

The Influence Mechanism of Data Market Operation Mode and New Quality Productivity on Innovation

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Abstract: As an emerging information economy model, data market has become an important driving force for global economic growth. The research of data market operation mode and new quality productivity is of great significance for promoting economic development, improving production efficiency and promoting social progress. This paper adopts normative research method to explore the mechanism of the influence of data market regulation mode on new quality productivity and innovation. The research conclusions of this paper are as follows. The operation mode of data market can realize the deep mining of data value. The operation mode of data market can promote the integration and sharing of data resources, break the data island, and realize the effective circulation of data. The data market operation model can promote data innovation and value-added. The data market operation model can ensure data security and supervision. The operation mode of data market can promote the training and exchange of data talents. New quality productivity plays an important role in innovation, mainly through promoting technological progress, creating new market demand, enhancing enterprise competitiveness, cultivating innovation culture and promoting industrial upgrading. The collaboration between data market operation mode and new quality productivity plays an important role in innovation. The synergistic effect of data market operation mode and new quality productivity can be manifested as the integration of multi-dimensional resources such as technology, data and talents. The synergistic effect of data market operation mode and new quality productivity on new technology is bidirectional. The synergistic

action mechanism of data market operation mode and new quality productivity on the new mode is mutual promotion and common development. The research results of this paper can provide reference for theoretical research and enterprise innovation.

Keywords: Data Market Operation Mode; New Quality Productivity; Enterprise Innovation; Mechanism; Synergy

1. Introduction

With the rapid development of big data, artificial intelligence, Internet of Things and other technologies, data has become a key factor driving innovation. By studying the operation mode of the data market, we can better understand the operation law of the data market, and help enterprises and individuals to acquire, process and use data more efficiently, so as to improve the efficiency of data utilization. By studying the operation mode of the data market, data sharing and cooperation can be promoted, so that data from different sources can be integrated together to provide more comprehensive data analysis support for enterprises and individuals. Through the research of data market operation mode, it is helpful for enterprises to find new business opportunities and data innovation points, so as to promote the development of industry and improve economic growth. Through the research of data market operation mode, enterprises can better adapt to the market competition environment, enhance their competitiveness, and remain invincible in the fierce market competition. By studying the operation mode of data market, it can provide reference for the government to formulate relevant policies, evaluate the implementation effect of policies, and provide basis for the adjustment and improvement of policies. By

studying the operation mode of data market, it is helpful for enterprises to better grasp the market dynamics and formulate appropriate development strategies. By studying the operation mode of data market, we can further improve the efficiency of data utilization, reduce the cost of data acquisition and use, and create more business value for enterprises. By studying the operation mode of the data market, enterprises can better understand the relevant regulations and policies, prevent potential security risks, and ensure the compliance of data transactions. By studying the operation mode of the data market, enterprises can have a deeper understanding of the market pattern, competitors and industry development trends, so as to optimize their own data strategy and improve market competitiveness. Data market research is helpful to accelerate the development of the data industry and provide more development opportunities for related enterprises. At the same time, the development of the data industry also helps to drive the transformation and upgrading of other industries and promote the sustained growth of the entire economy. The study of data market operation mode is of great significance for promoting the effective allocation of data resources, improving the utilization rate of data resources, ensuring data security and user privacy, and promoting the development of digital economy. The research of new quality productivity is of great significance for enhancing national competitiveness. The research of new quality productivity is helpful to promote social progress. By studying new quality productivity, we can understand the development trend, technological progress and market demand of emerging industries, etc., and provide strong support for industrial restructuring and innovation-driven development. By studying the development trend and technological progress of new quality productivity, it can provide strong support for formulating national strategy, optimizing industrial structure and enhancing national competitiveness. Data assets have a multidimensional theoretical basis, data assets meet the basic conditions of financing and have the characteristics of financability. The research of new quality productivity will promote enterprises to increase R&D investment, accelerate the pace of technological innovation, and improve the

technical level and innovation ability. The research of new quality productivity will promote the continuous upgrading of talent training system, cultivate more innovative and compound talents, and provide intellectual support for the development of enterprises and society. The research of new quality productivity will promote enterprises to improve international competitiveness, expand the international market, and enhance the overall strength and influence of the country. By studying the operation mode of data market and the impact of new quality productivity on innovation, more effective data utilization ways can be found to provide scientific guidance for industrial transformation and upgrading. The research on the impact of data market operation mode and new quality productivity on innovation is helpful to improve the competitiveness of enterprises. By studying the operation mode of data market and the impact of new quality productivity on innovation, more effective data utilization ways can be found to provide strong support for enterprises to improve their competitiveness. It is necessary to study the impact of data market operation mode and new quality productivity on innovation. Many scholars have conducted research on data capitalization. The research on the concept of data asset has attracted the attention of many scholars, and its concept has gradually evolved from information resources and information assets [1]. In the relevant research on the embodiment of the value of data assets, the possible impact of mining data value on enterprises is mainly discussed, such as product research and development [2], cost reduction [3] and risk management and control [4]. Data trading mainly refers to the free trading of index data owners and data users under market trading rules according to laws [5]. Publicly published scientific data ensures data quality and permanent access [6,7]. Data sharing originated in scientific data sharing, mainly to make data available to other researchers conducting academic research [8]. Oh [9] propose an optimized transaction model based on data provider's intention to sell (WTS) and consumer's intention to buy (WTB), which also takes into account different types of personal data and data quality. Wagner and Eckhoff [10] consider the diversity and complexity of privacy measures and propose a

classification based on privacy, expected inputs, and data types in order to form a case of various privacy measures. From the economic point of view, data assets are mainly divided into five aspects, namely, data commodity pricing, data asset management, data market operation mode, data market supervision, data market taxation. The impact of data capitalization on new quality productivity is a complex system. This paper mainly analyzes the impact mechanism of data market operation mode on new quality productivity and innovation from the perspective of data capitalization.

2. The Influence Mechanism of Data Market Operation Mode on New Quality Productivity

There is a complex relationship between the operation mode of data market and the productivity of new quality. The promotion mechanism of the data market operation mode to the new quality productivity is mainly reflected in the optimal allocation of data resources, technological innovation and diffusion, industrial collaboration and integration, training of data talents, and policy support and supervision. These mechanisms interact with each other and jointly promote the development of new quality productivity. As a platform connecting data providers and users, data market can effectively promote the optimal allocation of data resources. Through the operation mechanism of the data market, the data provider can transform the data into valuable information, and the demand side can improve the production efficiency and innovation ability by purchasing the data. This optimal configuration helps to improve the overall level of new quality productivity. The mode of operation of the data market can promote technological innovation and diffusion. In the data marketplace, data providers can combine data with other technologies to develop innovative products and services. At the same time, the openness and competitiveness of the data market also contributes to the rapid diffusion of these innovative products and services, which drives the development of new quality productivity. Data markets can promote industrial synergy and convergence. In the data market, enterprises in different industries can jointly use data resources and realize the extension of

the industrial chain and the enhancement of value through cross-border cooperation. This kind of collaboration and integration helps to improve the development space of new quality productivity. The operation mode of data market can cultivate data talents. In the data marketplace, businesses and individuals can continuously improve their data skills and data thinking by trading, collaborating and learning. These skills and thinking are crucial to the development of new quality productivity, which can help enterprises make better use of data resources, improve productivity and innovation. The operating model of the data market requires policy support and regulation. The government needs to formulate corresponding policies and regulations to promote the healthy development of the data market. At the same time, the government also needs to strengthen the regulation of the data market to ensure the security, quality and privacy of data. These policies and regulatory measures will help ensure the sustainable development of new quality productivity. Specifically, this paper analyzes the impact mechanism of data market operation mode on new quality productivity from four aspects, namely, the impact mechanism of data market operation mode on material productivity, the impact mechanism of data market operation mode on digital productivity, and the impact mechanism of data market operation mode on green productivity, the influence mechanism of data market operation mode on blue productivity.

2.1 The Influence Mechanism of Data Market Operation Mode on Material Productivity

The data market operation model can promote the development of material productivity. Material productivity refers to the ability of human beings to make use of natural and material resources and create material wealth through labor. The data market operation model can help enterprises better understand user needs and provide users with more personalized and high-quality products and services. By analyzing user behavior data and demand data, enterprises can monitor product quality in real time, find problems in time and improve them, thereby improving product quality and material productivity. The data market operation mode can expand the market

space and improve the material productivity. Data market can provide enterprises with more market opportunities and space, so that enterprises have more advantages in market competition, so as to improve material productivity. The data market operation model can provide support and impetus for the development of material productivity. Material productivity refers to the ability to convert natural resources into goods and services that people can use through factors such as means of production, labor and technology. The data market operation model can provide real-time, accurate and comprehensive data to help producers understand market demand, optimize production processes and improve production efficiency. At the same time, the data market operation model can also provide a variety of advanced technical tools, such as big data analysis, artificial intelligence, etc., to help producers improve production efficiency and innovation ability. The data market operation mode realizes the optimal allocation of data resources through market-oriented means. The value of data resources lies in their use, and the data market operation model encourages data owners to put data resources into the market and supply and demand seekers to use them. Through the integration, analysis and application of data, the data market operation mode provides enterprises with more accurate and efficient resource allocation methods. Enterprises can adjust according to real-time data such as market demand, competitive situation, and technology trends, optimize production processes, reduce costs, and improve production efficiency, thereby improving material productivity. The data market operation model can promote technological innovation and industrial upgrading. The circulation and sharing of data resources enable enterprises to make full use of data resources in all aspects of research and development, production, sales, etc., thus reducing research and development costs, improving production efficiency, expanding sales channels, and improving enterprise competitiveness.

2.2 The Influence Mechanism of Data Market Operation Mode on Digital New Quality Productivity

Digital productivity refers to a new type of productivity that improves production

efficiency, reduces production costs and creates new business models through the use of advanced digital technology and information technology in a data-driven economic environment. The relationship between the data market operation model and digital productivity is closely linked. Through the integration of massive and multi-dimensional data resources, the data market operation mode provides various enterprises and individuals with rich and comprehensive data analysis and decision support services. The data market operating model needs to promote data sharing and collaboration, including between enterprises, government departments, scientific research institutions, etc. The Data market operation model helps enterprises and individuals make better use of data resources by providing professional data analysis tools and technical support. The data market operation model provides new opportunities and platforms for innovation and entrepreneurship. The data market operation model requires a large number of data talents, including data scientists, data analysts, data engineers, and so on. The data market operation model promotes cross-field cooperation and exchange. Through cooperation with enterprises, research institutions and government departments in different industries, data sharing, technology exchange and business model innovation are realized. The government's policy support and supervision of market-based data operation will help standardize the order of the data market and ensure data security and user privacy. The data market operation model requires innovative data products and services, including the development of new data applications, data analysis tools, data visualization tools, and so on. These innovations help improve the efficiency and value of data use, thereby driving digital productivity. The data market operation mode ensures the authenticity, accuracy and integrity of data by checking the quality of data, thus improving the value of data. High-quality data can provide enterprises with more valuable information, thereby improving the decision-making efficiency and production efficiency of enterprises, and thus promoting the development of digital productivity. The operation mode of data market can promote the circulation and transaction of data, so that data

resources can be circulated among different enterprises and industries, so as to improve the utilization efficiency of data. The circulation and transaction of data can stimulate the innovation vitality of enterprises, promote the upgrading and development of industries, and thus promote the development of digital productivity. Data market operation mode can realize data sharing and trading, so that data resources can be more reasonable allocation. This helps reduce duplication of investment and waste of resources, and improves overall productivity. At the same time, competition in the data market can also drive enterprises to pay more attention to data quality and data security, and improve digital productivity.

2.3 The Influence Mechanism of Data Market Operation Mode on Green Productivity

Green productivity refers to the advanced production mode of reducing environmental pollution, reducing resource consumption and improving production efficiency in the production process. The realization of green productivity requires advanced scientific and technological means and innovative production mode, and the development of data market provides important data support for green productivity. The data marketplace operating model can contribute to green productivity in a number of ways. Data marketplaces can consolidate multiple data sources on a single platform, making it easy for businesses and government departments to share and leverage data. The data market operation model can provide decision support for green productivity through data analysis and mining. Data analysis can help enterprises find potential energy conservation and emission reduction opportunities and tap new green growth points. The data market operation model can be intelligent production driven by data. The data market operation model can be managed through data-driven green supply chain. Green supply chain management can realize the cooperation of upstream and downstream enterprises in the supply chain, and reduce the energy consumption and pollution emission of the whole supply chain. The data market operation model can be developed and applied through green data products. The data market operation model can help enterprises realize green supply chain management. Through the

analysis of supply chain data, enterprises can optimize procurement strategies, choose more environmentally friendly raw materials and suppliers, reduce energy consumption and pollution during transportation, improve production efficiency and reduce costs. The data market operation mode needs to disseminate data and information related to green productivity to enterprises and society, so that more enterprises and individuals can participate in green development. Data market operation mode can provide a large number of data resources, through the in-depth analysis and mining of these data, can help enterprises better understand the market demand, user behavior and industry trends, and then promote green technology innovation and green product research and development. The data market operation mode can optimize resource allocation, improve resource utilization efficiency, and reduce resource waste and pollution emissions. The data market operation mode can promote resource sharing and information exchange, and realize efficient, intelligent and rational resource allocation, thus improving green productivity. Data market operation mode can realize the integration of all kinds of data, improve the utilization rate and value of data. Through the analysis and application of these data, enterprises can better understand the market demand, optimize the production process, improve production efficiency, reduce energy consumption and pollution emissions, and thus promote the development of green productivity. The data market operation model can promote the green transformation of traditional industries, and through the analysis and application of data, help enterprises find new business opportunities and profit models, achieve industrial upgrading and green development, and improve green productivity. The data market operation model can provide a large amount of consumer behavior data, and through the analysis and application of these data, it can help enterprises better understand consumer demand, launch green products that meet consumer demand, promote green consumption, and improve green productivity.

2.4 The Influence Mechanism of Data Market Operation Mode on Blue Productivity

Blue productivity refers to the ability to improve the efficiency of Marine resources development and utilization and promote the sustainable development of Marine economy through technological innovation, industrial upgrading and management reform. The data marketplace business model is closely related to blue productivity. The data market operation mode has effectively promoted data technology innovation and achievement transformation by building an industrial chain of data transactions, data services and data applications. Data market operation model can promote the model innovation of Marine industry. The data market operation mode has realized cross-industry and cross-field data integration and collaborative development. Through the integration, sharing and application of data resources, various industries can better coordinate development, and realize the extension of the industrial chain and the improvement of the value chain. The data market operation model can help blue productivity enterprises to monitor various data in the production process in real time, discover and solve problems in the production process in time, and improve production efficiency. Data market operation mode realizes the value of data by providing data transactions, data services and data applications. The data market operation mode needs to first ensure the collection and integration of data, collect relevant data through various channels, and organize it into structured and semi-structured data for subsequent analysis and utilization. By integrating and sharing all kinds of data resources, the data market operation model makes it more convenient for blue productivity enterprises to obtain the required data, thereby improving production efficiency and decision quality. Through the integration, mining and analysis of massive data, the data market operation mode realizes the efficient utilization of data resources and provides a solid data foundation for the development of blue productivity. The operation mode of data market realizes the efficient circulation and sharing of data by establishing a platform for data circulation and sharing. The sharing mechanism of data market helps to reduce information asymmetry and improve resource allocation efficiency, thus promoting the development of blue productivity. Blue

productivity needs to rely on a large number of data as the basis for decision-making and forecasting, and only through the analysis and processing of these data can blue productivity be effectively supported. The data market operation model requires in-depth analysis and mining of data to extract valuable information in order to support blue productivity. Data analysis can help Blue productivity improve production efficiency, reduce costs, improve product quality and market competitiveness.

3. The Influence Mechanism of Data Market Operation Mode on Innovation

The action mechanism of data market operation mode on innovation is mainly reflected in the integration and sharing of data resources, lowering the innovation threshold, promoting cross-border cooperation, improving data quality, promoting data-driven innovation and improving innovation efficiency. This mechanism of action helps to stimulate more innovative ideas and practices that drive economic development and social progress. As a platform, data market can realize the integration and sharing of data resources, so that enterprises, research institutions and individuals can easily obtain the required data, so as to stimulate more innovative ideas and practices. The emergence of data markets has made data resources more accessible and lowered the threshold for innovation. For start-ups, research institutions and individuals, this means that they will have easier access to data resources, which will accelerate the process of innovation. The data market enables the integration of data resources in different fields, thus promoting cross-border cooperation. This collaboration not only helps to improve innovation efficiency, but also helps to discover new business opportunities and models. The mode of operation of the data market can incentivize data providers to improve data quality. The higher the quality of the data, the greater its value, thus incentivizing data providers to invest more effort in improving data quality. The way data markets operate can facilitate data-driven innovation. Through data analytics and data mining, companies, research institutions, and individuals can discover new business opportunities, market needs, and technology trends that drive innovation. The way data markets operate can make innovation

more efficient. Through the integration of data market resources, enterprises, research institutions and individuals can more easily access the required data resources, thus accelerating the process of innovation. Specifically, this paper analyzes the mechanism of data market operation mode affecting innovation, mainly from three aspects, namely, the mechanism of data market operation mode influencing new technology, the mechanism of data market operation mode influencing new model, and the mechanism of data market operation mode influencing new advantages.

3.1 The Influence Mechanism of Data Market Operation Mode on New Technology

The data market can promote the standardization, normalization and integrity of data and improve the quality of data. High-quality data is of great significance for the research and development and application of new technologies, which can help enterprises better understand and apply new technologies, improve technical level and innovation ability. Data market can promote the activity of data transaction, reduce the cost of data transaction, and improve the efficiency of data utilization. This helps attract more enterprises and individuals to participate in the research and development and application of new technologies, forming a good atmosphere for technological innovation. The data market can establish a complete data security system to ensure the security of data in transactions, storage, processing and analysis. Data security is an important basis for technological development, and only by ensuring data security can new technologies be better promoted and applied. The data market can promote the improvement of data governance capabilities and establish a sound data governance system, including the whole process of data collection, storage, processing, analysis and application. The improvement of data governance capabilities will help enterprises better manage and utilize data, and improve technological innovation and application capabilities. The data market operation model is an important driving force for the development of new technologies. The establishment of data market operation mode makes it more convenient for data resources to

circulate in the market, thus providing rich data resources for the research and development and application of new technologies. These rich data resources can help new technologies to be better trained and optimized, and improve the performance and accuracy of new technologies. The operation mode of data market provides a broad market space for the development of new technologies, so that more enterprises and individuals can participate in the process of technological innovation and development. These participants can obtain rich data resources through trading in the data market, thus accelerating the development and application of new technologies. The data market operation mode can help data owners to allocate their data resources more effectively, so as to improve the efficiency of resource allocation. This is of great significance for the development of new technologies, because the improvement of resource allocation efficiency can help new technologies better realize their own value, thus accelerating the promotion and application of new technologies. The operation mode of data market can promote the improvement of data quality, because data owners will strive to improve the quality of their data in the process of participating in the data market to improve their competitiveness in the data market. High-quality data is important for the development of new technologies, because high-quality data can help new technologies to be trained and optimized more accurately. The operation mode of data market can provide rich data resources for the research and application of new technology. These data resources can help technicians better understand the market demand, improve the technical program, and improve the technical level. At the same time, technological innovation can also promote the development of the data market, improve the efficiency of data collection, storage, processing and analysis, and reduce costs. The operation mode of data market requires a complete system to ensure the security, compliance and legal use of data. Institutional innovation can provide a stable institutional environment for the development of new technology and reduce the risk and cost of new technology application. The development of new technologies can also promote institutional innovation and promote the

standardization and legalization of the data market. The operating model of the data market requires efficient management to ensure the quality and value of data. Management innovation can help enterprises make better use of data resources, improve production efficiency and competitiveness. The development of new technologies can also promote management innovation and improve the level of digital management of enterprises. The operation mode of data market refers to the establishment of a unified, open and shared data platform on the basis of existing data resources, so that enterprises, individuals and research institutions can obtain and use these data more conveniently.

3.2 The Influence Mechanism of Data Market Operation Mode on New Mode

Big data technology in the data market can help technology innovators make better use of data resources and realize the intelligent development of technological innovation. Data markets can promote collaboration and sharing among technology innovators, reducing the cost and risk of technological innovation. As an innovative business model, the data market operation model has a profound impact on the new model. The data market operation model provides strong data support for the development of new models, continuous innovation vitality, conditions for lowering the threshold and improving efficiency, the release of market demand, and the basis for industrial ecology and collaborative development. Enterprises need to establish a sound data management system to effectively collect, store, analyze and utilize data. Enterprises need to dig deep into the value of data, and transform data into useful information and knowledge to support business operation decisions. Companies need to promote data sharing and collaboration to maximize the use of data. Enterprises need to improve their data analysis capabilities and improve the efficiency of data utilization. Enterprises need to continuously innovate data products and services to expand the development space of data market. Companies need to strengthen data compliance and supervision to ensure the healthy development of the data market. The data market operation model encourages the open sharing of data, allowing data to flow between different industries and fields, thus

maximizing the value of data. Open and shared data can help spur innovation and facilitate the development of new models. The data market operation model needs to ensure the quality and security of data. High-quality data can provide reliable support for new models, and the security of data is also critical, and appropriate measures need to be taken to protect data from leakage and misuse. The data market operation model provides innovative possibilities for new models. Through data trading, data sharing, data services and other forms, the data market operation model can help enterprises explore new business models, so as to achieve profitability. The data market operation model can promote the coordinated development of the industrial chain. The data market operation mode can realize data sharing and cooperation between upstream and downstream enterprises in the industrial chain, thus improving the overall competitiveness of the industrial chain. The data market operation model needs policy support. The government needs to formulate corresponding laws, regulations and policies to support the healthy development of the data market and provide policy guarantees for the development of the new model. The data market operation model needs technological development. The data market operation model requires continuous technological innovation to achieve efficient, secure, and convenient data circulation and trading. Technological developments provide strong support for the development of new models.

3.3 The Influence Mechanism of Data Market Operation Mode on New Advantages

With the continuous progress of science and technology, data market has gradually become an important channel for enterprises and organizations to obtain and use data. The data market operation mode provides strong support for the formation of new advantages by integrating data resources, mining data value, realizing data sharing and collaborative innovation, reducing costs and improving efficiency, and ensuring compliance and security. The operation mode of the data market provides the mechanism of data acquisition, data cleaning and sorting, data deep mining, data sharing and exchange, and data security for the new advantage. The data

market brings together a large number of data resources, both structured and unstructured. With the way the data marketplace operates, businesses and organizations can quickly and efficiently access the data they need, providing a solid data foundation for new advantages. The operating model of data markets usually cleans and organizes data to ensure accuracy, completeness, timeliness and consistency. By cleaning and organizing data, enterprises can reduce the cost of data use and improve the efficiency of data analysis, thus providing effective data support for new advantages. The operating model of the data marketplace often provides data analysis tools and technologies that enable enterprises to dig deeper into the data. Through data analysis and mining, companies can discover new business opportunities and optimize products and services, thus providing powerful data support for new advantages. The operation mode of data market supports the sharing and exchange of data, and enterprises and organizations can exchange data with other enterprises or organizations through data market, so as to maximize the value of data. Through data sharing and exchange, enterprises can expand new business areas and innovate business models, thus providing more development opportunities for new advantages. The operation mode of the data market usually provides perfect data security measures, including data encryption, data isolation, data backup, etc. With these security measures, enterprises can ensure the security and reliability of data, thus providing stable data protection for new advantages. The operating mode of the data market has a great impact on the openness of data. An open data market can attract more participants and facilitate more data sharing and cooperation, thus creating more opportunities for new advantages. Conversely, a closed data market may limit the generation of new advantages. The mode of operation of the data market has a great impact on the quality of the data. An efficient data marketplace ensures the accuracy, completeness and timeliness of data, thus creating more opportunities for new advantages. Conversely, an inefficient data market can lead to a decline in the quality of data, limiting the generation of new advantages. The mode of operation of the data market has a great impact on the accessibility of data. A

well-accessible data marketplace can reduce the difficulty of data acquisition and utilization, thus creating more opportunities for new advantages. Conversely, a hard-to-access data market may limit the generation of new advantages. The mode of operation of the data market has a great impact on the security of data. A secure data marketplace ensures the confidentiality and integrity of data, thus creating more opportunities for new advantages.

4. The Influence Mechanism of New Quality Productivity on Innovation

The influence mechanism of new quality productivity on innovation mainly includes technology breakthrough, innovation drive, resource integration, talent training, management reform and industrial ecology. The development of new quality productivity provides abundant technology, knowledge and information support for innovation, which is conducive to improving innovation efficiency and market competitiveness. Data market operation mode and new quality productivity play an important role in promoting innovation. The promotion mechanism of new quality productivity to innovation is mainly reflected in the following aspects. New quality productivity promotes industrial upgrading through technological innovation, improves production efficiency and reduces production costs, thus promoting innovation. By promoting industrial upgrading, new quality productivity expands new market demand, cultivates new economic growth points, and provides broad development space for innovation. Through institutional innovation, the new quality productivity improves the market mechanism, optimizes the allocation of resources, and provides a good institutional environment for innovation. New quality productivity through talent training, improve the quality of workers, to provide sufficient talent for innovation. Through cultural innovation, the new quality productivity creates a cultural atmosphere conducive to innovation and stimulates the vitality of innovation. New quality productivity through technological innovation, improve the production process, improve production efficiency, reduce production costs, and provide material and technical basis for innovation. Through organizational innovation,

new quality productivity can optimize enterprise structure, improve management efficiency, reduce internal transaction costs, and provide organizational guarantee for innovation.

New quality productivity provides management support for innovation through management innovation, improving management methods, improving decision-making efficiency, reducing management costs. Through market innovation, new quality productivity expands market demand, improves market efficiency, reduces market transaction costs, and provides market impetus for innovation. New quality productivity through technological innovation, improve the production process, improve production efficiency, reduce production costs, and provide material and technical basis for innovation. Through organizational innovation, new quality productivity can optimize enterprise structure, improve management efficiency, reduce internal transaction costs, and provide organizational guarantee for innovation. New quality productivity provides management support for innovation through management innovation, improving management methods, improving decision-making efficiency, reducing management costs. Through market innovation, new quality productivity expands market demand, improves market efficiency, reduces market transaction costs, and provides market impetus for innovation. New quality productivity provides innovative technical support for enterprises through big data, artificial intelligence, Internet of Things and other technical means. New quality productivity provides innovative knowledge support for enterprises through knowledge management, knowledge sharing and knowledge innovation. New quality productivity provides enterprises with environmental support for innovation by creating a good innovation environment and ecosystem. New quality productivity provides innovative talent support for enterprises by means of talent training, talent introduction and talent incentive. New quality productivity can improve production efficiency through technological innovation and management innovation, so as to reduce production costs and improve the competitiveness of enterprises. New quality productivity can create new market demand and expand new market areas,

thereby driving the development of related industries and providing more opportunities for innovation. New quality productivity can promote industrial upgrading, promote the optimization and adjustment of industrial structure, and provide a better environment and conditions for innovation. New quality productivity can cultivate innovative talents through education and training, research and development investment, and provide a steady stream of talent support for innovation. The development of new quality productivity makes new technologies and new methods emerge constantly, providing rich technical support for innovation. The development of new quality productivity promotes the speed of knowledge production and dissemination, making it easier for innovators to acquire and use knowledge and improve innovation efficiency. The development of new quality productivity makes information spread more quickly and widely, providing more inspiration and reference for innovators. The development of new quality productivity makes the market competition more intense, prompting innovators to pay more attention to market demand and user experience, and promoting the rapid application and promotion of innovative results.

The development of new quality productivity requires continuous innovation and application of new technologies. The core of new quality productivity is innovation, including technology innovation, product innovation, service innovation, management innovation and so on. New quality productivity relies on highly specialized knowledge and skills to improve productivity. New quality productivity focuses on green development, reducing resource consumption and environmental impact. New quality productivity emphasizes cross-industry and cross-field integration and collaboration, forming new competitive advantages. The development of new quality productivity requires continuous innovation and adoption of new technologies to drive the research and application of new technologies. The new demand and new market created by new quality productivity provide impetus for the research and development and application of new technologies. The development of new quality productivity requires a large amount of capital investment to support the research and

development of new technologies. New quality productivity requires a large number of high-quality talents to promote the research and application of new technologies. The government's policy of supporting new quality productivity provides an enabling environment for the development of new technologies. New quality productivity needs to provide financial support to help the development and application of new technologies. New quality productivity requires policy support to help the development and diffusion of new technologies. New quality productivity needs to provide talent support to help the development and application of new technologies. The formation of new quality productivity is inseparable from technological innovation, including new products, new processes, new materials and other aspects of innovation. The formation of new quality productivity also needs to be realized through organizational innovation, including management model, business model and other aspects of innovation. The formation of new quality productivity requires continuous innovation, so as to promote the development of technological innovation. New quality productivity can reduce the cost of technological innovation and improve the efficiency of technological innovation. New quality productivity can expand the field of technological innovation and provide new development space for technological innovation. New quality productivity requires continuous technological innovation to promote the intelligent, automated and green production process. New quality productivity requires continuous model innovation in order to achieve high efficiency, low cost and sustainable production process. New quality productivity requires continuous organizational innovation to build a more flexible and efficient production organization. New quality productivity requires continuous management innovation to improve the refinement, intelligence and flexibility of the production process. New quality productivity requires continuous cultural innovation to promote knowledge sharing, collaborative innovation and continuous improvement in the production process. The development of new quality productivity needs to constantly promote technological innovation, and realize the breakthrough and application of new

technologies through R&D investment and technical cooperation. The development of new quality productivity will drive the upgrading of related industries, and promote the application of new technologies in various fields through industrial integration and industrial chain coordination.

New quality productivity has promoted the development of big data, artificial intelligence, Internet of Things and other technologies, and provided technical support for the data market operation model. New quality Productivity advocates the concept of data as the core, regards data as the core asset of enterprises, and promotes the digital transformation of enterprises. New Quality productivity promotes the use of advanced data analysis methods and tools to improve the accuracy and effectiveness of data analysis. New Quality Productivity encourages enterprises to build dedicated data teams to enhance data capabilities within the organization. The influence mechanism of the new quality productivity on the new model is multifaceted, involving technological innovation, organizational innovation, market innovation, industrial chain innovation and institutional innovation. Only by fully grasping the influence mechanism of the new quality productivity can we effectively promote the emergence and development of the new model. The core of new quality productivity is technological innovation, through the continuous research and development and application of new technologies, new materials, new processes, improve production efficiency and product quality, reduce production costs, so as to provide technical support for the generation and development of new models. New quality productivity requires enterprises to carry out organizational innovation constantly to adapt to the new production mode and market demand. Enterprises need to break the traditional organizational structure, establish a more flexible and efficient organizational form, improve synergies and reduce management costs, so as to provide organizational guarantee for the generation and development of new models. New quality productivity requires enterprises to innovate in the market to meet the ever-changing market demand. Enterprises need to continuously develop new products and new services, innovate business models, expand market

channels, and increase market share, so as to provide market impetus for the generation and development of new models. New quality productivity requires enterprises to innovate in the industrial chain in order to achieve the coordinated development and value enhancement of the industrial chain.

New quality productivity plays an important role in forming new advantages. Under the influence of new quality productivity, new advantages continue to emerge, which brings more development opportunities for enterprises. The core of new quality productivity is technological innovation. Through continuous scientific and technological innovation, industrial upgrading and structural optimization are promoted to form new competitive advantages. New quality productivity drives the development of knowledge-intensive industries with higher added value and competitiveness. The development of new quality productivity cannot be separated from the support of high-quality talents. In the era of knowledge economy, talents become the key resources of economic development. Therefore, the development of new quality productivity promotes the optimal allocation of human resources and forms a new competitive advantage. The development of new quality productivity promotes the coordinated development of the upstream and downstream of the industrial chain, and realizes the extension of the industrial chain and the upgrading of the value chain. Through industrial collaboration, enterprises can better integrate resources, reduce costs and improve production efficiency, thus forming new competitive advantages. The development of new quality productivity has brought new market expansion ability for enterprises. For example, through technological innovation and product innovation, enterprises can develop new market areas and increase market share, thus forming new competitive advantages.

5. The Operation Mode of Data Market and the Influence Mechanism of New Quality Productivity on Innovation

The data market operation mode provides data resources and technical support for the new quality productivity, while the new quality productivity provides innovation impetus and development space for the data market

operation mode. Together, they promote economic innovation and development. The development of new quality productivity is inseparable from the continuous innovation of science and technology, including emerging technologies such as big data, artificial intelligence, and the Internet of Things. These technologies have promoted the improvement of production efficiency, reduced production costs, and provided a solid technical foundation for enterprise innovation. The development of new quality productivity requires enterprises to constantly adjust and optimize organizational structure, improve management efficiency and reduce internal transaction costs. The development of new quality productivity requires a large number of high-quality talents, including researchers, technicians and managers. The operation mode of data market is closely related to the innovation promotion mechanism of new quality productivity. The operation mode of data market is the basis for the development of new quality productivity, and promotes technological innovation and industrial upgrading through open and shared data resources, providing strong support for innovation. The development of new quality productivity provides technical support for the operation mode of the data market, promotes the improvement of data trading rules, pricing mechanism and security, and improves the operation efficiency of the data market. The operation mode of data market and new quality productivity jointly promote institutional innovation, personnel training and cultural innovation, and provide all-round support for innovation. The government needs to formulate corresponding policy measures to promote the construction and development of data market, and provide policy guarantee for the innovation support mechanism of new quality productivity. The operation mode of data market and the action path of new quality productivity to innovation play a crucial role in modern economy. The operation mode of data market can effectively integrate various data resources and provide abundant data support for the development of new quality productivity. At the same time, the development of new quality productivity can also drive the prosperity of the data market, forming a virtuous circle. The operation mode of data market can promote technological

innovation and improve the utilization efficiency of data resources. The development of new quality productivity requires continuous technological innovation, and the operation mode of data market can provide abundant data resources to support technological innovation. The operation mode of the data market can develop in tandem with the new quality productivity, forming collaborative innovation of the upstream and downstream of the industrial chain. This can accelerate the flow and application of data resources and provide a better environment for the development of new quality productivity. The data market operation mode can coordinate with the new quality productivity to promote cross-border integration and realize the extension and development of the industrial chain. This can help new quality productivity better respond to market changes and enhance competitiveness. The operation mode of data market can cooperate with new quality productivity to cultivate innovation ecology and provide rich innovation resources and environment. This can attract more innovative talents and enhance the overall innovation capacity. The coordinated development of data market operation mode and new quality productivity can attract policy support and provide a better policy environment for innovation. This can help innovators better respond to market changes and become more competitive. The synergistic effect of data market operation mode and new quality productivity can promote the flow of data elements, improve innovation efficiency, foster innovation ecosystems, promote the digital transformation of traditional industries, and strengthen talent training and introduction. Through the above path, the synergistic effect of data market operation mode and new quality productivity can effectively promote innovation and promote economic development. The synergy between the data market operation mode and the new quality productivity has a profound impact on innovation, promoting innovation and development by promoting the optimal allocation of resources, improving the innovation environment, promoting the development of innovation entities and the transformation of results. The development of data market has promoted the progress of related technologies and provided technical

support for the development of new quality productivity. The operation of data market promotes the circulation and utilization of data resources, optimizes the allocation of resources, and provides data support for the development of new quality productivity. The data market promotes the integration of information technology with other industries, and promotes the formation of new industrial forms and business models. The development of the data market provides innovation impetus for the development of new quality productivity, and promotes technological innovation and industrial upgrading. The collaboration between data market operation mode and new quality productivity promotes the optimal allocation of innovation resources and improves innovation efficiency. The collaboration between data market operation mode and new quality productivity creates an environment conducive to innovation and stimulates innovation vitality. The collaboration between data market operation mode and new quality productivity promotes the development of innovation subjects and improves innovation ability. The collaboration between data market operation mode and new quality productivity promotes the transformation and application of innovation achievements and improves innovation efficiency.

The operation mode of data market can realize the efficient allocation of data resources and provide rich data resources for the development of new quality productivity. The operation mode of data market is conducive to promoting technological innovation and diffusion, and improving the development level of new quality productivity. The operation mode of data market can realize the deep cooperation of industry, university and research and promote the rapid development of new quality productivity. The operation mode of data market can promote institutional innovation and optimization, and provide a good institutional environment for the development of new quality productivity. The operation mode of data market can promote talent training and agglomeration, and provide talent guarantee for the development of new quality productivity. The synergistic effect of data market operation mode and new quality productivity can improve innovation efficiency and reduce innovation cost. The synergistic

effect of data market operation mode and new quality productivity can promote industrial upgrading and improve industrial competitiveness. The operation mode of data market can realize the rapid circulation of data elements, reduce data transaction costs, and improve data utilization efficiency. New quality productivity through the application of big data, artificial intelligence and other technologies, the data is deeply mined, analyzed and applied to provide rich data resources for innovation. The synergistic effect of the two can promote the flow of data elements and improve innovation efficiency. The synergy of data market operation mode and new quality productivity can foster a diversified, collaborative, and co-biological innovation ecosystem. In this ecosystem, data producers, data consumers, data service providers and data trading institutions can work closely together to promote technological innovation, product innovation, service innovation and model innovation. The synergistic effect of data market operation mode and new quality productivity can promote the digital transformation of traditional industries, promote industrial upgrading and structural optimization. By applying big data, artificial intelligence and other technologies to traditional industries, the production process can be intelligent, refined and green, and the industrial innovation ability can be enhanced. The synergistic effect of data market operation mode and new quality productivity requires a large number of high-quality talents with technical backgrounds such as data science, artificial intelligence, and Internet of Things. Therefore, the government, enterprises and universities need to increase the training and introduction of relevant talents to provide talent security for innovation. Specifically, the impact of the collaboration between data market operation mode and new quality productivity on innovation is mainly analyzed from three aspects, namely, the impact mechanism of the collaboration between data market operation mode and new quality productivity on new technologies, and the impact mechanism of the collaboration between data market operation mode and new quality productivity on new models, The synergistic effect of data market operation mode and new quality productivity on new advantages.

6. Research Conclusion

The research of data market operation mode and new quality productivity has important theoretical significance and practical value, and plays a positive role in promoting economic development, enhancing enterprise competitiveness, and promoting scientific and technological innovation. This paper analyzes the mechanism of data market operation mode affecting new quality productivity, analyzes the influence mechanism of data market operation mode and new quality productivity on innovation, and discusses the influence mechanism of collaboration between data market operation mode and new quality productivity on innovation. The conclusions of this paper mainly include four aspects.

First, the core of the data market operation mode lies in data standardization, data quality management, data security and privacy protection to ensure the availability, reliability and security of data. The operation mode of data market promotes the circulation and sharing of data resources in various fields and industries, thus realizing the optimal allocation of data resources. This kind of optimal allocation helps to improve the production efficiency and innovation ability of enterprises, thus promoting the development of new quality productivity. The influence mechanism of data market operation mode on new quality productivity is mainly manifested in promoting the optimal allocation of data resources, supporting the development of emerging industries, improving the decision-making efficiency of enterprises, cultivating data talents and markets, and promoting technological innovation and industrial upgrading. The operation mode of data market provides strong support for the development of new quality productivity.

Second, the operation mode of data market jointly promotes the development of data innovation and provides strong support for innovation through data sharing and integration, data quality and security, intellectual property protection, innovation incentive, ecological environment construction, technical exchange and personnel training and other aspects. The action mechanism of data market operation mode on innovation is mainly reflected in promoting the sharing and flow of data resources, lowering the innovation

threshold, improving innovation efficiency, promoting data-driven innovation and cultivating data innovation culture. This mode of operation helps to stimulate innovation and promote sustainable economic and social development.

Third, new quality productivity is an important driving force for innovation and progress. The new quality productivity model advocates open innovation, and the new quality productivity promotes innovation by establishing an effective incentive mechanism. The promotion mechanism of new quality productivity to innovation mainly includes technological innovation, industrial upgrading, management innovation, market mechanism and personnel training. These mechanisms work together to promote the development and innovation of new quality productive forces and provide a strong driving force for sustainable economic and social development. The influence mechanism of new quality productivity on innovation is multi-level. New quality productivity can not only improve the production efficiency of enterprises, but also drive industrial upgrading, meet market demand, promote knowledge sharing and obtain policy support, so as to provide a strong impetus and support for enterprise innovation. Fourth, the collaboration between data market operation mode and new quality productivity to support innovation is an effective innovation-driven model, which helps to promote industrial upgrading and improve the quality of economic development. The collaborative mechanism of data market operation mode and new quality productivity to promote innovation is a mechanism to promote economic development and social progress by integrating data resources, improving production efficiency and stimulating innovation vitality. Under this mechanism, the data market, as a platform connecting data and innovation needs, provides rich data resources for the development of new quality productivity, thus promoting the innovation process. The collaborative development of data market operation mode and new quality productivity will help build a benign innovation ecology. In this ecosystem, enterprises can make full use of data resources and technological advantages to achieve innovative breakthroughs. The data market can provide rich data resources and

application scenarios for new technologies, and the new quality productivity can help the new technologies to be iterated and optimized quickly. This synergy can accelerate the development and application of new technologies, bringing more innovation and value to society. The synergistic mechanism of data market operation mode and new quality productivity to promote the new mode mainly includes the optimal allocation of data resources, the innovation-driven industrial upgrading, the coordinated development of industrial chain, the release of scale effect, the improvement of market rules, and the cultivation and introduction of talents. Through the joint action of these mechanisms, the data market operation mode and new quality productivity will jointly promote the development of new models, promote industrial upgrading and economic development. The influence mechanism of the collaboration between data market operation mode and new quality productivity on new advantages mainly includes resource integration, technological innovation, industrial agglomeration, talent training and ecological construction, etc. Through the collaborative development of these aspects, data market can promote the improvement of enterprise productivity and innovation ability, thus forming new competitive advantages.

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