foundation and industrial standards have been determined, attention should be paid to its economic functions. The integrated development of the digital economy and the real economy is to carry out structural changes in the development logic and production organization methods of enterprises. Change the original linear relationship between upstream and downstream to form a three-dimensional network relationship.

3. The top-level design and infrastructure construction are both focused to provide a guarantee for the high-quality development of the economy. In terms of top-level design, first, the focus of institutional reform is to promote the free combination of various elements, encourage institutional innovation, and break the barriers of traditional models. The government should, in accordance with the needs of my country's strategic development, promulgate plans and guidance for the construction of new infrastructure required for the development of the digital economy from a strategic level, and continuously improve the scientific and technological decision-making and coordination mechanism. The second is to strengthen overall standards and formulate standards for infrastructure and core digital technologies for the entire society and the entire industry. Accelerate the implementation of the "Industrial Internet Platform Construction and Promotion Guidelines" to provide hardware guarantees for the healthy development of the digital economy. Finally, the government can carry out demonstration projects, select representative digital transformation companies in the entire industry as the benchmark, study and summarize their experiences and lessons, and promote their plans to the entire industry.

2021 is the year when my country's social and economic reform and innovation has entered a new stage. It is also the beginning of the central government's thorough standardized management of digital platforms, especially Internet platforms involving financial services. my

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country will closely follow the changes in digital productivity, reshape digital production relations in various fields, and continue to explore new models of social and economic governance. It is foreseeable that in the next few years, the integration of my country's digital economy and the real economy will usher in a new upsurge of development. We should seize this important historical opportunity, develop new driving forces for economic development through information technology, and use new driving forces to increase the degree of integration between the digital economy and the real economy. In-depth implementation of the five development concepts of "innovation, coordination, green, openness, and sharing", and adhere to the guidance of Xi Jinping's new era of socialism with Chinese characteristics. The integration of my country's digital economy and the real economy will surely move on the track of sound development and promote high economic quality development of. Get rid of the "manufacturing power" as soon as possible, and realize the "double power" goal of "manufacturing power" and "digital power".

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