



Analysis of the Path to Promote the Integrated Development of the Digital Economy and The Real Economy in the New Era

Hui Wang, Xin Zhao, Chenyu Liu

Communication University of China, Naniing, Nanjing 210000, Jiangsu, China

DOI: 10.32629/memf.v5i4.2527

Abstract: With the continuous development of economy and society, China's digital economy, as a separate concept, has become a driving force to promote the development of the real economy. Promoting the integration of the digital economy and the real economy is not only the main trend of realizing the scientific and technological revolution and industrial transformation, but also a necessary way to ensure the effective development of China's overall economy. This paper will explain the path analysis of promoting the integration and development of the digital economy and the real economy in the new era, expound the positive significance of the integration of the two, and put forward the relevant paths of the integration of the two.

Keywords: digital economy, real economy, integration path

1. Introduction

In the context of the new era, China is committed to economic development and transformation, and the economic system is constantly innovating under the needs of the market. In the rapid development of information technology, the Internet and other fields, China's business model has changed, and digital commerce based on e-commerce and artificial intelligence has had an impact on the development of the real economy, making the digital economy enter the fast lane. In the face of changes in the current market environment, many business workers are focusing on the transformation to the digital economy. To this end, the integration of the digital economy and the real economy has become one of the hot topics at present. However, the integration of the digital economy and the real economy in China is still in the initial stage, and this paper analyzes the significance and strategy of the integration of the two, hoping to bring some reference suggestions for relevant personnel.

2. The basic concepts of the digital economy and the real economy

2.1 Digital economy

The digital economy is a form of production based on digital information, and it is also a new model of economic development based on digital technology. The digital economy uses information technology such as multimedia as a driving force for development, and the Internet as its main carrier. In the current era, the integration of the digital economy and the real economy is the general trend and a necessary demand for the progress of the times.

2.2 The real economy

The real economy is an economic form based on the value of commodities produced by the state, which is an economic form created by people's imagination and wisdom and the use of practical means, and is also one of the foundations of the development of human society. To put it simply, compared with the digital economy, the real economy is a traditional economic model, which includes agriculture, industry, commerce, cultural industry, construction and other content. The manifestation of the real economy is based on offline physical operation as the core, which is a traditional business model, and does not need to rely excessively on information technology, the Internet, etc.

3. The significance of the integration of the digital economy and the real economy

3.1 Promote innovation in traditional industries

In the new era of rapid economic development, the digital economy has promoted the transformation and upgrading of traditional industries[1], which is one of the effective ways to promote the development of the real economy. The digital economy covers professional and rich Internet technologies, which have a wide impact in today's era, which also gives a

new path to the innovation of the real economy. The integration of the digital economy and the real economy can allow the real economy to find its own development positioning, break the existing shackles, and sort out the overall resources of traditional business, injecting new impetus into the progress of traditional industries. In addition, the integration of the digital economy and the real economy has changed the structure of the national economy and significantly improved the overall economic quality of China.

3.2 Promote the development of emerging industries

In the new era of rapid social development, China's overall economic quality has been significantly improved. In the process of economic development, big data is one of the main factors, which has a unique value and role. Second, today, with the continuous development of the new economy, network information technology is an important foundation for its operation. Among them, the digital economy can effectively improve the production efficiency and quality of traditional industries, open up the market space for the development of emerging industries, meet the internal requirements of current social and economic development, and finally realize the comprehensive improvement of social economy. The digital economy can play a unique role in a number of emerging industries, such as the development of emerging industries, new energy, new materials, etc., all of which are closely related to the digital economy. Promoting the integration of the digital economy and the real economy can improve the innovation ability of new industries, strengthen the diffusion level of industries at multiple levels, and provide impetus for the growth of China's overall economy, so that China's enterprises can achieve better development.

4. The path of integrated development of the digital economy and the real economy

4.1 Pay attention to the publicity of the concept of the digital economy

In order to promote the better integration of the digital economy and the real economy, the government, enterprises and individuals should strengthen their understanding of the digital economy and attach importance to the promotion of the concept of the digital economy. First of all, at the leadership level, we should improve the understanding of the concept of digital economy, take it as one of the main bases of China's economic development, and analyze the market situation from a comprehensive perspective, so as to grasp the main direction of the development of the digital economy. Secondly, it is necessary to strengthen the publicity of the concept of digital economy, use the knowledge of digital economy to improve the relevant awareness of digital economy practitioners, strengthen the application of digital economy in various fields in China, implement the digital economy, and improve the enthusiasm of practitioners. Finally, all enterprises should innovate their own development concepts, understand the changes and impacts of the digital economy on the current economic market, and face the needs and challenges of the current economic market, find opportunities to promote the development of enterprises, strengthen the effective use of digital technology within enterprises, and then let the wind and waves of the digital economy drive the comprehensive development of enterprises, so that the digital economy and the real economy can form an organic whole.

4.2 Build a team of digital professionals

Digital talents have strong professional capabilities in digital technology and can meet the specific needs of the digital economy and the development of the real economy. As a practitioner of promoting economic development, the level of professional ability has a direct impact on the integration of the digital economy and the real economy. At the same time, digital talents should not only be good at the use of digital technology, but also have the ability to organize and coordinate and manage enterprises. To this end, when cultivating talents, all fields should pay attention to the all-round development of talents, optimize the system and mode of cultivating talents, so as to meet the actual needs of digital talents in various fields. Digital talents not only need to have the ability to deal with basic work, but also understand the professional knowledge in the digital field and be able to apply it in daily work, so as to improve the overall efficiency of work and promote the development of China's digital economy. In view of the process of cultivating digital talents, it is necessary to strengthen the cultivation of digitalization at the basic education stage and improve students' professional ability in the digital field. For the public, a digital training platform can be set up to strengthen the training of digital education. In addition, various fields can also pay attention to the introduction of talents, and through the above ways, build a team of digital professionals, and lay a good foundation for the integration of the digital economy and the real economy.

4.3 Improve the construction of supporting facilities

The integration of the digital economy and the real economy has a lot to do with the perfection of relevant policies and infrastructure. In the process of promulgating, the timeliness of the policy should be ensured to avoid the situation that the

policy content cannot meet the needs of the times. At the same time, the content of the policy should be maintained in a step-by-step principle[2], and the specific development process should be divided into related stages to ensure the feasibility and effectiveness of the policy. In terms of infrastructure, the construction process itself is the integration process of the digital economy and the real economy, but the perfection of the infrastructure is also very related to the integration of the two. First of all, the common development of regional industries should be supported, such as in the information technology industry such as semiconductors and integrated circuits, the government should use policies to mobilize resources, strengthen the overall quality and efficiency of enterprise production, help local enterprises strengthen the application of digital technology, and unite local enterprises to form a big data industry development system. In addition, the government can also introduce relevant policies to promote the development of the digital economy in backward regions and reduce the economic gap between different regions in China. For example, let enterprises with strong comprehensive strength help enterprises with poor comprehensive strength, and ultimately effectively increase the economic aggregate of backward regions. In addition, support for the digital economy in backward regions should be strengthened, and the digitalization level of local enterprises should be improved according to the specific development patterns of local areas.

4.4 Build a platform for the development of the digital economy

In order to promote the integration of the digital economy and the real economy, the construction of a development platform is very important. To this end, multiple departments can coordinate and negotiate with them, formulate strategies, promote the deep integration of the digital economy in the real economy, establish professional and open digital economy leading norms, clarify the framework, system and technical core of the operation of the digital economy, build a digital management mechanism, attach importance to the construction of the digital economy in the rule of law, enhance the security and accuracy of information, and lay the foundation for the efficient development of the digital economy. At the same time, the relevant departments should also pay attention to the coordinated operation of internal and external, pay attention to the review and evaluation work, keep abreast of the development of the digital economy in various places, improve the degree of protection of intellectual property rights in the digital economy, leave enough space for the development of enterprises at the level of the digital economy, stimulate the innovation consciousness of enterprises, promote the orderly development of the digital economy in the new era, and finally realize the transformation and upgrading of the real economy.

To this end, relevant departments should pay attention to the mining of the value of the digital economy, understand the basic concepts of the digital economy, and find an effective path for the integration and development of the digital economy and the real economy in view of the current situation of China's economic market, and finally create a new digital era.

References

- [1] Zhang Wenfei. Practical Path of Deep Integration of Digital Economy and Real Economy in the New Era [J]. Hebei Enterprise, 2024, (04): 42-44.
- [2] Song Haolin. Research on the Path of Promoting Deep Integration of Digital Technology and Real Economy [J]. Journal of Inner Mongolia University of Finance and Economics, 2024, 22 (02): 80-82.