

Research on the Impact of Digital Economy on Urban Economic Development

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Abstract: With the development of science and technology, digital economy has become an important force to promote economic development, based on digital technology, with digital production, management and communication methods, changing the life and business model. In the urban economy, the digital economy also plays a role that cannot be ignored. This paper analyzes the impact and potential risks of digital economy on the development of urban economy, and puts forward some strategies and suggestions to promote the integration of digital economy and urban economy.

Keywords: Digital Economy; Urban Economic Development; Influence Inquiry

1. Definition and connotation of digital economy

Digital economy refers to a new economic form that promotes economic development based on digital technology through digital production, management and communication methods. Its connotation includes two aspects: digital industry and digital society. Digital industries, including digital media, e-commerce, Internet finance and other fields, have changed the way traditional industries operate, broken geographical restrictions, and improved efficiency and innovation capabilities. The digital society is the application of exponential technology in all aspects of social life, such as intelligent medical care, smart cities, distance education, etc., which improves the quality of life and the efficiency of public services through digital means. The development of the digital economy has a broad impact on the urban economy, including promoting the upgrading of industrial structure, enhancing innovation capacity, improving employment and people's livelihood, and optimizing urban governance capacity.

2. The impact of digital economy on urban economic development

2.1 The role of digital economy in promoting urban industrial structure upgrading

The digital economy has played a key role in promoting the upgrading of urban industrial structure. Through the application of digital technology, the emerging digital economy industry has developed rapidly, injecting innovative vitality into traditional industries. The rise of digital economy has promoted the transformation of urban industrial structure to technology-intensive, knowledge-intensive high value-added fields, and promoted industrial upgrading and transformation. Driven by the digital economy, the traditional manufacturing industry has gradually transformed into intelligent manufacturing, and the service industry has also been digitally upgraded, increasing employment opportunities and economic benefits. The development of the digital economy has injected new impetus into the urban economy and enhanced the competitiveness and sustainable development capacity of cities.

2.2 The role of digital economy in improving urban innovation capability

The digital economy has played an important role in promoting the city's innovation ability. The application of digital technology has brought endless possibilities for urban innovation. The digital economy provides cities with technological tools such as big data analytics, artificial intelligence, and the Internet of Things to make innovation smarter and more efficient. Through digital

communication and cooperation platforms, cities can realize the sharing of innovation resources and collaborative innovation. The development of the digital economy has also nurtured a number of new enterprises with innovative spirit and entrepreneurial ability, further promoting the formation of the city's innovation ecosystem. The promotion of the digital economy has enabled the city to better cope with the changes and challenges of The Times, injecting the impetus of innovation into economic development.

2.3 The role of digital economy in optimizing urban governance capacity

Digital economy plays an important role in optimizing urban governance capacity. Digital technology provides powerful data support and intelligent management tools for cities, improving the efficiency of urban governance and the level of fine management. Through digital data analysis, cities can more accurately grasp the socio-economic situation and provide a scientific basis for decision-making. The development of the digital economy also provides an open platform for cities to promote the rational allocation and synergy of resources of government, enterprises and society. The promotion of the digital economy has also enhanced the interaction and participation between cities and residents, and increased the transparency and democratization of governance. The optimization role of the digital economy enables cities to better respond to challenges, provide better public services and urban management, and achieve continuous improvement in urban governance capacity.

3. Potential risks and challenges of digital economy to urban economic development

3.1 Threat of digital economy to urban economic security

Although the digital economy brings great development opportunities to cities, it also brings some potential risks and threats. The digital economy is highly dependent on information technology and the Internet, which exposes cities to security threats such as cyber attacks, data breaches and privacy breaches. Hacker, virus and cybercriminal activities can have a serious impact on a city's economic system, infrastructure and social order. Therefore, cities need to strengthen network security protection, improve technical prevention capabilities, and establish a sound information security management system to ensure security and stability in the process of digital economy development.

3.2 Impact of digital economy on urban employment structure

The rise of the digital economy has brought a profound impact on the traditional employment structure. With the widespread application of automation, artificial intelligence and big data technologies, some traditional industries will face the challenge of reducing jobs and changing skill demands. The labor force in some traditional industries may face employment difficulties and need to undergo career transformation and skills upgrading. Therefore, cities need to actively guide and cultivate emerging industries, provide relevant training and employment support, in order to promote the transformation and adjustment of the employment structure, and ensure that the labor force is properly placed in the era of digital economy.

4. Strategies and suggestions for promoting the integration of digital economy and urban economic development

4.1 Strengthen the construction and optimization of digital economy infrastructure

In order to promote the integrated development of digital economy and urban economy, it is necessary to strengthen the construction and optimization of digital economy infrastructure. First of all, it is necessary to improve the coverage of the broadband network in the city, improve the speed and stability of the network, in order to support the development of the digital economy. Second, build data centers and cloud computing infrastructure to provide enterprises and institutions with reliable data storage and processing capabilities. In addition, upgrade the city's iot infrastructure to achieve device interconnection and data sharing. By strengthening infrastructure construction and optimization, it can provide a good basic environment for the development of the digital economy and promote the digital upgrading of the urban economy.

4.2 Promote the integration and innovation of digital economy and traditional urban industries

In order to promote the integration of the digital economy and traditional urban industries, innovation and cooperation need to be promoted. First of all, it is necessary to encourage cooperation between traditional industries and digital economy enterprises to jointly carry out innovative projects and business cooperation, so as to realize resource sharing and complementary advantages. Secondly, innovative business incubators and science and technology parks should be established to provide site and resource support to attract digital economy enterprises and traditional industrial enterprises to gather together. In addition, training and technical support will be strengthened to enhance the digital skills and innovation capabilities of employees in traditional industries. By promoting integration and innovation, it can promote the transformation and upgrading of traditional industries and promote the sustainable development of urban economy.

4.3 Improve urban governance and respond to the challenges brought by the digital economy

In order to better cope with the challenges brought by the digital economy, the level of urban governance needs to be improved. First, strengthen data supervision and privacy protection, and establish sound laws, regulations and policies to ensure data security and personal privacy. Second, strengthen the data governance and sharing mechanism, promote data sharing and collaborative processing among government departments, and improve the scientific and accurate decision-making. In addition, strengthen the supervision of emerging digital economy business forms, balance innovation and risk, and maintain market order and fair competition. By improving the level of urban governance, we can better guide and regulate the development of digital economy and achieve sustainable development of urban economy.

4.4 Enhance the digital skills and qualities of urban residents and promote digital penetration

In order to promote the integration of digital economy and urban economy, it is necessary to enhance the digital skills and qualities of urban residents and promote digital popularization. First of all, strengthen the digital technology education in the education system to cultivate the talent pool and innovative thinking. Secondly, digital skills training and popularization activities should be carried out to enhance residents' digital application ability and information literacy. In addition, digital service centers or community digital learning centers should be established to provide convenient digital services and training resources, so that more people can benefit from the development of the digital economy. By upgrading residents' digital skills and qualities, they can better participate in and share the opportunities brought by the digital economy and achieve common development in the digital era.

5. Closing remarks

Through the discussion of this paper, we have a deep understanding of the impact and potential risks of digital economy on urban economic development. The digital economy is changing the face of cities with its unique power, bringing many opportunities and challenges. In order to achieve the benign integration of digital economy and urban economy, it is necessary to strengthen the construction of digital economy infrastructure, promote the integration and innovation of digital economy and traditional industries, improve the level of urban governance, and increase the cultivation and popularization of digital skills and qualities. Only in this way can we better cope with the changes in the era of digital economy and achieve sustainable development of urban economy.

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