

Research on High Quality Development of Small, Medium and Micro Enterprises in the Era of Digital Economy

Jibing Wu, Siyao Chen, Han Wu and Yuxi Li

School of Anhui University of Finance and Economics, Bengbu, 233000, China

Abstract

Small and Medium-sized enterprises are the new force of national economic and social development, Is to expand employment,improve people's livelihood, An important force in promoting entrepreneurship and innovation. In the era of digital economy, we should promote the healthy development of the ecosystem of small, Medium-sized and micro enterprises, The focus is to carry out multi-dimensional analysis on the ecological status of small, Medium-sized and micro enterprises,Comprehensive and objective assessment. The era of digital economy will make all economic entities have to press the restart button, Solve the comprehensive competitiveness of small, Medium-sized and micro enterprises themselves, Crack the financing difficulties in development, Continuously improve the effectiveness of Policy Governance of small, Medium-sized and micro enterprises, Give full play to the fundamental role of the market in the development of the ecosystem of small, Medium-sized and micro enterprises, Focus on cultivating long board groups in small, Medium-sized and micro enterprises, Form group leading effect. Development plan to enhance digital transformation, Especially the innovation and application of digital technology in enterprise development mode, We should further optimize the business process through the application of technology, Effectively control risks and vigorously reduce operating costs, So as to enhance the overall core competitiveness of small, Medium-sized and micro enterprises.

Keywords

Digital Economy; Small Medium and Micro Enterprises; High Quality Development; Enterprise Ecological Construction.

1. Small, Medium-sized and Micro Enterprises are an Important Parth of China's Enterprise Ecology

In the regional economic ecology of "large enterprises are indomitable and small and Medium-sized enterprises are overwhelming", Scale and quality of small and Medium-sized enterprises, It is also an important component of economic ecology. First of all, small and Medium-sized enterprises are the capillaries of industrial supply chain.in the other words, There is no industrial supply chain dominated by small and Medium-sized enterprises, Leading enterprises are water without source and trees without roots. The supply chain composed of thousands of small and Medium-sized enterprises is the soil for cultivating industrial leaders. In turn, leading enterprises will promote the continuous upgrading and improvement of the supply chain to achieve positive interaction. Secondly, small and Medium-sized enterprises are the living force of scientific and technological innovation, In the huge and long supply chain system built by large and super large enterprises, numerous small and Medium-sized enterprises undertake the subdivision task of scientific and technological innovation in the field of "specialization and innovation "Small and Medium-sized enterprises are an important force in economic development. Finally, we can see from the scale and quantity, Small and Medium-sized enterprises are an important carrier for mass entrepreneurship and innovation. It plays an

irreplaceable role in increasing employment, promoting economic growth, scientific and technological innovation and social harmony and stability, It has important strategic significance for national economic and social development.

The general secretary Xi Jinping attaches great importance to the development of small and Medium-sized enterprises, and pointed out that "China's small and Medium-sized enterprises have aura and vitality, and are good at meeting difficulties and constantly striving for self-improvement", Emphasize that "small and Medium-sized enterprises can do great things." Not long ago, the meeting of the Political Bureau of the CPC Central Committee is analyzing and studying the current economic situation and deploying economic work in the second half of the year, Put forward "developing specialized and new small and Medium-sized enterprises", It points out the direction for the next development of small and Medium-sized enterprises. Dynamic small and Medium-sized enterprises, diversified and differentiated economic ecology, Is the most important guarantee for China's economic resilience. Overview of China's small and Medium-sized enterprises. The number of small and Medium-sized enterprises in China accounts for 98.5% of the total, Most gather in the southeast coast. Small and Medium-sized enterprises are the new force of national economic and social development, It is an important force to expand employment, improve people's livelihood and promote entrepreneurship and innovation. According to the data display, By the end of 2020, The number of small and Medium-sized enterprises in operation in China exceeded 42 million, accounting for 98.5% of the total number of enterprises in China (more than 43 million).

2. Digital Economy brings Opportunities and Challenges to Small, Medium and Micro Enterprises

The scale of China's digital economy is in a trend of continuous expansion, And the contribution of China's digital economy is also increasing. Take 2019 for example, the scale of China's digital economy has reached 35.8 trillion yuan, accounting for 36.2% of GDP, an increase of 1.4 percentage points year-on-year, The position of digital economy in the national economy has been further improved.

2.1. Opportunities Provided by Digital Economy for Enterprise Development

2.1.1. Business Model Innovation

In the era of digital economy, more and more enterprises share their successful experience on the network, So that small, Medium-sized and micro enterprises can understand the business process and mode of operation of large enterprises at zero cost. The small and micro businesses can adjust their positioning and product categories in the industry, upgrade business model, optimize production and sales process, including product development, manufacturing and marketing decisions. In the digital era, small, Medium-sized and micro enterprises are helped to restructure the industrial division of labor, reshape the industrial format, redefine the role of enterprises and recreate the business process, at the same time, it also innovated the business model.

2.1.2. Explore New Markets

The popularity of the Internet has exposed many people to products or services that they could not afford or obtain before, upgrade the construction of the city from informatization to intelligence, Transition to intelligence, Drive industries to promote each other, At the same time, it promotes the deep integration of industries, connects the upstream and downstream of the production chain through digitization, saves intermediate costs and makes the price lower and lower, More people can afford to rely on such products and services, Digitization also makes product updates and iterations faster, Intelligent services can provide a strong driving force for

economic and social development. At the same time, society also feeds small, Medium-sized and micro enterprises with better policies.

2.1.3. Provide Massive Resource Docking Platform

The emergence of digital economy has broken the constraints of traditional production factors on production and the limitations of time and space. Digitalization generally separates the inevitable relationship between producers and traditional manufacturing processes, and changes the relationship between traditional material production and value realization. All production sectors and economic sectors obtain financial value through innovation, resulting in the separation of material production and financial value, real economy and virtual economy. Small, Medium-sized and micro enterprises can find suitable up and down chain partners across regions through the network to break through regional restrictions.

2.2. Challenges Brought by Digital Economy to Enterprise Development

2.2.1. Industry Turnover Accelerated

The evolution of market form determines the evolution of enterprises; If the market evolution speed is slow, the enterprise evolution speed is slow; In the era of globalization, enterprises with slow evolution will be beaten and eliminated. The Internet is an industry that wins by speed and is naturally easy to form a monopoly. Therefore, the advantages and influence of advanced industry formats are further amplified. At present, the market maturity of many industries is different in different cities. Generally, the market maturity of first tier cities is higher than that of second tier cities, and that of second tier cities is higher than that of third and fourth tier cities. So many things are popular: Now the first tier cities have been verified and quickly extended to the whole country in turn. This is also one of the reasons why many companies want to visit developed markets. Small, Medium-sized and micro enterprises lack the economic conditions for research. In the competition, it is easy to be swallowed up by the capital market.

2.2.2. Innovation Iteration is Accelerated

In the digital age, science and technology is the first innovation force, technological breakthroughs can help enterprises occupy a considerable part of the market share. At the same time, scientific and technological innovation requires a lot of money. Small, Medium-sized and micro enterprises are in an unstable period of entrepreneurship, and their funds are not abundant, or even in a tight situation. A large amount of uncertain investment in scientific and technological R & D will only accelerate its bankruptcy and enter the bottleneck period of entrepreneurship, which is not conducive to the long-term development of enterprises. If an enterprise wants to develop for a long time, it must be unbreakable. However, in the process of exploring the innovation model, many enterprises have encountered unprecedented challenges and hit a wall repeatedly. When ensuring market share, the biggest tipping point of business innovation is to combine reality. Starting from itself, walk out of a unique path of sustainable development.

2.2.3. Information Environment Becomes Complex

In the digital age, data acquisition becomes simple, the characteristics of information explosion appeared, while bringing us convenience, we also need to think about how to deal with the problem of information flooding, how to improve the efficiency of filtering information, and how to deal with rule changes, which are all challenges brought by the popularization of digitization. Most enterprises use the Internet to share big data platforms and cloud platforms to complete data mining. While using the shared platform to reduce the cost of data mining. It also reduces the accuracy and accuracy of the data. It brings uncertainty to the formulation of various strategies such as production, management and marketing. If the data is not distinguished properly, it will also cause a certain degree of loss.

3. Target Model for Small, Medium and Micro Enterprises to Move Towards High-quality Development

From low-level to high-level, from extensive to fine, from low-quality to High-quality development is the inevitable trend of human social progress. All aspects of China's social economy have entered a new historical stage of High-quality development. Similarly, the ultimate development goal of small, Medium-sized and micro enterprise groups must also be High-quality development. Of course, the High-quality development goal of small, Medium-sized and micro enterprises is a collective term, It should also be reflected by specific sub objectives and detailed objectives, after the goal is determined, the most important thing is the path and means to achieve the goal, only when the goal echoes with the path and means can the realization of the goal be a reliable foundation.

The High-quality development of small, Medium-sized and micro enterprises refers to both individual enterprises and enterprise groups. There are many indicators of High-quality development, existing absolute indicators, such as the amount of profit, and also have Relative indicators, Such as profit per capita, at the same time, there are commercial indicators and social responsibility indicators. Among many indicators, the indicators that can best reflect the development quality or development toughness and tenacity of small, Medium-sized and micro enterprises mainly include the following six aspects.

3.1. Enterprise Groups have a Long Life Cycle

This is the most important and comprehensive evaluation index to reflect the ecological health of small, Medium-sized and micro enterprises, of course, it is also the most important indicator of High-quality development. The life cycle of small, Medium-sized and micro enterprises should at least reach the world average level and reach a survival period of more than five years. And with the development of social economy, life cycle can be extended continuously, this is the most important sign of the health of the ecosystem of small, medium and micro enterprises.

3.2. The Business Model of the Enterprise is Excellent

The viability of small, Medium-sized and micro enterprises depends on whether the business model is advanced, whether it can be continuously optimized, and whether the comprehensive business results are increasing. In the modern economy, only enterprises with advanced models can continuously expand their business results, improving the adaptability and competitiveness of the market is the most direct means for enterprises to improve efficiency.

3.3. The Products and Services of the Enterprise are Good

The product and service quality of small, medium and micro enterprises is the foundation of enterprises, in the Internet Age, the enterprise's products emphasize more on the concept of acme and winner take all, there is no future market without first-class products and services. In addition to the most basic functions of products and services, the comprehensive return, added value and user embodiment have attracted more and more attention of consumers, this is the basis for the survival and development of enterprises.

3.4. The Enterprise has Strong Technological Innovation Ability

Under the condition of modern market economy, in a sense, the innovation ability of each market subject determines its competitiveness and viability. Innovation capability includes but is not limited to system innovation, product innovation, cultural innovation, management innovation, etc. In a word, enterprises must be at the forefront of the industry in all dimensions, ranking first in the world, otherwise, it cannot be compared with High-quality enterprises, which is the source of continuously enhancing the driving force of enterprise development.

3.5. The Internal Management Level of the Enterprise is High

This mainly includes the management efficiency, decision-making level and employee behavior norms of the enterprise, a good corporate governance structure of small, medium and micro enterprises should be improved, excellent corporate governance and management ability, major decisions are correct, strong execution ability, high operation efficiency, this is the guarantee of high quality and efficiency in the whole process of enterprise production and operation activities.

3.6. The Operating Cost of the Enterprise Shall be Well Controlled

The financial continuity of small, medium and micro enterprises is the core of the length of enterprise life, there is only constant cash flow, only in this way can enterprises continuously expand reproduction, forming the accumulation of financial resources, only in this way can we continuously increase our competitiveness, financial achievement is the final achievement of an enterprise's management ability and level.

4. Conclusions and Suggestions

4.1. Conclusion

4.1.1. The High-quality Development of Small, Medium-sized and Micro Enterprises has been Put on the Agenda

Without the High-quality development of small, Medium-sized and micro enterprises, there will be no High-quality development of China's social economy, continuously promoting the healthy growth of the ecosystem of small, Medium-sized and micro enterprises is a must answer question that all sectors of society must jointly solve at present.

4.1.2. Adhere to the High-quality Development of Individual and Group Small, Medium and Micro Enterprises

The High-quality development of small, Medium-sized and micro enterprises is the overall High-quality development of the whole ecological enclosure, of course, this is based on the healthy growth of all individual small, medium and micro enterprises. Both must be grasped at the same time.

4.1.3. It is Very Important to Scientifically Determine the High-quality Development Goals of Small, Medium-sized and Micro Enterprises

High quality development goals determine the ways and means to achieve high quality, the life cycle of small, medium and micro enterprises is the most comprehensive indicator of high quality, The development mode of enterprises, management cost, Operating efficiency, products and services are also one of the High-quality quantum indicators.

4.1.4. Digital Technology Must be Embedded in the Whole Development Process of the Ecosystem of Small, Medium-sized and Micro Enterprises

It should not only be applied to the comprehensive management of the ecosystem of small, Medium-sized and micro enterprises, it should also be applied to the whole process of production and business activities of individual small, medium and micro enterprises, it's not just the application of digital technology in some unit, but the comprehensive application of multiple digital technologies.

4.2. Suggestions

4.2.1. Increase Policy Support for the Digital Transformation of Small, Medium-sized and Micro Enterprises

The digital transformation of small, Medium-sized and micro enterprises is not just its own thing, it is also the transformation and upgrading of China's social economy, comprehensively

promote digital China, an important way to enhance China's international competitiveness. Based on the reality of small-scale small and Medium-sized micro enterprises, governments at all levels should implement differentiated financial subsidies for small, Medium-sized and micro enterprises undergoing digital transformation, encourage more enterprises to accelerate digital transformation as soon as possible.

4.2.2. Accelerate the Transformation of Digital Technology Application Achievements to Small, Medium-sized and Micro Enterprises

The application of digital technology is highly professional and high-tech, therefore, we should actively promote the combination of production, learning, research and enterprises, establish public laboratories, integrate the research forces scattered in small, Medium-sized and micro enterprises, carry out cooperative research, actively create an environment for the transformation of the application achievements of digital technology into small, Medium-sized and micro enterprises.

4.2.3. Strengthen the Flow of Digital Technology Talents to Small, Medium-sized and Micro Enterprises

We should actively promote the pair assistance for digital talents and small, medium and micro enterprises by large enterprises and scientific research institutes. Strengthen the training of digital talents in small, Medium-sized and micro enterprises, consolidate the foundation of digitalization of small, Medium-sized and micro enterprises.

References

- [1] Lu Minfeng Research on healthy ecological cultivation and digital application of small, medium and micro enterprises in China [J / OL] Lanzhou Journal: 1-8 [2021-12-09] <http://kns.cnki.net/kcms/detail/62.1015.C.20211207.0012.002.html>.
- [2] Zheng Li, LV Jianglin Research on the High-quality development of county economy under the background of Digital Economy -- a case study of Jinhua City, Zhejiang Province [J] Management and science and technology of small and Medium-sized enterprises (next ten days), 2021 (12): 55-57.
- [3] Ma Jin From "digital factory" to "digital retail" -- understanding and Thinking on the evolution of digital industrial chain [J] Management and science and technology of small and Medium-sized enterprises (next ten days), 2021 (12): 170-172.
- [4] Wang Tingyong, Yang Li, Guo Jiangyun Relevant problems and Countermeasures of digital village construction [J / OL] Southwest finance: 1-13 [2021-12-09].
- [5] Jiang Xiaojuan, Jin Jing Review and Prospect of the development of China's digital economy [J / OL] Journal of the Party School of the CPC Central Committee (National Academy of administration): 1-15 [2021-12-09] <https://doi.org/10.14119/j.cnki.zgxb.20211204.001>.
- [6] Zheng Xiaoyun, Chen Jinyan, Su Yikun Research on the coordinated development of green economy and digital economy -- An Empirical Analysis Based on the modified coupling model [J / OL] Price theory and practice: 1-4 [2021-12-09].
- [7] Jiang Xiaojuan, Jin Jing Review and Prospect of the development of China's digital economy [J / OL] Journal of the Party School of the CPC Central Committee (National Academy of administration): 1-15 [2021-12-09] <https://doi.org/10.14119/j.cnki.zgxb.20211204.001>.
- [8] Liu Bo, Lin mengchun The impact of Financial Sharing on enterprise performance in the era of Digital Economy -- An Empirical Analysis Based on typical financial sharing centers in China [J / OL] Journal of Hebei University of science and Technology (SOCIAL SCIENCES EDITION): 1-8 [2021-12-09] <http://kns.cnki.net/kcms/detail/13.1303.g4.20211206.1136.010.html>.
- [9] Liu Guanjun, Li Xin Research on the impact of three changes in capital composition on the proportion of labor remuneration in the era of digital economy [J / OL] Population and economy: 1-28 [2021-12-09].

- [10] Zheng Xiaoyun, Chen Jinyan, Su Yikun Research on the coordinated development of green economy and digital economy -- An Empirical Analysis Based on the modified coupling model [J / OL] Price theory and practice: 1-4 [2021-1209].