

The Economic Effect of Digital Economy Development on Export Trade

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Abstract

With the rise and prosperity of the digital economy, export trade has also begun to rely on the digital economy to achieve further development. In the past decade, the "digital economy" has become a hot topic in China's export trade field. The development of the digital economy has promoted the transformation of China's export trade structure, and has realized Profit maximization for Chinese enterprises to carry out export trade activities. The development of digital technology has gradually become one of the driving forces for the development of the digital economy. In the process of China's foreign trade development, the digital economy has become an important means of competition in China's export trade, and has also played a crucial role in China's export trade level. As a major export trading country, how can China better utilize the advantages brought about by the digital economy and fully unleash the positive effects brought about by the development of the digital economy? This is a problem that has been being explored in export trade at present. This article defines and discusses the basic connotation of the digital economy in existing research, and then introduces the current situation of China's export trade development under the background of the digital economy. Based on the above analysis, summarize the economic effects of the digital economy on China's export trade.

Keywords

Digital Economy; Export Trade; Economic Effects.

1. Introduction

Digital technology has become the main driving force for socio-economic development and a symbol of a country's comprehensive strength and international competitiveness. The report of the 20th National Congress of the Communist Party of China proposed that enterprises should comply with the development of the times and actively promote the process of Digital transformation of enterprises, especially foreign trade enterprises. In the development of export trade, Chinese enterprises must inevitably follow the trend of the times to achieve transformation and upgrading, while relying on the digital economy to promote high-quality development of export trade. Overall, the digital economy has great advantages. Therefore, in the process of export trade, it is also necessary to scientifically and fully utilize the advantages of the digital economy, continuously explore new export trade development models and ideas, and comprehensively promote the improvement of export trade level.

2. The Concept and Characteristics of Digital Econom

2.1. Concept of digital economy

The emergence of artificial intelligence, Big data, informatization and other technologies and the integration and application of various industries promote the emergence of the digital

economy as an economic form. The digital economy is a digital platform built by the integration of information technology and social production, using relevant information and technology. As a new driving force of social and economic development, digital economy promotes the transformation of social economic Morphogenesis, which further promotes the improvement of social production efficiency. Since China began to attach importance to the role of the digital economy, the support of relevant policies has led to a leap in the development level of China's digital economy, achieving the achievement of China's digital economy being the largest in scale and the second in growth rate in the world. The 2022 China Digital Economy Development Research Report shows that in China's first and second tier cities, the digital economy has formed a relatively mature system and a certain scale, providing a good development environment for Chinese enterprises. During the 14th Five Year Plan period, China's requirements for Digital transformation of Chinese enterprises and high-quality development of export trade have been further improved, but no effective development plan has been formed. In the face of high standard development needs, it is necessary to continuously explore the development model of the digital economy to adapt to the trend of the times, achieve enterprise transformation and upgrading, and use the digital economy to explore export trade markets and achieve new breakthroughs.

2.2. Characteristics of the Digital Economy

The digital economy has its unique economic characteristics, mainly reflected in two aspects. On the one hand, it can break through the limitations of production factors and greatly liberate productive forces. The development of productivity was often limited by various production factors in the past. Taking manufacturing as an example, if human resources are insufficient in manufacturing production, production efficiency will be greatly reduced, thereby limiting economic development. But if production and manufacturing can rely on the digital economy and scientifically and reasonably use digital technologies such as data analysis and AI to mine and collect digital information, it can create a new type of production method. With the support of the digital economy, it can to some extent stimulate the transformation of production factors, improve the utilization rate of technology in the manufacturing industry, and reduce the demand for labor, thereby better liberating productivity and promoting economic development. On the other hand, the digital economy can break through the limitations of productivity itself and improve production efficiency. The application of the digital economy can provide digital technology and be widely used, and the use of digital technology can improve the efficiency of data and information processing. For example, the processing of Means of production with the support of digital technology into usable data is a new kind of digital productivity. The introduction and construction of digital economy infrastructure can help improve the production efficiency and quantity of Chinese enterprises.

3. The Current Situation of China's Export Trade Development under the Background of Digital Economy

3.1. Beijing-Tianjin-Hebei Region

The Beijing Tianjin Hebei region is a relatively developed and advanced region in China's economy, with a digital economy scale exceeding 50% of its total GDP. The Beijing Tianjin Hebei region will focus on the construction of the digital economy pilot zone, in order to develop the digital industry and achieve high standard reforms in the field of digital economy and trade. The pilot zone will first try to regionalize the digital economy center of gravity within the pilot zone. It is expected that in the future, top technology data centers such as computer centers, data processing centers, and cloud computing centers in China will be built in the pilot zone. The improvement of digital infrastructure will become an important support for cross-border

data flow. In addition, Xiong'an will also start the construction of a national digital economy innovation and development experimental area with broad development prospects.

3.2. Yangtze River Delta Region

The digital economy scale in the Yangtze River Delta region is no less than that of the Beijing Tianjin Hebei region, and its digital economy scale is also among the top in the country. In recent years, each province in the region has made great efforts to develop digital technologies such as the Internet of Things, artificial intelligence and Big data, relying on its own manufacturing advantages and taking 5G technology as the core. For example, in 2017, the No. 1 Document of Zhejiang Province mentioned the digital economy, requiring the transformation of the secondary and tertiary industries in the construction of industrial digitalization, which led to the successive introduction of the Implementation Plan of Cross border E-commerce in Zhejiang Province and the Made in China 2025 Zhejiang Platform for Action. The data governance capability of Zhejiang Province is also very excellent, and it is a leader in national data management. As the first Big data rights confirmation platform in China, Zhejiang Province has operated under the management of Zhejiang Province for many years. As a representative city of Zhejiang Province - Hangzhou, many well-known internet companies across the country are incubating and developing in Hangzhou. Currently, Hangzhou is actively promoting the construction of a smart city in order to become the first digital economy city in China. Jiangsu is an information-based province with a focus on developing digital industrialization. In recent years, it has shown a transformation from the field of e-commerce to the field of manufacturing in the development of the digital economy.

3.3. Pearl River Delta Region

The most representative province in the Pearl River Delta region is Guangdong Province. Thanks to its concentrated high-tech industrial clusters, Guangdong Province has a strong high-tech foundation, thus producing cluster effects and becoming one of the first provinces in China to develop the Tertiary sector of the economy with the help of the digital economy. In recent years, Guangdong has actively carried out the top-level design work of digital management. In terms of data element appreciation, the data stock of Guangdong Province will account for one fifth of the total data of the country in 2019. The contribution of data elements to the digital economy is increasingly prominent, which can effectively promote innovation in Big data, artificial intelligence and other fields.

3.4. The Midwest Region

The central and western regions are located inland, and their digital economy development process is relatively slow, but in recent years, their development speed has shown a steady increase trend. Taking Chongqing as an example, unlike other regions that comprehensively develop the digital economy, Chongqing has chosen to subdivide the digital economy field in order to focus on developing a certain sub region. Chongqing plans to focus on the development of digital economy in the field of manufacturing, develop Big data technology, incubate and develop more than 3000 digital enterprises, so as to build a manufacturing city. In terms of industrial digitization, Chongqing fully utilizes its industrial advantages and actively promotes the development of intelligent manufacturing. In the context of the digital economy, it has conducted research on the transformation and upgrading of traditional automotive and semiconductor industries. In addition, the development speed of the digital economy in Guizhou Province is also constantly increasing, maintaining a high-speed growth state, and focusing on developing the digital industry. Guizhou took the lead in relying on data property rights, data transactions and the construction of data Factor market to achieve economic growth, and took the lead in introducing a series of related policies, represented by the Regulations of Big data Development and Application Data.

4. The Economic Effect of Digital Economy Development on China's Export Trade

4.1. Digital Economy Helps Export Trade Break Through Obstacles

At present, the personnel exchanges and logistics transportation of export enterprises are affected by the international economic environment, and their development is hindered to a certain extent. Trade barriers have become a problem that enterprises have to face. With the promotion of the digital economy, export trade has developed from offline trade to online trade. Online trade relies on the Internet environment to adopt digital technology, which not only helps to break down communication barriers between trade parties, but also becomes an important technical support for export trade to overcome various obstacles and barriers. At the same time, the continuous development of digital technology has further reduced export trade barriers, enabling export enterprises to better open up overseas markets. With the help of digital technology and Big data technology, enterprises can effectively communicate with overseas customers when conducting export trade, and improve the transaction rate of export trade. Thanks to the rise and development of cross-border logistics and e-commerce, the problems of long and slow overseas logistics transportation in export trade have been effectively solved, providing more choices for foreign trade enterprises to sell products. Various practices have shown many advantages of the digital economy, that is, the digital economy is helping China break through the limitations of other factors on export trade and achieve a digital transformation of China's trade form.

4.2. Enhance the Level of Trade Facilitation and Improve the Business Environment for Export Enterprises

In the context of the prosperity of the digital economy, export trade and digital technology complement each other, further enhancing the convenience level of China's export trade and facilitating trade. At present, the support of digital technologies such as foreign trade digital comprehensive service platforms, smart logistics, smart customs, and digital warehousing has further simplified trade steps, reduced export costs, and increased trade volume for China's export-oriented enterprises. The scientific and reasonable integration of trade processes and increasingly mature blockchain technology can help accelerate the process of transformation in China's export trade form. In addition, in the process of Digital transformation of export trade, we should constantly innovate and improve the trade supervision model and system for the new era. While promoting trade facilitation, it is also conducive to building a good business environment for export enterprises, further promoting export enterprises to achieve the goal of high-quality export trade, so as to enhance the competitiveness of enterprises' export products.

4.3. Promoting High-quality Development of Export Trade

The advantages of export trade competitiveness mainly include two aspects: industrial competitiveness and export enterprise competitiveness. In the context of the digital economy, the export trade industry and related enterprises focus on Digital transformation, develop a digital trade model that integrates information technology, Big data, exports and other elements, promote export trade from traditional value advantages to generate comprehensive competitive advantages for all-round development, improve the development level of China's export trade, and achieve high-quality development of export trade. The high-quality development of export trade must follow the trend of the times, and integrate digital information technology into the original development model for Digital transformation. The emergence of the digital economy has brought about significant changes in the trade format and mode of China's export trade. The traditional development driven by labor has gradually

faded, and now the development driven by export trade is supported by digital technology. The digital economy has laid a foundation for export enterprises to carry out Digital transformation and achieve high-quality trade.

5. Conclusion

Overall, the development of the digital economy has had a huge impact on China's export trade. In the coming years, the digital economy will still be an important link for the development of China's export trade. The digital economy, with its own advantages, has brought great convenience to China's export trade, but at the same time, it cannot ignore the negative impact and problems caused by the development of the digital economy. We should approach the impact of the digital economy on export trade with a scientific attitude and a comprehensive perspective, continuously optimize and explore the advantages of the digital economy, and inject new vitality into the development of export trade.

One of the biggest advantages of the digital economy is to enable the supply chain to achieve Digital transformation, and then achieve supply chain integration. In the past, due to the low technological content of Chinese enterprises' export trade and the relatively large proportion of small and medium-sized enterprises, there was a situation where China's export industry was divided, reducing the added value of export products, and even leading to vicious price wars among domestic manufacturers. Today, through Digital transformation, enterprises can not only strengthen the relationship between upstream and downstream enterprises and achieve coordinated development, but also help enterprises to effectively export trade, so as to further tap their competitive advantages.

In addition, while formulating relevant policies, the country should also strengthen policy guidance, establish a sound legal system, further regulate the development of the digital economy, and create a stable and favorable development environment for enterprises' export trade. In terms of export trade, enterprises must adjust their trade methods and structure in a timely manner to adapt to the development of the digital economy, thereby further enhancing their competitiveness and influence.

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