

# The Influence Mechanism of Data Asset Management Regulation and New Quality Productivity on Innovation

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**Abstract:** Data asset management can effectively help enterprises to mine data value and enhance their competitiveness, while new quality productivity is a new production mode that can improve production efficiency. Therefore, it is of great significance to study the relationship between data asset management and new quality productivity. This paper adopts normative research method to explore the impact mechanism of data asset management on new quality productivity and innovation. The research conclusions of this paper are as follows. Data asset management plays an important role in promoting the development of new quality productivity of enterprises. Data asset management plays an important role in stimulating innovative thinking. Data asset management can help companies better understand market needs and technology trends. The core driving force of new quality productivity is scientific and technological innovation. The development of new quality productivity is a process of continuous innovation and technology diffusion. The development of new quality productivity requires the establishment of an environment and atmosphere conducive to innovation. The synergy between data asset management and new quality productivity plays an important role in promoting innovation. The mechanism of the impact of data asset management and new quality productivity on innovation is a very complex process. The innovation promotion mechanism of data asset management and new quality productivity is a data-driven innovation model. The research results of this paper can provide reference for theoretical research and enterprise innovation.

**Keywords:** Data Market Regulation; New Quality Productivity; Enterprise Innovation, Mechanism; Synergy

## 1. Introduction

It is very necessary to study the regulation of data market. Data market regulation mainly refers to the regulation of the data market by the government and regulatory agencies, including data privacy, data security, data quality and other aspects of regulation. Effective data market regulation can ensure the healthy development of data market, promote the rational allocation of data resources, and reduce data risks in the process of innovation. The research on data market regulation is helpful to formulate reasonable policies and regulations, regulate data collection, storage, use and dissemination, protect the data security and privacy of individuals and enterprises, and prevent data leakage and abuse. The research of data market regulation helps to establish a fair market competition environment, prevent data monopoly and vicious competition, safeguard enterprise innovation and development, and improve market efficiency. According to market regulation research helps to promote the development of the digital economy, encourage enterprises to innovate in data collection, analysis and application, improve enterprises' competitiveness and added value, and create new economic growth points. The massive data resources created by the era of big data have great application value of data mining and analysis, and are an important source for enterprises to obtain economic profits. The research of data market regulation helps to improve the government's regulatory capacity, provide effective regulatory tools and technical means for government departments, timely discover and solve problems in the market, and ensure the healthy and orderly development of the market.

The research of data market regulation is helpful to train data management talents, improve the professional quality and skill level of practitioners, provide more data management talents for the market, and meet the market demand. The research on data market regulation helps to strengthen international cooperation and exchanges, promote cooperation and coordination among multinational enterprises in data management, and jointly deal with the challenges in data regulation. New quality productivity refers to the new productivity produced in the process of scientific and technological innovation. From the perspective of high-quality development, new quality productivity can be subdivided into material productivity, digital productivity, green productivity and blue productivity. New quality productivity can improve production efficiency, promote economic growth, and create more value for the society. New quality productivity research is helpful to reveal the new production mode and technological progress in economic development, so as to provide new impetus for economic growth. Through the study of new quality productivity, we can find new economic growth points, promote the upgrading of industrial structure, and improve the quality and efficiency of economic development. 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 is helpful to promote technological innovation and industrial upgrading. The research of new quality productivity also helps to promote the cooperation and competition between enterprises and industries, and improve the overall competitiveness of the industry. The research of new quality productivity is helpful to optimize resource allocation and improve production efficiency. The research of new quality productivity is helpful to cultivate new economic growth point and employment opportunity. The research of new quality productivity is helpful to improve people's livelihood and improve people's living standards. The research of new quality productivity helps to discover new technologies, production processes and methods, so as to promote economic growth and innovation. The research of new quality

productivity is helpful to promote the upgrading of industrial structure. The research of new quality productivity will help us to better understand and utilize natural resources and reduce the pollution and damage to the environment. New quality productivity provides a powerful driving force for innovation through technological, business model and management innovation. The research of new quality productivity has important practical significance. Data market regulation and new quality productivity together affect the development of innovation. The research on the impact of data market regulation and new quality productivity on innovation has important theoretical and practical significance. The research on the influence of data market regulation and new quality productivity on innovation is helpful to enrich and expand the research field of innovation theory. The research on the impact of data market regulation and new quality productivity on innovation is of great value for practical application. By studying the impact of data market regulation on new quality productivity, it can provide reference for policy makers to formulate more reasonable regulatory policies and promote the development of new quality productivity. The research on the impact of data market regulation and new quality productivity on innovation is helpful to promote economic development. New quality productivity is an important driver of economic growth, and by studying the impact of data market regulation on new quality productivity, we can provide guidance for enterprises to achieve more efficient innovation, thereby driving economic growth. The research on the impact of data market regulation and new quality productivity on innovation has an important impact on social progress. By studying the impact of data market regulation on new quality productivity, we can provide more innovative results for the society, thereby improving people's quality of life and promoting social progress. The research on the impact of data market regulation and new quality productivity on innovation is of great significance for international competition. By studying the impact of data market regulation on new quality productivity, it can provide guidance for enterprises to maintain advantages in international competition and improve

international competitiveness. In general, the research on the impact of data market regulation and new quality productivity on innovation has important theoretical and practical significance, which is of great significance to promote economic development, improve international competitiveness and social progress. Many scholars have done a lot of research on data assets. Within organizations, studies have pointed out that when the asset attributes of data gain attention, its management concepts and processes should also change along with data-driven decision-making strategies, including changes in organizational culture, leadership, human resource management and other management practices [1,2]. In the process of realizing the value of data assets, after analyzing and calculating them, they can be recycled into the data analysis and mining of other links to continue to generate economic value [3]. The quality and value of data assets will fluctuate over time and in different application scenarios [4,5] clearly proposed the concept of data assets earlier, their concept of data assets has strong international representation. The value of data can bring considerable economic value to enterprises, including financial performance and market performance [6,7]. From the perspective of the path of data capitalization, some studies have also discussed a certain aspect of the process of data capitalization, such as the process of data mining [8], data-driven organization building [9], and quality management of data assets [10]. 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 asset management on new quality productivity is a complex system. This paper mainly analyzes the impact mechanism of data asset management on new quality productivity and innovation from the perspective of data asset management in data capitalization.

## **2. The Mechanism of Data Asset Management Affecting New Quality Productivity**

As a new management field, data asset management plays an important role in promoting the development of new quality

productivity. The supporting mechanism of data asset management for new quality productivity is mainly embodied in data integration and governance, data-driven decision-making, innovation incubation, ecological collaboration and talent training. Through these mechanisms, enterprises can make full use of data resources, improve production efficiency and innovation ability, and thus promote the development of new quality productivity. Data asset management helps enterprises make better use of data to support decision making. Through in-depth mining and analysis of data, it provides enterprises with valuable business insights, so as to optimize production processes, improve product quality, reduce costs and improve customer satisfaction, and ultimately achieve new quality productivity. Data asset management provides rich data resources for enterprises to support the research and development of innovative technologies such as data analysis, data mining and artificial intelligence. Through these data technologies, enterprises can explore new business models, products and services, improve market competitiveness, and thus drive the development of new quality productivity. Data asset management can promote internal and external data sharing and cooperation, and realize data interconnection through the establishment of data ecosystem, thus improving the synergy efficiency of the industrial chain. This collaborative mechanism can help enterprises respond to market demand quickly, improve production efficiency and competitiveness, and then promote the development of new quality productivity. Data asset management needs talents with professional knowledge and skills. Therefore, enterprises can improve the data literacy of employees by strengthening the training and introduction of data talents, so as to provide talent guarantee for the improvement of new quality productivity. Specifically, this paper divides the impact mechanism of data asset management on new quality productivity into four aspects, namely, the impact mechanism of data asset management on material productivity, the impact mechanism of data asset management on digital productivity, the impact mechanism of data asset management on green productivity, and the impact

mechanism of data asset management on blue productivity.

### **2.1 The Impact Mechanism of Data Asset Management on Material Productivity**

Data asset management is closely related to material productivity. Material productivity is the basis of economic production and development, and data asset management has an important impact on material productivity. Data assets are an important part of physical productivity. In the modern economy, data assets have become a key factor in the core competitiveness of enterprises. Through the effective management and utilization of data, enterprises can better understand the market demand, optimize the production process, improve product quality, reduce production costs, and thus improve material productivity. Data asset management can improve the efficiency of physical productivity. By collecting, collating, analyzing and mining data, enterprises can more accurately predict market trends, optimize production plans and improve resource allocation efficiency. At the same time, data asset management can also help enterprises timely discover and solve problems in the production process, reduce the failure rate, and improve production efficiency. Data asset management can promote innovation in physical productivity. Through the in-depth mining and analysis of data, enterprises can better understand the needs of consumers, discover new business opportunities, develop new products and services, and expand new markets, thus promoting the innovation and development of material productivity. Through the effective integration, storage, management and utilization of internal and external data, data asset management realizes the optimal allocation of data resources, improves the production efficiency of enterprises, reduces the production cost, and thus promotes the development of material productivity. Data asset management promotes the application of data analysis, data mining, data visualization and other technologies, improves the technical level and innovation ability of enterprises, and thus promotes the development of material productivity. Through real-time monitoring, data analysis and prediction of the production process of enterprises, data asset management improves the production efficiency of

enterprises, reduces waste and uncertainty in the production process, and thus promotes the development of material productivity. Data asset management improves the quality of enterprise products through real-time monitoring, data analysis and optimization, thus promoting the development of material productivity. Through the data analysis of market demand, competitive situation, consumer behavior and other aspects, data asset management improves the enterprise's response ability to the market, thus promoting the development of material productivity. Through the effective integration, storage, management and utilization of internal and external data, data asset management improves the scientific and accurate decision-making of enterprises, thus promoting the development of material productivity.

### **2.2 The Impact Mechanism of Data Asset Management on Digital Productivity**

Data asset management is one of the key factors to promote the development of digital productivity, and data asset management plays a significant role in promoting digital productivity. Data asset management is the process that an organization or enterprise collects, organizes, stores, maintains, utilizes and protects data. Through effective data asset management, you can ensure the quality, integrity, security and accessibility of data, providing a reliable and secure data resource for digital productivity. Data asset management refers to the effective organization, storage, maintenance and use of data to improve its quality, availability and value. With data asset management, businesses can make better use of data and improve the efficiency and quality of decisions, thereby increasing digital productivity. Data asset management can help enterprises establish a sound data security policy and compliance management system, ensure the safe storage, transmission and use of data, reduce data leakage and compliance risks, and thus provide security for improving digital productivity. Data asset management through the quality management of data, improve the accuracy, integrity, timeliness and consistency of data; Data asset management promotes internal and external data sharing and collaboration through unified management and control of data; Data asset management realizes data innovation and

value-added through deep mining and application of data; Data Asset Management promotes data literacy by training and educating employees on data skills, which drives digital productivity. Data asset management can help enterprises achieve data-driven business innovation, improve the market competitiveness and profitability of enterprises through data-driven product and service innovation, business process optimization and market insight, thereby improving digital productivity. The primary task of data asset management is to establish a sound data management system, including data collection, storage, processing, analysis and application, to ensure the quality, integrity and security of data. Through standardized data management, the availability and value of data can be improved, thus promoting the development of digital productivity. Data asset management can promote technological innovation and application, and provide strong support for technological innovation through in-depth mining and analysis of data. At the same time, data asset management can also promote the application of artificial intelligence, big data, Internet of Things and other technologies in the production process, improve the automation and intelligence level of the production process, and thus promote the development of digital productivity.

### **2.3 The Impact Mechanism of Data Asset Management on Green Productivity**

Data asset management is a systematic, strategic approach to organizing and managing data within an enterprise to improve productivity and competitiveness. Green productivity refers to the production mode that realizes the sustainable development of economy, society and environment by improving the utilization rate of resources, reducing pollution emission and reducing energy consumption in the production process. Data asset management has significant value in promoting green productivity. Data asset management can help enterprises better understand the application effects of green technologies, discover potential opportunities for green technology innovation, and promote green technology innovation. Data analysis can help enterprises more accurately understand green policies, market trends and other information, and support enterprises to make

more scientific and reasonable green strategies and decisions. Data asset management can help enterprises fully understand green factors in the supply chain, optimize supply chain management, and reduce environmental risks in the supply chain. Data asset management can help enterprises find bottlenecks and problems in the production process, improve production processes and processes through data analysis and optimization, improve production efficiency, and reduce production costs. Data asset management can help enterprises better grasp the market and technology development trend, promote enterprises to carry out technological innovation and research and development, develop more environmentally friendly, energy-saving and efficient green products, enhance the market competitiveness of enterprises and improve green productivity. Data asset management can help companies achieve sustainable production. Through the analysis of environmental impact data in the production process, enterprises can develop and implement environmentally friendly production strategies to reduce the negative impact on the environment. Data asset management can help enterprises improve product quality. Through the analysis of product defects, return rate, customer satisfaction and other data, enterprises can better understand product quality problems and take measures to improve product quality and improve customer satisfaction. Data asset management can help enterprises improve supply chain management.

### **2.4 The Impact Mechanism of Data Asset Management on Blue Productivity**

Blue productivity refers to the sustainable development of economic, social and ecological benefits through the effective development, utilization and management of Marine resources. Data asset management plays an important role in driving blue productivity. The primary task of data asset management is to improve data quality. Ensure the accuracy, integrity and consistency of data by setting strict data quality standards, performing data cleansing and validation. High quality data is the foundation of blue productivity. Through the analysis of business data, data asset management finds the bottlenecks and problems in business processes,

and provides the basis for enterprises to optimize business processes. By improving work efficiency and reducing production costs, blue productivity is promoted. Data asset management enables data sharing between departments and facilitates cross-departmental collaboration. By breaking down data silos, improving data utilization and creating more value for the enterprise, it promotes blue productivity. Data asset management can help realize the integration and sharing of Marine data, break the data barriers in different departments, regions and fields, and improve the utilization of Marine data. Through the establishment of a unified data platform, the centralized storage, management and analysis of data can be achieved, providing comprehensive, accurate and timely data support for the development of blue productivity. Data asset management involves data quality management, including the accuracy, completeness, timeliness and consistency of data. Through the quality management of Marine data, the reliability and availability of data can be improved, and high-quality data support can be provided for the development of blue productivity. Data asset management can help realize the in-depth analysis and mining of Marine data, and find the laws and trends hidden behind the data. Through the use of big data, artificial intelligence and other technologies, multi-dimensional and deep-level analysis of Marine data can be carried out to provide scientific decision support for the development of blue productivity. Data asset management can help visualize Marine data, turning complex data into intuitive, easy-to-understand graphs and charts that provide a clear data presentation for the development of blue productivity. Data asset management can promote collaboration among stakeholders, including government departments, research institutions, enterprises, social organizations and the public. Through the establishment of data sharing, cooperation and exchange mechanisms, information sharing, resource integration and technical cooperation can be achieved to jointly promote the development of blue productivity. Data asset management can improve the efficiency and quality of decision making. In the field of blue productivity, in-depth mining and analysis of Marine data can provide useful decision-making basis for policy makers, improve the

scientific and accurate decision-making, and better promote the development of blue productivity. Enterprises need to continuously tap the value of data assets and apply data to business decisions, operations management, product innovation and other areas to enhance blue productivity. Enterprises need to continuously promote data innovation, including the application of big data, artificial intelligence, Internet of Things and other technologies, as well as data-driven business model innovation, so as to enhance blue productivity. Companies need to build a data culture that enables employees to fully appreciate the value of data assets and drive a data-driven way of working to increase blue productivity. Enterprises need to continuously optimize the structure of data assets to ensure that data assets can adapt to changing market demands and technological developments, so as to enhance blue productivity.

### **3. The Impact Mechanism of Data Asset Management on Innovation**

Data asset management is a systematic, scientific and professional management of internal and external data to improve data quality, mining data value, and optimizing decision support. Data asset management is the foundation of innovation. By effectively managing data assets, companies can more accurately understand customer needs, identify market opportunities, optimize production processes, and improve product quality. Data asset management can help enterprises improve efficiency, reduce costs, and better cope with market competition. Data asset management can help enterprises improve data quality and ensure the accuracy, integrity, consistency and timeliness of data, thus providing high-quality and reliable data support for innovation. Data asset management can reduce the cost of data acquisition in the process of innovation, and improve the efficiency of data utilization, so as to reduce the cost of innovation and improve the efficiency of innovation. Data asset management can help enterprises tap the potential value hidden in data and provide new ideas and directions for enterprises' innovation activities. Through data asset management, enterprises can better understand and analyze market needs, thereby improving the success rate and competitiveness of innovation. Data

asset management helps enterprises realize the effective integration of internal data resources and provides the data foundation for innovation. Through data quality management, enterprises can improve the accuracy, integrity and consistency of data, thereby improving the accuracy of innovation decisions. Data asset management helps enterprises better analyze and mine data to provide data support for innovation to discover new business opportunities and market trends. Data asset management ensures compliance with relevant regulations during the innovation process, protects data security, and reduces potential risks during the innovation process. By effectively managing data assets, companies can better understand customer needs, identify market opportunities, optimize production processes, and improve product quality. Data-driven innovation can bring continuous competitiveness and sustainable development to the enterprise. Data asset management can integrate different types of data to provide rich data resources support for new quality productivity. Through the collection, integration, analysis and utilization of data, new business models, products and services can be mined to drive innovation. Data asset management can provide technical support to help enterprises make better use of data resources, improve productivity and innovation. Data asset management can help enterprises achieve efficient management and utilization of data, thereby improving production efficiency, reducing costs, and providing more possibilities for innovation. Data asset management can help enterprises make better use of existing knowledge, while acquiring new knowledge, providing a steady stream of innovation. Data asset management can promote a data-driven innovation culture, encourage employees to explore new possibilities, and promote corporate innovation. Data asset management can attract and cultivate more innovative talents and provide human resource support for innovation. At the same time, data asset management can help employees make better use of data and improve their ability to innovate. Data asset management can integrate different types of data to provide rich data resources support for new quality productivity. Through the collection, integration, analysis and utilization

of data, new business models, products and services can be mined to drive innovation.

### **3.1 The Impact of Data Asset Management on New Technologies**

Data asset management has an important impact on the development and application of new technologies. Through the effective management and utilization of data, data asset management improves the availability and reliability of data, and provides rich data resources for the research and development of new technologies. At the same time, data asset management has also promoted the development of emerging technologies such as big data and artificial intelligence, providing new directions and ideas for technological innovation. Data asset management improves the utilization efficiency of data and makes the application of new technology more convenient and efficient through rational organization and management of data. Data asset management provides reference and guidance for the architecture design and optimization of new technologies by managing the whole life cycle of data storage, processing, analysis and application. Data asset management includes the quality management of data, including the accuracy, completeness, timeliness and consistency of data. High quality data is crucial for the development and application of new technologies, because low quality data can lead to inaccuracies in technical models and algorithms, which can affect the final application effect. Data asset management also includes data security and compliance management to ensure that data is stored, transmitted and used in accordance with relevant laws and regulations and industry norms. When using data, new technologies must comply with relevant data security and compliance requirements to avoid potential legal risks and reputational damage. Data asset management can help enterprises better integrate and utilize their data assets, discover potential business value through data analysis and technical means, and promote technological innovation and application. Through the in-depth mining and analysis of data, enterprises can better understand customer needs, optimize products and services, and improve operational efficiency. Data asset management can help enterprises realize data-driven decision-making. Through

the analysis and interpretation of data, enterprises can better grasp market trends, optimize strategic planning, and improve the scientific and accurate decision-making. The adoption and development of new technologies also needs to be underpinned by data-driven decision making to maximize the value of technological innovation. The development and application of data asset management and new technologies are mutually reinforcing and complementary. Data asset management can help enterprises make better use of their data assets, driving technological innovation and adoption. At the same time, the application and development of new technologies can also help enterprises better manage and utilize data assets, and improve the efficiency and quality of data asset management.

### **3.2 The Impact Mechanism of Data Asset Management on the New Model**

Data asset management is a comprehensive, systematic and continuous management process of data assets owned by enterprises in order to maximize the value of data. The new mode refers to the innovative management strategy and organizational form adopted by enterprises in order to adapt to market changes and improve competitiveness under the new technological, economic and social environment. Data asset management is a key driver of the new model. Data asset management helps companies better understand market needs, identify new business opportunities, and optimize products and services. Through the in-depth mining and analysis of data, enterprises can more accurately grasp the market trend and discover the potential needs of users, thus promoting product innovation and service upgrading. Data asset management can help enterprises optimize business processes, reduce costs, and improve work efficiency. Through the integration, analysis and application of data, enterprises can achieve data interconnection, reduce information silos, improve collaborative efficiency, and reduce communication costs. Data asset management can help enterprises better understand customer needs, provide personalized products and services, and enhance customer experience. Through in-depth analysis and mining of customer data, enterprises can provide tailored products and services for different customer

groups to meet the diversified needs of customers. Data asset management helps enterprises to better prevent and respond to various risks. Through real-time monitoring and analysis of data, enterprises can find potential risks in time, and take effective measures to reduce risk losses. Data asset management can help enterprises gain an advantage in the fierce market competition. Through the effective management and application of data, enterprises can respond more quickly to market changes, improve market competitiveness, and win market share. Data asset management can effectively help enterprises collect and store all kinds of data, including external data and internal data. These data are the basis for enterprises to conduct market analysis, strategy formulation and operation management, and also the starting point for enterprises to innovate business models. Data asset management can help enterprises build efficient data storage systems to ensure data security, integrity, and availability. With data storage, enterprises can better manage and protect data, which provides reliable data support for innovative business models. Data asset management can effectively help enterprises analyze and mine data to find potential business value. Through in-depth analysis and mining of data, enterprises can discover new market needs, business models and business opportunities, thereby driving continuous innovation and transformation of enterprises. Data asset management can help enterprises apply data to real business, improve productivity, reduce costs, improve service quality and customer satisfaction. By applying data to a variety of business scenarios, companies can explore new business models and ways to monetize. Data asset management can help enterprises maintain the quality, consistency and accuracy of data and ensure the continuous availability of data. By maintaining data, enterprises can better support the landing and implementation of new business models and ensure the competitive advantage of enterprises.

### **3.3 The Impact Mechanism of Data Asset Management on the New Advantages**

Data asset management plays an important role in establishing new advantages. The core of data asset management is to enable the accumulation and integration of data, so that



enterprises can better understand market needs, customer behavior and industry trends. Through the effective management of data, enterprises can better tap the potential business value, thus forming a new competitive advantage. Data quality is the core of data asset management. High-quality data can provide more accurate insights into the business and help organizations make better decisions. By improving data quality, enterprises can improve the accuracy, integrity, consistency, timeliness and availability of data, thereby creating a competitive advantage for enterprises. The value of data assets is not only reflected in the accumulation and integration, but also in the use and analysis of data. Through in-depth analysis of data, enterprises can discover new business opportunities, optimize operational processes, improve production efficiency, reduce costs, and thus form new competitive advantages. Data asset management can promote the continuous innovation of enterprises and realize the value added of data assets. Through the in-depth mining and utilization of data, enterprises can develop new products and services, expand new markets, improve customer satisfaction, and thus form new competitive advantages. Data asset management also involves data security and compliance issues. Companies need to comply with relevant regulations to ensure data security and prevent data leakage and abuse. By securely managing data assets, companies can reduce legal risk and increase customer trust, creating new competitive advantages. Data asset management requires skilled personnel and organizational support. Enterprises need to establish a professional data team, train relevant talents, and improve data management processes to ensure the smooth progress of data asset management. Through the cultivation of talents and the optimization of organizations, enterprises can form new competitive advantages. Data Asset management provides organizations with deep data insights by integrating, analyzing, and mining data to enhance their data innovation and value-added capabilities. This ability can help enterprises develop new products and services, improve customer satisfaction and loyalty, and form a unique competitive advantage. Data asset management focuses on data compliance, security, and privacy protection. Through the effective management

of data, enterprises can reduce the risks of data leakage and data abuse, improve the trust of customers and enterprises, and form sustainable competitive advantages. Data asset management helps organizations better understand and leverage data to support innovation in products, services, processes, and business models. Through the deep mining of data and the application of machine learning technology, enterprises or organizations can find new business growth points and competitive advantages.

#### **4. The Mechanism of New Quality Productivity Affecting Innovation**

The promotion mechanism of new quality productivity to innovation is multi-faceted, involving technology, knowledge, industry, policy, talent and other levels. Understanding and grasping these mechanisms will help us to better promote the development of new quality productivity, thus providing continuous impetus for innovation. The development of new quality productivity has brought a large number of new technologies, new processes and new products, and these innovations continue to promote industrial upgrading and expand new market space. At the same time, the application of new technologies has also improved production efficiency and reduced production costs, thus providing enterprises with more opportunities for innovation. The development of new quality productivity cannot be separated from the accumulation and innovation of knowledge. With the rise of knowledge economy, knowledge has gradually become the core factor of production. The development of new quality productivity accelerates the flow of knowledge among universities, research institutions and enterprises, forming a knowledge spillover effect and providing a broad space for innovation. The development of new quality productivity makes industrial agglomeration become a trend. Industrial agglomeration provides abundant resources, information and talent support for innovation, and is conducive to cooperation and competition among enterprises, thus promoting innovation. The new quality productivity can promote knowledge management and improve the innovation ability of enterprises. Through the establishment of effective knowledge management system, the accumulation,

dissemination and application of knowledge can be realized, so as to provide continuous knowledge support for enterprise innovation. The government's policy support for the development of new quality productivity is also an important part of the innovation promotion mechanism. By formulating industrial policies, providing financial support and improving laws and regulations, the government has provided a favorable environment for the development and innovation of new quality productivity. The development of new quality productive forces needs a large number of high-quality talents. By strengthening talent training and introduction, the government, enterprises and universities provide talent guarantee for the development of new quality productivity, and also provide a steady flow of power for innovation. New quality productivity can promote the construction of enterprise culture and provide a good cultural atmosphere for enterprise innovation. By establishing a corporate culture that encourages innovation and tolerates failure, we can stimulate employees' innovation enthusiasm and potential, and provide strong cultural support for enterprise innovation.

The influence mechanism of new quality productivity on new technology is a complex system engineering, which involves many aspects such as technological innovation, organizational innovation, system innovation and personnel training. Only by comprehensively promoting the coordinated development of these aspects can we achieve the continuous improvement of new quality productivity and provide strong support for the development of new technologies. The market demand concerned by the new quality productivity not only includes the current market demand, but also includes the potential market demand. Through the insight and analysis of market demand, enterprises can better grasp the market trend and develop new technologies that meet the market demand. New quality productivity emphasizes resource integration, which encourages enterprises to cooperate with other enterprises, research institutions, government departments, etc., to achieve resource sharing, and jointly promote the research and development and application of new technologies. New quality productivity requires not only technological innovation, but

also the coordinated development of industrial chain, innovation chain, capital chain and talent chain. The government, enterprises, scientific research institutions, financial institutions and other entities jointly build a sound innovation ecosystem to provide all-round support for the development of new technologies. Talent is the key to the development of new technology, and new quality productivity requires a large number of talents with innovative ability and practical experience. The government, enterprises and universities can provide talents support for the development of new technologies through cooperative education, joint training and the introduction of overseas talents. The development of new quality productivity requires a large number of high-quality talents, so talent training has become one of the important mechanisms for new quality productivity to affect the development of new technology. Talent training includes basic education, vocational education, continuing education and other aspects, through constantly improving the comprehensive quality and innovation ability of talents, to provide a steady stream of talent support for the development of new technologies. Intellectual property is the result and guarantee of technological innovation. The government and enterprises need to strengthen the protection and management of intellectual property rights, provide legal guarantees for the development of new technologies, and stimulate the enthusiasm of enterprises and researchers for innovation. The development of new quality productive forces requires strengthening international cooperation. Through technical exchanges with other countries and the introduction of foreign advanced technology and management experience, it can enhance the development level of new technologies and enhance international competitiveness. The government's support and guidance for new technology is the key factor to promote the development of new quality productivity. The government can create favorable conditions for the development of new technologies by formulating preferential policies, providing financial support, establishing research and development institutions, and promoting industry-university-research cooperation. System innovation is the system guarantee for

the development of new quality productivity, including intellectual property protection system, scientific and technological innovation incentive system, technical standard formulation system and many other aspects. Institutional innovation provides legal, policy and institutional support for technological innovation and organizational innovation, and guarantees the smooth promotion and application of new technologies.

### **5. The Impact Mechanism of Data Asset Management and New Quality Productivity on Innovation**

Data asset management and new quality productivity play an important role in promoting innovation. Data asset management and new quality productivity promote each other, and jointly promote enterprise innovation and development. Data asset management and new quality productivity work together to promote enterprise innovation. By effectively integrating data resources, improving data quality, strengthening data analysis and mining, ensuring data security and compliance, promoting technological progress, promoting organizational change, training high-quality talents, integrating industrial chain and the construction of innovation ecosystem, data asset management and new quality productivity jointly provide strong support for enterprise innovation and improve enterprise innovation level and competitiveness. The promotion mechanism of data asset management and new quality productivity to innovation is mainly manifested in the following aspects: Through data asset management, improve data quality, mining data value, and provide strong support for innovation. New quality productivity encourages knowledge creation and dissemination, and promotes knowledge collaboration and innovative cooperation among employees. New quality productivity emphasizes technological innovation, improves the technical level of enterprises, and promotes product innovation and service innovation. Data asset management and new quality productivity jointly promote the integration and utilization of information resources, improve enterprise decision-making efficiency and innovation ability. Data asset management provides a wealth of innovative resources for new quality productivity. By

integrating all kinds of data resources, enterprises form unique innovation advantages. The rise of new quality productivity has reduced the technical threshold of enterprise innovation. Enterprises can use advanced technological means to quickly realize product innovation, service innovation and management innovation. Data asset management helps enterprises improve innovation efficiency. Through data analysis and mining, enterprises can quickly identify problems and find solutions, thereby shortening the innovation cycle. New quality productivity provides a good environment for enterprise innovation. Under the joint promotion of technological innovation, mode innovation, organizational innovation and cultural innovation, the innovation vitality of enterprises has been fully stimulated. Data asset management and new quality productivity jointly promote enterprises to develop data-driven innovation strategies and improve the overall innovation level of enterprises. Data asset management and new quality productivity jointly promote cross-border cooperation between enterprises and other enterprises, universities, research institutions, etc., to achieve collaborative innovation. Data asset management and new quality productivity together help enterprises to build an innovation ecosystem and improve their innovation ability and innovation efficiency. Data asset management and new quality productivity will jointly promote enterprise innovation, enhance enterprise competitiveness, and promote industrial upgrading. The support path of data asset management and new quality productivity to innovation mainly includes resource integration, technical support, efficiency improvement, business model innovation, knowledge empowerment, stimulating innovation culture and training innovative talents.

The synergy between data asset management and new quality productivity can promote innovation and provide continuous impetus for economic development. The collaboration between data asset management and new quality productivity requires employees' innovation vitality. The synergy between data asset management and new quality productivity can also be achieved through external cooperation and exchange. The

collaboration between data asset management and new quality productivity can enhance the innovation ability of enterprises. With a data-driven approach, companies can better understand market needs and technology trends to optimize research and development direction and resource allocation. At the same time, data asset management can help enterprises better manage the innovation process and improve innovation efficiency. The synergy of data asset management and new quality productivity can promote the construction of innovation ecosystems. Through the integration and management of data, enterprises can establish closer ties with partners, suppliers, customers, etc., share innovation resources and achievements, and form an innovation ecology of win-win cooperation. The collaboration between data asset management and new quality productivity can promote the cultivation of innovative talents. By providing data-driven learning resources and environments, we can cultivate talents with data thinking and innovation capabilities, providing a steady stream of motivation for innovation.

## 6. Research Conclusion

The research on data asset management and new quality productivity has important theoretical significance and practical value. The theoretical significance of studying data asset management and new quality productivity is to provide theoretical support for understanding the productivity attributes and development laws of data assets in the new era. This will help to enrich and develop Marxist economic theory and provide theoretical basis for productivity reform under the background of the new generation of scientific and technological revolution. This paper analyzes the influence mechanism of data asset management on new quality productivity, analyzes the influence mechanism of data asset management and new quality productivity on innovation, and discusses the influence mechanism of collaboration between data asset management and new quality productivity on innovation. The research conclusions of this paper are as follows.

Data asset management emphasizes the continuous improvement of the quality of data to ensure the accuracy, completeness,

consistency and timeliness of data. High-quality data is an important basis for new quality productivity. Through the collection, sorting, analysis and mining of data, data asset management helps enterprises to extract valuable information from massive data, provide support for decision-making, and thus promote the development of new quality productivity. Data asset management can help enterprises optimize business processes, reduce costs and improve efficiency, thus creating conditions for the development of new quality productivity. Data asset management provides support for enterprise innovation through deep mining and analysis of data. Data-driven innovation is an important source of new quality productivity. Data asset management emphasizes data sharing and cooperation, breaks data silos, realizes data interconnection, and provides a broad space for the development of new quality productivity. Data asset management provides data security for enterprises through data security protection, risk management and compliance control, thus escorting the development of new quality productivity. Data asset management requires a professional team of talent, including data engineers, data analysts, data scientists, etc. Data asset management plays an important role in promoting enterprise innovation. Data asset management can help enterprises better integrate and manage data, break data silos, and realize data sharing. This helps improve data utilization and facilitates collaboration and innovation across departments and teams. Data asset management can help organizations better manage and leverage data to support data-driven decisions. Through the in-depth mining and analysis of data, enterprises can better understand market trends and user needs, and then launch more targeted innovative products and services. Data asset management can ensure the accuracy, integrity, and consistency of data and improve data quality. High-quality data is the basis of innovation, which can reduce the risk of enterprises in the innovation process and improve the success rate of innovation. Data asset management can help companies reduce costs in the innovation process. Through data-driven innovation, companies can more accurately grasp market demand and avoid blind investment and waste of resources. At the same time, data asset management can also help enterprises manage

innovation projects more effectively and improve innovation efficiency. Data asset management can help enterprises establish continuous innovation mechanisms. Through the continuous management and mining of data, enterprises can continuously discover new business opportunities and innovation points, achieve continuous innovation and maintain competitive advantages. Data asset management enables organizations to build a culture of data-driven innovation. Under this culture, enterprises pay more attention to the value and role of data, encourage employees to actively mine and analyze data, and propose innovative ideas and solutions.

The influence mechanism of new quality productivity on innovation is mainly reflected in promoting technological innovation, promoting industrial upgrading, stimulating market vitality and improving resource utilization efficiency. The development of new quality productivity promotes the process of technological innovation and improves the speed of technological innovation. New quality productivity will increase investment in research and development, encourage enterprises, universities and research institutions to develop new products, new technologies and new processes, and provide a continuous impetus for innovation. New quality productivity will encourage enterprises, universities and research institutions to cultivate innovative talents and provide talent security for innovation. New Quality Productivity will provide financial and technical support to encourage enterprises, universities and research institutions to establish innovation centers, laboratories and incubators to provide a good hardware environment for innovation. New quality productivity will introduce a series of policies to support innovation, including tax incentives, financial subsidies, loan concessions, etc., to provide policy guarantees for innovation. The introduction of new quality productivity makes data asset management deeply integrated with emerging technologies at the technical level, which greatly improves the data processing capacity. The introduction of new quality productivity enables data asset management to better play an innovation-driven role and promote data innovation and application innovation. The introduction of new quality productivity enables data asset management to

better integrate internal and external data resources and form data resource advantages.

The synergistic development of data asset management and new quality productivity is a key factor to promote enterprise innovation and transformation. By building an effective data asset management system, mining the value of data and enhancing the advantages of new quality productivity, it can provide strong support for enterprise innovation. The mechanism of promoting innovation through the collaboration of data asset management and new quality productivity is a way to promote the innovation and development of enterprises through the deep integration of data management and new quality productivity. The collaboration between data asset management and new quality productivity can promote enterprises to build an innovation ecosystem. Enterprises can cooperate with other enterprises, scientific research institutions, government departments, etc., to jointly develop new products and services, and form collaborative innovation in the industrial chain. Data asset management can help enterprises better integrate internal and external resources and improve the ability of collaborative innovation. The innovation promotion mechanism of data asset management and new quality productivity is a data-driven innovation model, which emphasizes the effective management and utilization of data to promote technological innovation and industrial upgrading of enterprises.

The synergy of data asset management and new quality productivity can promote technological innovation and convergence in enterprises. The collaboration between data asset management and new quality productivity can promote business model innovation. The collaboration between data asset management and new quality productivity can promote the collaboration and cooperation between upstream and downstream enterprises in the industrial chain. The synergy between data asset management and new quality productivity can promote enterprises to strengthen talent training and incentive. The synergy between data asset management and new quality productivity can stimulate innovation vitality and promote the development of new models. The collaboration between data asset management and new quality productivity helps enterprises realize

the personalization and customization of products and services to meet the needs of different consumers. Data asset management and new quality productivity collaboration can promote the collaborative development of upstream and downstream enterprises in the industrial chain, realize resource sharing, complementary advantages, and improve the competitiveness of the entire industry. Data asset management collaborates with new quality productivity to promote enterprise business model innovation. Data asset management collaborates with new quality productivity to promote enterprises to extend to the high-end of the value chain and achieve industrial upgrading. Data asset management collaborates with new quality productivity to promote enterprises to build an industrial ecosystem, and work with other enterprises, suppliers, and partners to create a green, sustainable, and efficient industrial ecology to achieve win-win development. Data asset management collaborates with new quality productivity to promote enterprises to form a data-driven corporate culture, encourage employees to actively use data, analyze data, and innovate data applications, and improve the overall data literacy of enterprises.

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