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**DEVELOPMENT CHARACTERISTICS AND PROBLEMS OF CHINA'S  
DIGITAL ECONOMY INDUSTRY**

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**Abstract.** Digital economy is a new economic form produced with the development of information technology revolution. Digital economy, as a new economic form, digital economy is increasingly becoming a new driving force of economic growth. The digital

economy industry focusing on digital industrialization and industrial digital content is one of the focus of a new round of international competition.

**Keywords:** Digital economy; digital economy industry; problems and countermeasures.

Digital economy with the Internet and digital technology as the carrier has become a new economic development model after agricultural economy, industrial economy and information economy. In the era of digital economy, the emergence of emerging digital industries, relying on the Internet, big data, cloud computing and artificial intelligence technologies is booming, bringing new challenges to national trade and rules-making [1].

1. Participates in the whole process of the new pattern of economic development.

Focusing on the internal circulation and the domestic and international economy is the main content of building a new pattern of economic development, and the core of the double cycle is to maintain the continuous circulation of production, circulation, exchange and consumption, so as to promote high-quality social and economic development [2].

2. Digital technology iteration update is faster.

The vitality of technology lies in the continuous innovation, and the innovation of the digital industry under the background of digital economy pursues the extreme. The interactive use and integration of a variety of digital technologies make the combination and fission of digital technology more rapid.

3. Technical guarantee and support for building a new pattern of economic development.

The new pattern of economic development is not only a simple ideal and goal, but a transformation and transformation of the industrial industry based on the goal. One of the keys to this process is that it depends on the level of technological innovation and the application degree of technology.

The risks existing in the digital economy industry

1. Insufficient supply of elements.

Industrial digital transformation cannot be separated from the support of data elements, capital elements and technical elements. In terms of data elements, weak data accumulation, low data quality, poor data flow and insufficient data integration are still urgent problems to be solved in the coming time. In terms of capital elements, digital transformation is a complex system project with long cycle and large investment.

2. Platform oligopolies. Along with the rapid development of digital economy, the rapid rise of platform enterprises, through the continuous accumulation of data assets, through data, labor, technology, capital, market and other whole factor flow channel, realize the supply chain, innovation chain, service chain, logistics chain, financial chain and the whole industrial chain upstream and downstream coordination, support industry digital transformation.

3. Forms a new safety hazard.

Cyberspace has become an important battlefield for confrontation between countries. Digital space has realized a high degree of integration of physical space and cyberspace, enabling the spread of security risks from cyberspace to physical space, and forming a new type of security risk with a high interaction and integration of cyberspace security and physical space security.

Countermeasures to prevent and defuse risks

1. Government and enterprise coordinated efforts to strengthen the supply of factors.

First, we will accelerate the data of industrial supply chain elements and data elements of the supply chain. Second, focus on helping small and medium-sized enterprises to solve the digital transformation and financing problems. Third, we will build a number of digital technology innovation platforms and major application projects.

2. Innovates regulatory ideas and regulates monopoly behavior. First, we will strengthen legislation to address the typical problems of digitization. Second, innovate anti-monopoly law enforcement ideas. Encourage industry-university-research institutions and law enforcement agencies to discuss new problems in industrial digitalization, take precise measures according to the different industry fields of monopoly, enhance the deterrence of anti-monopoly law.

3. The supports innovation and entrepreneurship and improves employment security.

First, we will support innovation and entrepreneurship, and change the concept of promoting employment, which focuses on standard employment. Second, establish an education and teaching system to adapt to the industrial digital transformation. We will make innovations in the mechanisms and models of worker insurance guarantee, improve the security system and measures for workers in new forms of employment [3].

4. Strengthens safety protection and improves the early warning ability.

We will strengthen the strategic planning and comprehensive coordination of information security work. To coordinate the relationship between development and security, autonomy and openness, management and service. Second, we will focus on improving the industrial Internet security guarantee ability.

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