# Research on the Path of Deep Integration of Digital Economy and Real Economy in China

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*Abstract:* At present, the ecological system of the integration and development of China 's real economy and digital economy is increasingly optimized, the industrial scale is expanding, the integration field is widening, and the depth is deepening. Therefore, we should further give full play to the supporting effect of policy and technological progress, strengthen the training of compound talents, and vigorously build new digital infrastructure, so as to achieve a more balanced.

*Keywords:* Digital Economy; Real Economy; Integrated Development; Path; Mechanism

## 1. Introduction

Despite the global economic malaise, rising inflation, economic globalization and many other adverse factors emerge in endlessly, however, the digital economy is still the most resilient and dynamic economic form in economic development. Compared with the digital economy with data elements, digital technology and digital intelligence products as the core value, the development of the traditional real economy with the production of material and spiritual products with value entities as the core is more fragile. The real economy not only has greater risk exposure, but also has higher material consumption and energy consumption.

## 2. The connotation and characteristics of the integrated development of digital economy and real economy

### 2.1 The connotation and characteristics of the digital economy and the real economy

The digital economy studied in this paper is a concept corresponding to the real economy. The digital economy has three major characteristics : first, high technical content. Most of the products produced by the digital economy sector have high-tech characteristics. Second, the ability to empower is strong. Third, the impact is large and the impact range is wide.

In the past theoretical cognition, the real economy is usually regarded as an economic category corresponding to the virtual economy. The so-called real economy refers to the general term of the economic sector that produces material products and spiritual products in the form of real value, covering the traditional primary industry, secondary industry and tertiary industry, deducting the remaining part of the real estate market and financial system. These industries belong to the basic material conditions for human survival, and thus have always been an important aspect of a country 's economic development.

### 2.2 The connotation interpretation of the integrated development of digital economy and real economy

The integrated development of digital economy and real economy usually refers to the process in which the real economy sector transforms and upgrades its procurement, production, sales, resource allocation, product quality monitoring and tracking by purchasing and using the data elements, digital technologies and digital products provided by the digital economy sector under the support of relevant integrated infrastructure, integrated development environmental conditions and effective technology supply of the digital economy sector, so as to realize the factor innovation, factor reorganization, model transformation, digital intelligent production and management, and energy efficiency improvement of the real enterprise.

### 2.3 The characteristics of the integrated development of digital economy and real economy

Digitization of real economy operation nodes. This is to store every action in the operation process of the real economy through digital technology, and connect each number in the form of a network or chain, and realize interconnection and sharing through a digital interactive platform.

Real economy production automation. The deep integration of the digital economy and the real economy in the production process can promote the automation of the production of real enterprises and reduce the dependence on labor factors.

Intelligent management of real economy. The deep integration of digital economy and real economy can promote the intelligent management of real economy and improve management efficiency.

## 3. Design of a mechanism system to promote the deep integration of digital economy and real economy

### 3.1 The implementation principles for promoting the deep integration of digital economy and real economy

First, the principle of overall development. Adhering to the principle of overall development should not only pay attention to the comprehensive, systematic and overall advancement. Second, regional coordination principle. Each region needs to combine its own conditions. It is necessary to continue to strengthen the leading advantages of the digital economy development. Third, the principle of risk prevention. We should not only focus on the possible information security problems, but also pay attention to the prevention of social risks in the process of integration and development.

### 3.2 Design of macro-coordination mechanism for deep integration of digital economy and real economy

First, the overall plan. The central government should strengthen overall planning, and local governments should continue to improve the efficiency of resource allocation based on the actual development of the region, so as to provide a strong driving force for the coupling development of digital economy and real economy.

Second, policy guidance. The government encourages, supports and guides the integration and development of the digital economy and the real economy through corresponding fiscal and tax policies, monetary and financial policies, and industrial regional policies, which mainly plays a strategic role.

Third, moderate control. According to the classification of publicity, quasi-publicity and profitability, different access standards for monopoly industries are formulated to promote the diversification of investment entities.

### 3.3 Design of micro-promotion mechanism for deep integration of digital economy and real economy

First, data value extraction. Implement data-driven decision-making, improve micro-efficiency, reduce information friction, implement supervision over data aggregation exclusivity, and transform from ex post control to process governance based on digital technology.

Second, technological innovation leads. It is necessary to build a core technology R & D mechanism, deepen the cooperation between traditional physical industry and digital industry head enterprises, promote the benign interaction between scene application and basic digital technology R & D, and accelerate the iterative update of various technical products.

Third, the construction of industrial platform. Relying on the industrial Internet platform, the introduction of digital services in the industrial chain to improve the efficiency of the whole chain is an important part of the deep integration of manufacturing, agriculture and other industries with the digital economy and the realization of their own transformation and development.

## 4. The path and policy recommendations for the deep integration of digital economy and real economy

### 4.1 Macro implementation path and policy recommendations to promote the deep integration of digital economy and real economy

Implementation path: First, improve the institutional mechanisms and policy system. Second, strengthen data governance to unblock

the integration and development of digital economy and real economy. Third, establish a digital economy professional talent cultivation system. Secondly, accelerate the construction of new digital infrastructure and strengthen the source of high quality. In the era of digital economy, digital infrastructure is becoming the source foundation and new driving force for promoting high-quality economic development.

Related policies: It is proposed to put forward targeted policy recommendations from three aspects.

First, we should improve the data governance policy and give full play to the value of data elements with the orientation of open sharing and legal use. Second, innovate market supervision ideas and methods to effectively protect the legitimate rights and interests of consumers and vulnerable enterprises. Third, effectively prevent financial, employment and other market and social risks.

## 4.2 Micro-implementation path and policy recommendations to promote the deep integration of digital economy and real economy

Implementation path: First, we should aim at the modernization of agriculture and rural areas, and drive the high-quality development of agricultural small and medium-sized enterprises with innovation. Second, we should vigorously promote the deep integration of digital economy and industry, rely on the industrial chain, demonstration platform and leading enterprises.

Related policies: From the three major industries were introduced targeted policies.

In terms of industry, first, relying on the industrial chain to achieve digital transformation of small and medium-sized enterprises. Second, build a demonstration platform to enhance corporate R & D capabilities.

In terms of the service industry, first, promote the balanced construction of new infrastructure and reduce the barriers to the transformation of the service industry. Second, build a ' digital community of destiny ' to drive the sustainable development of service industry transformation. Third, innovate service technology and promote the integrated development of living services and productive services.

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