

# Under the Background of Big Data Era- -A Research on the Path to Drive Chinese Cities to Realize Fine Management

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**Abstract:** China's digital economy is driven by factors such as government support and policy guidance, and its development results in turn affect the government's urban governance, which is the internal driving force behind the refinement of China's urban governance. In the context of the digital economy, an important goal of the refined management of Chinese cities is to establish a more scientific, meticulous, and effective management system to better improve various issues faced by urban development, thereby improving the people's living standards. In order to achieve fine management in modern cities, it is necessary to place the interests of the people at the core, define the value of urban management from the perspective of citizens, and drive the transformation of fine management with digital methods. At present, the sustainability and scientificity of China's urban fine management methods need to be strengthened, and the participation and balance of cooperative governance need to be improved. It is necessary to build a scientific urban fine management approach based on the characteristics of China's digital economy development stage, thereby promoting the current process of China's urban fine management.

**Keywords:** Digital Economy; Urban; Urban Management; Policy Guidance

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## 1. Introduction

Compared with the traditional agricultural and industrial economies, the digital economy has shown new characteristics, that is, using data as the medium to create value. With the east wind of the digital economy, the refined management of cities has also entered a period of rapid development and transformation. Since the new era, the main contradiction in Chinese society has transformed into people's ever-increasing demand for a better life and uneven and inadequate development needs, which also poses new challenges to urban governance in China in the context of the digital economy. China's current urbanization level has reached 60%, and under the guidance of socialism with Chinese characteristics, the characteristics of "urban China" are gradually emerging. In the era of booming digital economy, implementing "socialism with Chinese characteristics" urban fine management is the best way to achieve "more reasonable resource allocation" and "better people-oriented" management, and is also a common issue in the current transformation of Chinese cities from "extensive" to "refined".

## 2. 1Digitally Driving Fine Management Transformation

For example, through the application of algorithms and various remote sensing systems, urban management comprehensively manages and uniformly allocates various resources, strengthens the connection of management modules, converts traditional vertical management processes into flat management processes, and improves the efficiency of urban management; "Block data" technology classifies and integrates urban management data across regions, changes management methods, promotes data circulation, and provides more comprehensive technical support for the government to conduct refined management; The promotion of e-government has improved management efficiency. From the perspective of the essence of achieving fine management in cities, digital participation can better integrate the development and changes of the subject and object of urban management. Whether it is the upgrading of urban management system technology or the extension of management scenarios, digital technology has shown more flexible and diverse

characteristics, which can promote the transformation of fine management in cities.

## **2.2 Construct a network of urban co governance through coordinated means**

The refined management of cities in the digital economy era is no longer a relationship between management and being managed, but a process of collaborative governance by multiple entities. In traditional urban management activities, the government, as the main urban manager, is a closed entity, and the objective boundaries of management activities weaken the transmission of information. In urban management, information islands are constructed, making its management activities lack pertinence, scientificity, and practicality. Digital methods based on big data and artificial intelligence have broken the internal and external boundaries of urban fine management, making it possible to build a co governance network. The joint participation of governments, enterprises, non-governmental organizations, and citizens in urban management is conducive to the effective utilization of resources throughout society and the improvement of social operational efficiency.

## **3. The Shortcomings of Realizing Refined Management in Current Chinese Cities**

Urban fine management refers to the management of different components and links of the fine management system and related fields of social life through organization, coordination, guidance, standardization, supervision, and correction, in order to adhere to the original mission of "Better City Makes Life" under the joint action of the government and various participants. Therefore, in a broad sense, urban management is similar to the concept of "social coordination", with its main body being a specialized organization composed of social members, and its object or management object being the economy, politics, and culture of society (Sandel, 2008); In a narrow sense, urban management refers only to the management of urban public affairs that are not managed by the original social departments by the government under the authorization of the authority. In the era of digital economy, the traditional single urban management method cannot follow the trend of reform, and there are many problems.

### **3.1 The sustainability and scientificity of management methods need to be strengthened**

At present, China's urbanization development has entered the middle and late stages, and citizens have higher requirements. Individual local government planners lack the scientific thinking to draw a blueprint to the end when promoting the process of urban management, lack a correct understanding of the boundaries of urban management responsibilities, lack practical attention to the interests of citizens, neglect policy feasibility and scientific research, and still have shortcomings in meeting the diverse needs of the city's people. There are obstacles to achieving the goal of refined management tasks such as complementing weaknesses, strengths, and improving quality.

### **3.2 The participation and balance of collaborative governance need to be improved**

China's urban management has not yet formed a pattern of pluralistic and co governance, and various participants in society tend to trust self organizing platforms in spontaneously formed platforms and government organizations, and their willingness to participate in the common management channels of official platforms is not strong enough. Some cities and subordinate communities have opened up a large number of information exchange platforms, but in terms of actual effects, the participation of various social entities is not strong, and the implementability and standardization of suggestions and suggestions are relatively low.

### **3.3 The clarity and standardization of grassroots autonomy need to be deepened**

The system of "two-level government and three-level management" is a useful exploration for China's fine urban management. This model is based on the municipal and district governments, forming a three-level vertical management system of municipal and district subdistrict offices, and fully exerting its management functions by expanding the authority of grassroots subdistrict offices. However, in the practice of refined management, its fragmented characteristics are relatively obvious, and the clarity and convenience of grassroots

## 4. The Scientific to Achieve Refined Management in Chinese Cities

According to the development process and problems faced by China's urban fine management, this article proposes a scientific path to construct China's urban fine management from the following three aspects.

### 4.1 Strengthening the construction of the rule of law and institutional reform

Currently, the "City Management Law" at the macro level has not yet been promulgated, but local regulations have been issued in accordance with the regulations of various ministries and commissions to promote the process of urban meticulous management. In 2019, Beijing issued the "Opinions on Strengthening Urban Fine Management", proposing to enhance the level of urban fine management through strengthening legalization and standardization. These are beneficial explorations at the legal level in promoting the process of urban fine management in China.

In the process of strengthening the construction of the rule of law system, the state, cities, and departments should combine their own functions, based on the characteristics of the times and reform requirements, formulate urban fine management methods in accordance with local conditions. They should also use the method of big data to clarify the methods of target performance evaluation, explore the introduction of detailed rules for the implementation of target performance evaluation of urban fine management, and improve the ability and level of urban fine management. The lack of standardization in grassroots autonomy in urban management in China in the digital economy era requires accelerating the reform process and innovating management systems and mechanisms. Firstly, it is necessary to strengthen high-level coordination and create a vertical management system that starts with planning, then construction, and then management. This requires that the bottleneck of horizontal communication between various entities be removed in urban management, and a coordination mechanism with the same goal and system be explored. In addition, it is necessary to implement the concept of devolution of management power, fully delegate power, and enable citizens to participate in the management process. Finally, it is necessary to establish an incentive mechanism for sharing urban development achievements, mobilize the enthusiasm of various entities to participate in urban meticulous management, and strengthen the progress of the process.

### 4.2 Adhere to intelligent guidance and model innovation

With the development of the digital economy, users with the same hobbies have converged into virtual communities online, collaborating on division of labor, and sharing new knowledge, providing new ideas for management model innovation in the process of urban refinement. As a self-development platform, virtual communities can cover multiple entities such as citizens, governments, and enterprises. Here, individual uniqueness is maximized, and each entity can participate in the refined management of the city while exchanging information. The government wants to establish a collaborative and co governance situation, strengthen the scientific nature of refined management decisions, establish fan communities in the city and community, promote the formation of cross-border connectivity, strengthen the aggregation ability of fragmented value, enrich refined management forms, and better pay attention to the diverse needs of citizens.

## Conclusion

In recent years, due to the continuous acceleration of China's urbanization process, the impact of technological progress has gradually emerged. There is no doubt that science and technology will still have a significant impact on urban construction for a long time to come, and urban management has also benefited from the application of science and technology, with significant changes and improvements. Big data technology is a typical representative of these science and technology, and its emergence and application, bringing opportunities and challenges to urban management, deserve further consideration and discussion.

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