

Дискуссионная панель 2

ЭКОНОМИКА ПРИРОДОПОЛЬЗОВАНИЯ И АГРАРНАЯ ЭКОНОМИКА

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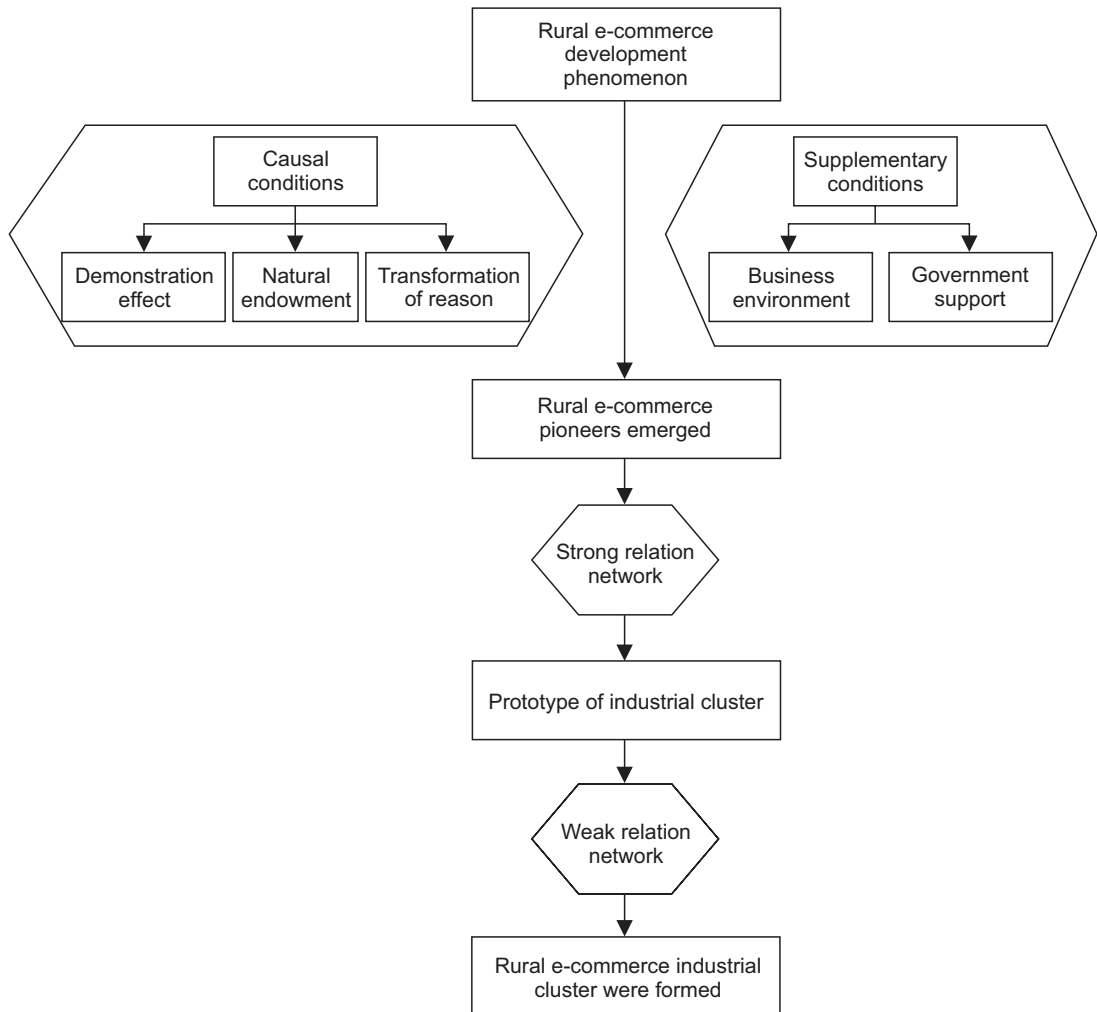
INFLUENCING FACTORS AND INTERNAL MECHANISM OF RURAL E-COMMERCE INDUSTRIAL CLUSTERS UNDER RURAL REVITALIZATION

In recent years, driven by the Internet and under the guidance of the poverty alleviation policy, the term “e-commerce” has been gradually introduced into rural areas, changing the traditional ideology of rural people and contributing to rural revitalization. Rural e-commerce has played a significant role in the opening and development of the new double-cycle development pattern with domestic circulation as the main body proposed in 2020. However, in the development process of rural e-commerce, there are also problems such as small scale and slow development speed. In order to properly examine the emerging industry of rural e-commerce, we must start to solve the urgent problems to develop rural e-commerce, promote the development of regional economy and help rural revitalization. Rural e-commerce industry cluster is increasingly becoming a trend. In the report of the 19th National Congress of the Communist Party of China, it is pointed out that rural e-commerce should give full play to the enabling role of rural e-commerce in the rural revitalization strategy, promote the innovation of rural e-commerce model in China, and make rural e-commerce as a “guide” to boost the development of rural economy in China. On the eighth China taobao village peak BBS, ali institute, taobao, ali new rural village alliance development research center jointly issued “1 % of change — 2020 China’s taobao village research report, according to the 2020 national found 5425 taobao village, 1756 taobao town, the village and town of taobao shop taobao implement turnover of 1 trillion yuan. In addition to the rapid growth of the number of Taobao villages, Taobao villages also show a trend of cluster development. By the end of September 2020, the number of Taobao village clusters has reached 118, including about 76 % of taobao villages, including 46 large Taobao village clusters and 8 super large Taobao village clusters. The emergence of Taobao Village closely integrates basic resources, workers and means of production. On this basis, big data is introduced to generate higher new productivity and guarantee the implementation of rural revitalization strategy through regional integration.

Therefore, the cluster of rural e-commerce industry provides a new development idea for the development of rural e-commerce. The clustering of rural e-commerce industry can not only avoid the competition between regions and even the same industry, but also change the relationship from competition to competition and cooperation, and promote industrial innovation and development through communication. So how can we better realize

the rural e-commerce industrial cluster? Based on this problem, this paper will deeply study the influencing factors and internal mechanism of rural e-commerce industrial clusters.

The core category of “rural e-commerce industrial cluster” is determined based on the internal relationship and logic of the categories through repeated verification and cyclic analysis of the above multiple steps, such as open coding, spindle coding and selective coding. On this basis, the paper constructs and develops the internal mechanism model of rural e-commerce industrial cluster (as shown in Figure), which mainly includes individual development stage, relationship network and cluster development stage.



Internal formation mechanism model of rural e-commerce industrial cluster

The strong relationship network forms one circle after another, while the weak relationship network connects these circles together to form a network. Therefore, the weakening of the relationship network in the process of cluster development marks that the industry scale in this region has entered a new stage and needs to change the form of connection for further development. In the process of rural e-commerce industrial cluster, we urgently need

to solve the problem is how to strengthen the weak relationship network? The emergence of the term digital countryside provides us with new ideas. On January 2, 2018, the Opinions of the CPC Central Committee and The State Council on the Implementation of the Rural Revitalization Strategy clearly proposed the implementation of digital countryside strategy, and made overall planning and design. Therefore, we can use big data to gradually break the industry boundary, strengthen the weak relationship network, match relevant industries, realize the complementarity of superior resources between industries, and promote industrial integration. Relying on Internet of things technology, industrial upgrading will be carried out through rural digital construction to improve the quality of industrial integration.

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