

Research on the Path Selection of High-Quality Development of County Economy under the Background of Digitalization

Ruihan Xia, Quanfu Pan*

College of Economics and Management, Heilongjiang Bayi Agricultural University, Daqing, Heilongjiang, China

**Corresponding Author.*

Abstract: The digital economy has increasingly penetrated into people's daily lives and production activities, has gradually affected the high-quality development process of country's economy, and has become a new engine for economic recovery and growth. At the same time, the digital economy has also become a new opportunity for the high-quality development of country's county economy. For the county economy, we should rely on the digital economy to update county development concepts and thinking, expand development space and opportunities, and promote high-quality development of the county economy. Research shows that the digital economy provides development opportunities for the county economy. Only by adapting to the current situation, actively promoting digital transformation, developing rural e-commerce, cultivating characteristic industries, and providing guarantees in terms of organization, system, talents, etc. can we promote the high quality of the county economy and develop.

Keywords: Digitalization; County Economy; High-Quality Development; Big-Data

1. Introduction

After the industrial and agricultural economies, the digital economy is a new economic structure. The term "digital economy" refers to any economic structure that makes use of data, either directly or indirectly, to direct resource allocation and help productivity grow. China's digital economy is expected to reach a size of over 45 trillion yuan in 2021, representing 39.8% of the country's GDP, according to the "China Internet Development Report 2022" [1]. The digital economy as a whole is ranked second globally. Rich resource availability in the county creates the foundational elements

needed for the growth of a distinctive, regional economy. China introduced the idea of high-quality development, and ever since, our economy has moved from a high-speed development stage to a high-quality development stage. Fundamental problems with the country's economy and people's means of subsistence are the "three rural" issues. A plan for rural revitalization has been proposed by the nation as a result. A high-quality development of agriculture and rural areas is the core of rural revitalization. In order to foster the growth of the new rural collective economy, support digital application scenarios and their research and development, expedite the use of big data in rural and agricultural areas, and foster the development of smart agriculture, my nation's "14th Five-Year Plan" and its outline of long-term goals for 2035 have been presented [2]. In order to stabilize the growth of rural industries, encourage rural revitalization, modernize rural governance, and achieve shared prosperity, it is crucial to support the high-quality development of the rural economy. Encouraging the rural economy to grow in a quality manner and completing my nation's modernization drive is an inevitable decision. Quickly integrate big data, the Internet, artificial intelligence, etc. in a more thorough manner. In order to create new growth points and development momentum with the real economy, arrange various fields. This will provide my country's county economy additional room to grow and new development opportunities while revitalizing the established county economy, growth vigor and forward momentum. In addition to carrying urban industries, counties play a crucial role in connecting markets in urban and rural areas. In terms of China's social stability and socioeconomic progress, they are highly significant. A relatively complete and

autonomous economic operation area, the county economy plays a significant role in the overall process of national economic development. In addition to playing a crucial role in the growth of the national economy as a whole, it functions as a fairly independent, cross-cutting, and comprehensive basic operating unit job. [3]. In order to maintain its position as a driving force behind the coordinated growth of the regional economy in my country, the county economy should take advantage of its advantageous geographic location and broaden its development space in the new era. In order to achieve high-quality county economy development and close the gap between the growing needs of the populace for a better life and unbalanced and inadequate development, it is necessary to use the digital economy to empower the county economy's development and to continue accelerating the comprehensive and deep integration of the two paradox. In the current era of evolving trends and economic conditions, the county-level economy must depend on the digital economy to modernize its development concept and mindset, increase available space and opportunities for development, and foster the promotion of high-caliber county-level economic growth. As a result, in order to achieve high-quality county-level economic development and resolve the conflict between the growing needs of people for a better life and uneven and insufficient development, it is imperative to leverage the digital economy to empower the development of county-level economies and to continuously accelerate the comprehensive and deep integration of all three.

2. Characteristics of the Digital Economy and the Connotation of High-quality Development of County Economy

2.1 Characteristics of the Digital Economy

The use of cutting-edge technologies, like the Internet of Things, big data, cloud computing, artificial intelligence, etc., is the primary characteristic of the digital economy when compared to traditional economic forms. The integrated application of information and communication technology, the all-factor digital transformation, and modern information networks as the primary carriers are considered as the key components of the

digital economy [4]. It can be argued that the growth of the digital economy is one of the most important steps toward achieving the high-quality development of the national economy and one of the most effective ways to address the issues facing economic development today.

2.2 The Connotation of High-quality Development of County Economy in the Context of Digital Economy

The way in which the digital economy can foster the superior development of national economies varies amongst nations and industries. Virtual networks link entities between towns and villages, enabling faster production methods, which is how the digital economy is developing in rural areas of the United States. In order to execute "Industry 4.0," Germany's digital economy strategy is a crucial step. It encourages the high-quality development of national economies. With the goal of promoting research on the use of digital technology in counties, Germany has released the "Digital Development 2025" white paper, which covers ten key areas of the digital economy that are covered in the "Digital Germany" development plan. The paper uses counties as the fundamental implementation units. Furthermore, complete-process employee education and training subsidies have been introduced in Germany for county digital economic development. In March 2017, the UK unveiled the "British Digital Strategy," which offers seven levels of guidance for the growth of national economies, including the establishment of data-supporting infrastructure and the macro-digital economy [5]. Trying not to be outdone, Japan in 2019 proposed the "Society 5.0" digital economic development strategy, aiming to connect data-based elements through digital technology and digitally transform pertinent aspects of economic development in order to achieve the ontological reform of various country economies, and relationships, encourage the creation of new value, offer fresh services, and eventually satisfy the demands of a "smart society" in which virtuality and reality are inextricably linked. The implications of the digital economy for the county economy's superior development, according to this study, can be interpreted as follows: the industries

within the county economy keep closer ties with one another to guarantee the effective growth of industries and to facilitate development. Digital technology forms their technical foundation for integration and connection. Achieve breakthrough changes in corporate governance and management, alter the supply chain model and the government's governance decision-making model, support the digital transformation of the county economy, and create a new ecosystem for county economic development., specifically including artificial intelligence (AI), cloud computing, big data, and technology. This reduces the horizontal and vertical industry development lightning caused by information asymmetry. The digital economy plays an important role in fostering the high-quality development of county economies in two ways: first, it creates new opportunities for traditional industries in each county to grow through innovative business methods; and second, it uses high-tech means to drive productivity improvements in rural areas. Third, it will give each county's economy new life; that is, the digital technology-based technology industry will give each county's economy a new dimension. In essence, new business methods will result in an increase in output among counties. The motivation for development [6].

3. Main Issues Faced by County Economic Development in the Context of Digital Economy

3.1 Weak Ability to Utilize Traditional Production Factors

The country's economy has continued to grow quickly ever since the reform and opening up in my nation. In particular, it is dependent on the county's own land and labor force to complete the capital accumulation and technological modernization of the traditional industrial model, realize resource transformation, and ultimately possess a certain level of competitiveness. This has been instrumental in the development of county economies from resource-, labor-, and capital-intensive to technology- and knowledge-intensive. Nonetheless, there are significant disparities in the resources available for the development of county economies in some of our nation's regions and

counties due to variations in the pace of development, access to resources, and own technology. Moreover, the rigid demand pattern does not alter and many county economies overly rely on traditional production factors, which has a limited developmental impact [7]. Furthermore, the past years have seen a suppression of the massive development, increased awareness of the value of resources, the disappearance of the benefits of cheap labor, and a rise in the need for environmental protection. Because of this, the county's current economic development model is no longer in line with what the real digital economy needs to grow. The county economy must become a digital economic development model by updating and utilizing traditional production factors.

3.2 Insufficient Accumulation of Data Elements

Many counties in my nation have adopted the slogan "digital counties," such as "completing the transformation of smart counties and digital counties," in an effort to adjust to the demands of the "Internet +" era. Building a digital government model is the first step; building digital economic infrastructure, such as transportation, logistics, and e-commerce, is the second; and the last is promoting consumption. This means that once digital economic infrastructure is built, consumption channels will change from cities and towns to remote areas, enabling digital scenario applications like online shopping, contactless payment, and car sharing to enter these areas and promote people's conception of the digital economy. In order to generate enough digital products, this reality necessitates a fairly high level of digital economic construction. Nonetheless, there are, more or less, gaps in the digital construction of counties when compared to first- and second-tier cities concerning actual application, data collection technology, channel compatibility, application scenarios, etc. As a result, counties' performance in the data-related aspects of the digital economy has suffered. In the digital economy, irregular and unreasonable data accumulation has resulted from the traits of data fragmentation, data disorder, and data team formation, indicating a state of anomie.

3.3 Systemic Deficiencies in the

Development of New Economic Forms

In order to support high-level development, the digital economy relies on the intelligent circulation of information to handle the uncertainty of complex systems and allocate resources optimally. Currently, however, there is a significant mismatch and imbalance between the supply and demand in the county economy of my country. On the supply side, the county economy faces a shortage of mainstream first-line brands due to issues like poor positioning, insufficient data-driven products, incomplete flexible production, and customized production supply chain systems. On the other hand, the county economy benefits from a large online shopping group and online retail base, as well as quick and convenient express delivery and mobile payment systems.

3.4 There Are Misunderstandings in the Concept of County Economic Development

Because many traditional innovation paths for changes and adjustments need to be reconstructed, the digital economy requires cross-regional technologies and reforms to county government governance. There is also a lack of understanding about the nature and trends of the digital economy, which contributes to the widespread negative emotions of fear, resistance, and contempt, lack of application comprehension, etc. People have overlooked the innovation and leadership of the digital economy because of the influence of cultural norms and real-world circumstances. Two entirely false beliefs have also surfaced at the same time: either the digital economy has little room for innovation or it has the power to boost the national economy in every way. County governments have aggressively pursued novel domestic and international standards in an attempt to establish expansive new business ecosystems while advancing the digital economy. Still, the general public participates in the digital economy at a low rate and knows very little about its growth. Nevertheless, a lot of counties lack a problem-oriented mindset, overly focus on the overall growth of the county economy, and fail to fully acknowledge their unique qualities and distinctions.

4. Countermeasures for Digital Economy to Promote High-quality Development of

County Economy

Under the current new policies and new situations, the relationship between the digital economy and the county economy has become more prominent. Therefore, in the current context of rural digital construction, the synergy between the two must be fully utilized.

4.1 Improve the Ability to Use Traditional Production Factors

The development of rural digital economy is an important part of county economic development. The innovative concept of "rural digital economy" comes from the traditional rural development method, which must be people-oriented in practice. Through innovative and diversified means, we can provide farmers with digital information and digital finance in a timely manner, carry out digital technology innovation, and create good conditions for farmers, development environment. For example, you can open an online store for agricultural products, combine online and offline digital marketing, hold live broadcasts and online ordering activities with the goal of stabilizing poverty alleviation, and call on all employees and friends from all walks of life to make contributions to poverty alleviation. Do your part [8]. For example, use new rural infrastructure to establish an e-commerce platform locally. Now, the e-commerce live broadcast economy has become the focus of a new round of poverty alleviation projects in rural areas, bringing new opportunities to rural areas, hope. Therefore, in the process of implementing digital rural areas, the development of county economies has been greatly impacted, and after the implementation of various supporting agricultural security systems. These digital economy development measures have played an important role in the development of rural areas. Its role is also more extensive, thus promoting the development of the entire county economy.

4.2 Strengthen Rural Digitalization Construction

Accelerating the development of agricultural economic informatization is an important measure for my country to implement the work of "agriculture, rural areas and farmers". In the "Internet +" era, the emergence of the

digital economy has made my country's rural e-commerce development more diversified. Therefore, in the process of promoting high-quality development of county economy, we have paid more attention to the promotion effect of developing agricultural product e-commerce on the digital economy. The "e-commerce + service points + farmers" model is a new "point-to-face" development path. Its core is to take the county as the service center and radiate e-commerce service points and sales experience stores in surrounding towns. Under the poverty alleviation method of "e-commerce + services + farmers", the operational focus of major companies is different, but their purpose and essence are the same. At the same time, traditional small shops in the county economy have been transformed into online malls. Through online sales channels, agricultural and industrial products have been promoted in the county, developing and strengthening local specialty industries, and driving the county industry's ability to increase income. We must proactively respond to the government's poverty alleviation efforts nationwide, focus digital economic development on poverty-stricken areas, and promote the development of specialty industries.

4.3 Promote the Development of "Characteristic Industries" in Counties

The development of my nation's digital economy is now possible thanks to the economic transformation occurring at the county level. "Secretaries carrying goods," live broadcasts of e-commerce, and other initiatives are needed to further foster the growth of the county-level digital economy, and foster the growth of rural areas by establishing a digital economy that is advantageous. The business environment is economic. We have to begin the process of developing new infrastructure before we can begin building it. As a nation, we have to adjust to the demands of its development on the one hand. The conventional chains of depending on God for sustenance, however, must be broken. As we integrate the Belt and Road Initiative, we must keep up with the rapid advancement both domestically and globally, growth pattern. In order to attain sustainable growth in the digital economy sector, we need to focus on sustainable

development in addition to adapting to the demands of the present development phase, as seen from the standpoint of the fundamental idea of developing county economies. The industry's industrial structure must be continuously optimized in order to support the integrated and healthy development of all industry components and to fully appreciate that the industry's development is a dynamic process.

4.4 Change Development Thinking and Cultivate Digital Development Talent Team

Expertise in digital economy talent is essential for the digital economy to grow. One of the main obstacles to the county economy's high-quality development at the moment is the lack of talent in the digital economy. In order to encourage the collection of digital economy talents, it is necessary to bolster the introduction of these talents and actively promote various initiatives such as "talent development through digital economy projects". Prompt college graduates to work in their hometowns and to start businesses in their home counties using big data, the Internet of Things, artificial intelligence, and other professional skills. To better reserve exceptional professional and technical talents for the high-quality development of the county economy, investigate the school-enterprise joint education model. This will help to cultivate practical talents with both theory and technology in the field of digital economy. Boost the protection of talent in the digital economy, create a framework for talent introduction and incentives that is appropriate for the high-quality development of the county economy, keep pushing for the full integration of talent in the digital economy with industrial economic development, continuously improve the growth of the county's digital economy sector, and offer comprehensive services for the high-quality development of the county economy, support as well as assurance.

5. Conclusions

Since my country's digital agriculture industry is still in its infancy, it is currently experiencing issues like inadequate penetration of the sector, outdated rural digital infrastructure, and a shortage of skilled agricultural digital technology personnel. The trend of rapid development has been

maintained by digitalization, which has improved economic benefits, reduced costs, increased supply, and improved social management effectiveness. Even though this public health incident has greatly impacted the social and economic advancement of my nation, it has also opened up new avenues for the growth of the digital economy. Promoting the integration of traditional and digital industries within the county can help spur reverse breakthroughs in the development of the county's industries and optimize their growth within the framework of high-quality economic growth.

References

- [1] Yan Peibin. The mechanism and practical path of digital economy empowering high-quality development of county economy. *Business Economics*, 2024, (03): 16-18+50.
- [2] Zhang Yongqi, Shan Debeng. County digital economy, agricultural socialization services and benefits to small farmers - an empirical investigation based on macro and micro data. *Journal of Shanghai University of Finance and Economics*, 2024, 26 (01): 94-107.
- [3] Liu Ran. Promoting high-quality development of county digital economy. *Hebei Daily*, 2023-12-15 (005).
- [4] Chen Lu, Liu Xiaoke, Cui Gang. Optimization of high-quality development path of digital economy empowering county economy - analysis based on county panel data of Baoji City. *Research on Science and Technology Innovation Development Strategy*, 2023, 7 (06): 44-55.
- [5] Lin Han. High-quality development of Zhangzhou county business district driven by digital economy. *Today's Fortune*, 2023, (23): 17-19.
- [6] Guo Hong. Exploration, practice and optimization path for high-quality development of county economy. *Western China*, 2023, (06): 1-9.
- [7] Jia Junfeng. Digital empowerment of high-quality development of county economy. *Contemporary County Economy*, 2023, (10): 13-15.
- [8] Xu Yi, Zhao Fang. New breakthroughs in helping Jilin revitalize with high-quality economic development. *New Long March*, 2023, (09): 29-30.