

Research on Theoretical Mechanism and Practical Path of Digital Economy Empowering Common Prosperity

Wei Chen

Wenzhou Polytechnic, Wenzhou, Zhejiang, 325000, China.

Abstract

To promote and realize common prosperity, it is necessary to accurately grasp the connotation of common prosperity, understand the status quo of the polarization between rich and poor, and explore effective common prosperity implementation paths. Common prosperity at this stage means that all people have the opportunity and ability to equally participate in high-quality economic development and share the fruits of economic development. At present, there are still problems such as the impact of the digital economy on the employment structure, the incomplete protection of the rights and interests of employees, the existence of the "digital divide", the widening of regional gaps, and the monopoly of digital platforms. To this end, this article clarifies the impact and mechanism of the development of the digital economy on common prosperity, analyzes its internal mechanism in depth, and explores the driving path of the digital economy to achieve a high level of common prosperity.

Keywords

Common Prosperity; Digital Economy; Influencing Mechanism; Equilibrium Growth.

1. Introduction

The digital economy is the future development direction of the world, and common prosperity is the essential requirement of socialism. According to the deployment of the "14th Five-Year Plan for National Economic and Social Development of the People's Republic of China and Outline of Long-term Goals for 2035", during the "14th Five-Year Plan" period, the common prosperity of all the people has taken solid steps, and by 2035, the common prosperity of all the people has achieved greater For obvious substantive progress. The Party Central Committee requires the promotion of common prosperity through high-quality development. General Secretary Xi Jinping emphasized "continuously making my country's digital economy stronger, better and bigger." To achieve common prosperity, we must promote the healthy and sustainable development of the digital economy, and at the same time achieve the dual goals of making the digital economy bigger and stronger and making substantial progress in common prosperity, which has become the central topic of the new era and new stage.

The key issue of common prosperity lies in wealth creation and wealth sharing. The digital economy is a new driving force for economic growth. It naturally has the function of creating wealth, but it cannot naturally realize the function of wealth sharing. The digital economy creates a "digital dividend" in terms of economic growth, employment expansion, and service improvement; however, it may also bring about "Baumol's disease" and the Matthew effect in terms of balanced development, such as "digital divides" that are contrary to common prosperity question.

2. The Mechanism of the Digital Economy to Promote the Realization of Common Prosperity

The innovation effect and synergistic effect of the digital economy accelerate wealth creation, and the spillover effect and inclusive effect can "bring wealth to the future" and "help the future to become rich". Both high-quality economic development and common prosperity need to solve the problem of unbalanced and inadequate development. Data and technology empowerment not only provide impetus for the development of the digital economy, but also provide a sharing mechanism for balanced development, helping the digital economy to achieve high-quality development. Promote common prosperity. This paper conducts an in-depth study of the sharing mechanism of the digital economy and the mechanism of promoting balanced development from the four dimensions of innovation effect, spillover effect, synergy effect, and inclusive effect, focusing on the analysis of the effects of innovation drive, industrial structure upgrading, and ecological synergy.

2.1. Innovation effect creates social wealth

Joseph Schumpeter's innovation theory has been fulfilled in the digital economy. Product innovation, technological innovation, market innovation, resource allocation innovation, and organizational innovation have profoundly changed human production and lifestyle. The intertwining of digital technology innovation and business model innovation has not only produced new products and new industries, but also promoted the upgrading and transformation of traditional industries, greatly increasing social wealth. The innovation mechanism of the digital economy is mainly manifested in three aspects.

One is the R&D and industrialization of digital technology, which fosters new products and new industries. The scale of China's "three new" economies continues to expand, and their contribution to economic growth continues to increase. The "three new" economy has become an important force to promote China's economic transformation and upgrading, and plays an important role in cultivating new business forms, new models and releasing new kinetic energy. This will definitely promote the accelerated optimization of China's industrial structure, and then shape an economic system dominated by innovation and consumption, providing a strong driving force for high-quality development. Data show that in 2021, China's "three new" (new industry, new format, and new business) economic added value will reach about 40 trillion yuan, accounting for more than 40% of GDP. First of all, the added value of new industries is about 20 trillion yuan, accounting for about 20% of GDP. It is mainly reflected in the added value of the new energy automobile industry of about 2 trillion yuan; the added value of the artificial intelligence industry of about 1 trillion yuan; the added value of the biotechnology and medical industry of about 6 trillion yuan; the added value of the digital economy of about 10 trillion yuan. This shows that new industries have become an important engine of economic growth. Second, the added value of new business forms is about 10 trillion yuan, accounting for about 10% of GDP. Mainly reflected in the e-commerce retail sales of 12.2 trillion yuan, of which social e-commerce accounted for more than 20%; the online education market reached 439 billion yuan; the unmanned retail market reached 125 billion yuan. This indicates that the new format is accelerating the reshaping of consumption patterns and employment patterns. Finally, the added value of the new business model is about 10 trillion yuan, accounting for about 10% of GDP. It is mainly reflected in the fact that the transaction volume of third-party payment reached 316.36 trillion yuan; the number of online car-hailing trips reached 6 billion; the number of food delivery orders reached 37 billion; This shows that the transformation of business models triggered by new technologies is profoundly affecting economic activities and lifestyles. The development of artificial intelligence technology and its industry is accelerating. More than ten smart chip products on the cloud side and end side have been commercialized.

The artificial intelligence unicorns in the fields of intelligent education, intelligent medical care and intelligent robots are growing rapidly. An important way for industrialization and technology iteration. The combination of big data and traditional industries has produced emerging industries such as digital agriculture, sharing economy, and smart logistics.

The second is the deep integration of digital technology and the three industries, and the transformation of traditional industries in an all-round, all-angle, and full-chain manner, constantly giving birth to new formats and new models. E-commerce is the most active and concentrated new industry, new format and new model of the digital economy, and is the most important part of the digital economy. According to statistics from the China E-commerce Research Center, China's e-commerce transaction volume will reach 38.1 trillion yuan in 2021, a year-on-year increase of 14.7%. Among them, B2B e-commerce transaction volume reached 31.6 trillion yuan, a year-on-year increase of 12.1%; B2C e-commerce transaction volume reached 6.5 trillion yuan, a year-on-year increase of 23.0%. E-commerce accounted for 24.5% of total retail sales. Specifically, the first is that B2B e-commerce continues to grow steadily. In 2021, the B2B e-commerce transaction volume will maintain a double-digit growth rate, mainly due to the rapid development of industrial product e-commerce and agricultural product e-commerce. Among them, the electronic procurement transaction volume reached 18.6 trillion yuan, a year-on-year increase of 9.9%. This shows that B2B e-commerce is being widely used in all aspects of my country's industrial chain. Second, B2C e-commerce is growing rapidly. In 2021, the total retail sales of consumer goods will increase by 8.5% year-on-year, but the growth rate of B2C e-commerce transactions will far exceed the overall level, reaching 23.0%. This shows that consumers' online shopping habits are accelerating, and e-commerce is increasingly driving economic development. In addition, cross-border e-commerce is rising rapidly. In 2021, the total import and export volume of cross-border e-commerce will reach 6.3 trillion yuan, a year-on-year increase of 29.3%. Among them, the export value was 4.2 trillion yuan, a year-on-year increase of 32.3%; the import value was 2.1 trillion yuan, a year-on-year increase of 24.4%. This indicates that my country's cross-border e-commerce is becoming a new important model of international trade. Finally, the new format of e-commerce is booming. For example, the transaction volume of live e-commerce in 2021 will exceed 3 trillion yuan, an increase of about 60% year-on-year; the transaction volume of social e-commerce will reach 9.8 trillion yuan, an increase of more than 50% year-on-year. The rapid rise of these new e-commerce models has further enriched my country's e-commerce ecology and stimulated the development of related industries. E-commerce starts from the end of circulation, takes consumption as the starting point, develops both goods and services, and traces up the supply and demand chain, which greatly promotes the digital transformation of traditional industries.

The third is digitization, networking, and intelligentization of manufacturing, agriculture, and service industries to increase total factor productivity and amplify, superimpose, and multiply economic growth. Studies have shown that the digital economy improves the quality and efficiency of the supply side from the three aspects of supply system, innovation system and manufacturing model, and promotes structural reform and economic growth on the supply side, that is, the quality, efficiency, and diversification of the supply system, and the network of the innovation system. Modularization, openness and collaboration, modularization, flexibility and socialization of manufacturing models. According to the report of the China Academy of Information and Communications Technology, the scale of China's digital economy will reach 39.2 trillion yuan in 2021, accounting for 38.6% of GDP. First, the scale of e-commerce continues to expand. In 2021, China's e-commerce transaction volume will reach 38.1 trillion yuan, a year-on-year increase of 14.7%. Among them, B2B e-commerce transaction volume was 31.6 trillion yuan, an increase of 12.1%; B2C e-commerce transaction volume was 6.5 trillion yuan, an increase of 23%. The cross-border e-commerce transaction volume was 6.3 trillion yuan, an increase of 29.3%. This shows that e-commerce is profoundly reshaping business

models and trade methods. Second, the "Internet +" industry is booming. For example, the sales revenue of the online game industry reached 439 billion yuan, an increase of 21.9%; the online education market reached 179 billion yuan, an increase of 36.6%; the short video market reached 637 billion yuan, an increase of nearly 50%. This indicates that "Internet +" is promoting industrial transformation and industrial upgrading. Then, digital technology is widely used. For example, the cloud computing market reached 179 billion yuan, an increase of more than 40%; the big data market reached 762 billion yuan, an increase of 22.4%; the artificial intelligence industry reached 1.76 trillion yuan, an increase of 52.9%. This shows that digital technology is accelerating the intelligent upgrade of our production and lifestyle. Finally, the scale of the 5G industry continues to expand. In 2021, there will be more than 900,000 5G base stations, and the number of 5G terminal connections will reach 322 million; the scale of the 5G industry will reach 1.2 trillion yuan, a year-on-year increase of more than 150%. This indicates that 5G is about to trigger a wide range of industrial applications and business model innovations.

2.2. Spillover effects promote balanced regional growth

The spillover effect was proposed by the American economist Kenneth Joseph Arrow in 1962, using concepts such as externality, learning by doing, and learning curve to explain the role of the spillover effect on economic growth. The digital economy is based on the spillover effects brought about by the diffusion of digital technology and network externalities. It mainly plays a role from the perspective of space, technology, and knowledge. It is specifically manifested in promoting rural revitalization, promoting balanced regional development, and enhancing the balance of regional development.

First, the spatial spillover effect of the digital economy promotes rural revitalization. The diffusion of digital technology has improved the timeliness of information transmission, reduced the cost of information transmission, and enhanced the breadth and depth of economic activities between urban and rural areas and between regions. The characteristics of strong penetration and wide coverage of the digital economy are obvious. For example, e-commerce's assistance to agriculture, from the initial assistance in the sales of agricultural products, to the in-depth penetration of channels, brands, and production ends, promotes the digital transformation of the entire agricultural industry chain, accelerates the industrialization and digital development of agriculture, and effectively promotes poverty alleviation. and rural revitalization are changing the way of agricultural production. According to statistics from the Ministry of Commerce of China , the scale of China's rural commerce will reach 15 trillion yuan in 2021 , a year-on-year increase of more than 10%. Among them, rural e-commerce is booming. In 2021, the transaction volume of rural e-commerce in China will reach 5.2 trillion yuan , a year-on-year increase of 18%. Rural e-commerce is becoming an important force driving the upgrading of rural consumption and increasing farmers' income. Secondly, the process of industrialization of agriculture has been accelerated. In 2021, China's agricultural industrialization demonstration parks will reach 407 , attracting more than 1.3 trillion yuan of various funds. Agricultural industrialization data is promoting the development of modern agriculture and promoting the transformation of agriculture from traditional production methods to modern industries. In addition, the process of rural financial inclusion continues to advance. In 2021, China's rural commercial banks will add more than 2.3 trillion yuan in new small and micro enterprise loans , a year-on-year increase of 12%. Financial inclusion data is solving the financing difficulties of rural enterprises and serving the development of "agriculture, rural areas and farmers". Then, the rural tourism market is active. In 2021, China's rural tourism will receive more than 1 billion tourists , and the total tourism revenue will exceed 1.5 trillion yuan. Rural tourism data is driving the development of new rural formats , increasing farmers' employment opportunities and sources of income. Finally, the construction

of a modern logistics system has been accelerated. In 2021, there will be more than 380,000 rural express delivery points in China, and the rural logistics penetration rate will reach 89%. Rural logistics data is promoting the collaborative development of urban and rural industries and driving the prosperity of surrounding industries.

Second, the spatial spillover effect of the digital economy helps to form an economic pattern of coordinated development among regions. Studies have shown that the digital economy has significantly promoted the improvement of the quality of urban economic development, and can affect the quality of economic development in adjacent areas through spatial spillover effects. The spillover effect presents a nonlinear trend of increasing marginal effects. An important mechanism for the digital economy to affect regional coordinated development is to upgrade the industrial structure, gradually replace traditional outdated production factors, and reconstruct the division of labor and cooperation system. In recent years, the eastern coastal provinces have maintained a leading industrial digitization degree, and the Yangtze River Delta urban agglomeration and the Beijing-Tianjin-Hebei region have led the country. Driven by the core urban agglomeration, industrial digitization is radiating to surrounding provinces and cities, and the radiation effect and spillover effect of advanced demonstrations are increasingly intensified. The digitization process of fourth- and fifth-tier cities is pressing the "fast-forward button". However, due to the differences in the level of economic development, the degree of industrial digitalization, and the application level of digital technology, the local effect and spatial spillover effect of the digital economy in the eastern region are greater than those in the central and western regions. A new development pattern of mutual integration and complementarity.

The third is that the digital economy can produce "digital overflow". This is the performance of knowledge spillover effect and technology spillover effect. Huawei and Oxford Economics define digital spillover as digital technology accelerates knowledge transfer, business innovation, and performance improvement within enterprises, within industries, and between upstream and downstream supply chains across industries, and has a sustained impact on the economy. E-commerce is a good example of digital spillover effects. In the industrial economy, backward areas also benefit from the diffusion effect of technological progress, but the industrialized pyramid or chained, monopolized vertical division of labor system hinders the widespread dissemination of knowledge and information and intensifies its marginalization. With the application of digital technology, e-commerce migrates, transforms and upgrades the linear business value chain of raw materials - manufacturing - distribution - retail - consumers in an industrialized environment into a distributed, socialized, equal and collaborative business value net.

2.3. Synergistic effect promotes coordinated development of the industry

Synergy, also known as synergy, is an ideal goal pursued by upstream and downstream enterprises in the industrial chain. The synergistic effect is composed of sharing effect, complementary effect and synchronous effect of resources or assets. Technology connection or market connection can realize the horizontal diffusion of technology resources or market resources, and the vertical integration or spatial aggregation of upstream and downstream industries can realize the sharing and sharing of resources and information. Complementary and synchronous, produce synergistic effect. In the course of the development of the digital economy, the initial pursuit is the network effect based on traffic. The transformation of traditional industries by digital technology is ultimately to reconstruct the industrial chain and supply chain, and build a new social division of labor and cooperation. The basic logic for the formation of network synergy is : expansion of Internet applications - wide application of big data and artificial intelligence - data intelligence and network synergy - formation of high- and low-tech manufacturers -- convergence of preferences, cognition and utility expectations- -

Network synergies. The essence of synergy is that compared with the relatively traditional, closed, and linear supply chain management system in the industrial age, social synergy breaks the diseconomies of scale of traditional management, and creating new huge value based on the network is synergy. We examine the role of synergies in the coordinated development of the industry from four dimensions

The first is the synergy between digital industrialization and industrial digitalization. Digital industrialization is the basic, leading and core industry part of the digital economy. The digital industry is a highly infiltrated, multiplying and technology-intensive industry. It presents key common technologies, data integration, and digital platforms that promote the digital industry to release the vitality of integration and innovation. features. The depth and breadth of integration and penetration of digital industry and industry, service industry, and agriculture continue to increase, and traditional industries are transformed and upgraded from multiple perspectives, across the chain, and in an all-round way, but they present the characteristics of unbalanced penetration. The degree of digitalization in the field and agriculture is relatively lagging behind. In the initial stage of the development of the digital economy, digital industrialization has a technological spillover effect on traditional industries, promoting the digital transformation and upgrading of traditional industries and improving the overall social welfare. The strong network effect of the digital economy may also have a huge impact on the traditional economy, causing problems such as the shrinking of traditional industries, technological unemployment, and widening income gaps. The traditional economy may be squeezed out of the market by the digital economy before it is completed. The government can establish a short-term competition buffer mechanism through the implementation of "competitive" policies, promote the transformation and upgrading of the traditional economy and maintain continuous competition with the digital economy, moderately strengthen the technological spillover effect of the digital economy, and promote digital industrialization and industrial digitization Coordinated development.

The second is the collaboration between the digital platform and manufacturers in the business ecosystem. The digital economy is inseparable from network collaboration, and the expansion of Internet applications provides a platform for network collaboration. The digital platform is the carrier of the integration of the digital economy and the real economy, the integration of the upstream and downstream of the industrial chain, and the interconnection between industries and industries. It is the most important form of enterprise organization in the digital economy. The so-called platform business ecology is a brand-new social collaborative network built on the platform for a specific business purpose. The platform is the most valuable organization in the ecology, and the platform business ecology is a brand-new value creation network. The two are playing an increasingly important role in the digital economy. Small and medium-sized enterprises in the ecosystem and platform companies form an innovation cluster together. The digital platform and the manufacturers in the ecology can achieve three kinds of synergy : first, supply and demand synergy, the platform establishes direct contact between producers and consumers, creates a community feedback loop with the help of data technology, and big data analysis provides technical support for accurate matching of supply and demand , to bring decision-making convenience and precise services to producers and consumers. The second is capacity collaboration. The open intelligent manufacturing platform optimizes shared data and resources, and effectively integrates independent production entities based on real orders to achieve full-process collaboration in design, procurement, processing, quality inspection, logistics, and after-sales. It also includes the synergy of talent and technology. The third is value aggregation. Based on the efficient cooperation form of customer value creation and cross-domain value network, the value aggregation effect after networking will promote the innovation of its own value creation and value delivery, subverting the original business model. Therefore, a platform is a business ecosystem with multi-party participation, co-creation and

sharing, and dynamic evolution. Enterprises either build an ecosystem to integrate others, or choose an ecosystem to be integrated by others. A good platform ecology can give full play to the positive externalities of the digital economy.

The third is the coordination of industrial chain and supply chain. The proliferation and application of digital technology has accelerated the migration of various industries to the Internet. The circulation and circulation links of consumer goods have been Internetized, and the power of change is gradually transmitted to the design and production fields, helping the digital transformation of the industrial chain and supply chain. The industrial chain group ecosystem that coordinates the industrial chain and supply chain is a new type of industrial platform organization. Enterprises such as Alibaba, Huawei, and JD.com have been building their own chain group ecosystems. The industrial chain group ecosystem can promote the rational optimization and coupling of all links in the industrial system, establish a new industrial system composed of manufacturers, suppliers, sellers, consumers and service providers, and generate synergistic effects through collaborative actions. The collaboration of the industrial chain and the supply chain has led to the emergence of a "new entity enterprise" with four attributes: substance, technology, ecological inclusiveness, and network externality. The new type of physical enterprise is the crystallization of digital operation of physical business and technological empowerment of the industrial chain and supply chain. It empowers small, medium and micro enterprises and lowers their entry barriers to the market. For example, relying on the advantages of data and technology endowment, JD.com, while innovating its own business model and improving its own operating efficiency, creates a technologically empowered and inclusive sharing ecosystem for upstream and downstream cooperation in the industry, and promotes the transformation and upgrading of the entire industry chain and supply chain. In practice, the coordinated evolution of digital commerce and industrial clusters has undergone multi-point breakthroughs, connecting points into lines, connecting into networks, and deriving into a body, forming a digital commerce ecosystem that coordinates platforms, multiple subjects, and multiple businesses. By reconstructing the innovation chain, industrial chain, and value chain, industrial clusters continue to evolve along the relatively closed supply chain system - value network - socialized collaborative network - open industrial ecological path, making the external economic growth of the cluster dynamic. with endogeneity.

Fourth, the data element is coordinated with other production elements. As a "glue", data is a key production factor that connects innovation, activates capital, cultivates talents, promotes industrial upgrading, promotes coordinated industry development, and economic innovation and growth. Data elements need to be coordinated with other elements such as talents, technology, and industry. Through the use of computing power and algorithmic digital technology, traditional production elements such as labor and capital are fully integrated, and the multiplier effect and network effect of element combination and element structure are constantly exerted. Only by driving industrial integration and industrial association can we play a multiplier role. There are three levels of linkage between data elements and other elements : at the basic level, data provides a basic environment for the integration of talents, capital, innovation and other elements in the real economy ; at the support level, data is fully integrated into traditional industries to improve productivity in various fields , promote the deep integration of primary, secondary and tertiary industries, profoundly change the production methods and organizational forms of traditional industries, and give birth to new industrial models and formats; at the integration level, data optimizes the allocation of production factors such as talents, technology, capital, and management, and realizes national economic development. All elements of digital transformation. Through the three-level linkage, the deep integration of the digital economy and the traditional economy will be realized, the digital

capabilities of real enterprises will be improved, and the platform economy and traditional industries will develop in harmony.

2.4. The inclusive effect promotes the sharing of digital dividends by all

The core support of the digital economy is digital technology, which is an important driving force for inclusive growth. All economic activities related to digital technology can be included in the scope of the digital economy. In the development of the digital economy, the basic logic of exerting the inclusive effect is : digital technology has changed the behavior and organizational form of market participants . On the one hand, the digital platform built with digital technology provides a new way of exchange and collaboration. Through the networked collaborative operation of the platform, it has not only cultivated a large number of small and medium-sized enterprises, solved the threshold problem for small and micro enterprises to enter the market, but also provided remote areas, poor areas and underdeveloped areas with the opportunity to "change lanes and overtake". On the other hand, digital technology empowers traditional industries, and the deep integration of digital economy and real economy breaks through the time and space constraints and resource constraints of the traditional economy, weakening the dependence of economic entities on traditional production factors. With the support of digital technology, people realize instant information, equal opportunity, and financial inclusion through digital platforms, forming an inclusive mechanism of "equal opportunity, everyone's participation, and value co-creation", and socially disadvantaged groups have equal access to technology and services , All kinds of market entities participate in economic activities fairly and share the dividends of digital economic development.

One is the diffusion effect released by digital infrastructure. Digital technology can enable all consumers to obtain the same information at the same time, reduce the cost of searching, copying, transportation, tracking and verification, and have an impact on the country, region, business and consumer levels, but the prerequisite is that they must be able to access the Internet. Therefore, a sound digital infrastructure is not only a prerequisite for the development of the digital economy, but also a solid foundation for common prosperity. The infrastructure of the digital economy includes not only the construction of traditional major infrastructure such as railways, highways, airports, and water conservancy, and the integrated infrastructure after digital transformation, but also new infrastructure such as communication networks, new technologies, computing power, and data. Both the government and the market have a strong motivation to promote the construction of digital infrastructure, which objectively promotes more adequate and more equal facilities on the digital basis. Underdeveloped regions and developed regions, residents who get rich first and disadvantaged groups who get rich later are in the same position. A space for development, together towards common prosperity. For example, according to data from the Ministry of Industry and Information Technology, as of June 2021, China has built 5.84 million 4G base stations, and mobile broadband has covered more than 99% of administrative villages in rural areas; as of September 2021, the number of 5G base stations in China has exceeded 1 million, accounting for More than 70% of the global total. Digital infrastructure has exerted the diffusion effect of information communication and the inclusive effect of digital technology, benefiting rural areas, remote cities, and disadvantaged groups in terms of consumption, employment and entrepreneurship.

Second, the digital platform improves the inclusiveness of services. The carrier of the inclusive effect of digital technology is the digital platform. The platform uses digital technology to create a mechanism with low search costs and low verification costs, and uses network effects to provide interactive services for potential trading partners, solves the problems of precise matching and transaction efficiency between the two parties, and quickly serves a large number of customers. For example, portal websites, search engines, and information platforms have improved the efficiency of people's access to information ; Weibo, WeChat, and QQ have

improved the efficiency of social interaction ; online retail platforms have improved the efficiency of shopping ; express delivery platforms have improved the efficiency of logistics. As of June 2021, the number of Chinese netizens has reached 1.011 billion , the number of online shopping users has reached 812 million , and the penetration rate has reached 80.3 % ; the scale of online takeaway, online travel reservation users, online office, online education, and online medical care 469 million and 367 million , 381 million , 325 million and 239 million respectively . Online retail platforms make up for the lack of physical retail in underdeveloped regions. McKinsey's research found that 39% of online retail is new consumption, and in third- and fourth-tier cities, the proportion of new consumption is even higher, reaching 57%. In recent years, rural residents contact the outside world through e-commerce platforms, pay more attention to personalized, branded and diversified consumption experience, and pursue higher consumption quality and experience, and young people in small towns have become a consumer group with great potential. The consumer Internet platform facilitates the life of urban and rural residents and promotes the inclusiveness of consumer services.

Third, industrial digitalization promotes inclusive growth. The integration of digital technology and traditional industries promotes the networking, digitization, and intelligence of the three industries, brings inclusive growth to traditional industries, and creates opportunities for employment and income growth for the less wealthy, residents of underdeveloped areas, and unemployed women, and satisfies the needs of the long tail. Consumer demand. Industrial digitalization is penetrating into the central and western regions, showing the advantages of the Internet's borderless inclusiveness, forming the "Digital Hu Huanyong Line". For example, the short video and live broadcast mode promotes the digitalization of the snail noodle industry. By the end of 2020, the production and sales of bagged snail noodle in Liuzhou, Guangxi reached 10.56 billion yuan, a year-on-year increase of nearly 70%, and the online consumption of Guangxi snail noodle increased by 780 % year-on-year . In the advancement of artificial intelligence and automation, the total employment will remain basically stable under the effect of substitution and inhibition effects, and young people with good educational background and technical expertise will benefit from it, while those in the replaced industries have lower education and skills and are older The population suffers the most and widens the income gap. However, some new business forms and new models that do not require high technology can have a creation effect (or "recovery effect") on employment. For example, in live broadcasting e-commerce, the entrepreneurial team formed around the anchor has derived more than 20 occupations in five categories, including operation management, live broadcast service, video service, live broadcast e-commerce, and auxiliary logistics, including planning, broadcasting assistance, and field control. , quality control, customer service and other emerging employment forms. According to statistics released by Alibaba , the transaction volume of Taobao live streaming will reach 3.1 trillion yuan in 2021 , a year-on-year increase of more than 70%. At the same time , the peak number of daily live broadcast rooms of Taobao live broadcast reached 1.7 million , the daily average number of live broadcast rooms exceeded 400,000 , and the number of anchors exceeded 20 million. In 2021, the sales scale of a single Taobao live broadcast will reach a maximum of 6.06 billion yuan , entering the era of high-speed HP. The sales volume of over 10 million anchors has reached more than 1 billion , showing that the ability to deliver live broadcasts has been greatly improved. In 2021, more than 100 million Taobao live videos will be uploaded , with an average of one live video every 10 seconds . Live short videos are becoming an important way for users to obtain product information. Platform economies are more equal, inclusive, and shared, and mobile and flexible small businesses can better adapt to the needs of decentralization and personalized customization, and meet the long-tail demand for multi-variety, small-batch products and services.

Fourth, new formats and new models promote inclusive growth. In recent years, relying on the innovation and application of digital technology, a large number of new formats and models

have emerged, stimulating the innovation vitality of the market. The low barriers to entry and low start-up costs of e-commerce provide good opportunities for farmers, young people in small towns, unemployed workers, disabled people and other groups to start their own businesses. For example, through channels such as e-commerce platforms, social networks, online travel and takeaway platforms, timely release local specialty products, natural scenery, and cultural tourism resources to drive the development of rural tourism, catering, and homestay industries. The Shaji Model, Qingyan Liu Model, Donggaozhuang Model, Tonglu Model, Chengxian Model, Wugong Model, etc. have promoted the integration of digital technology and the real economy, the integration of the digital economy and the real economy, and the deep integration of primary, secondary and tertiary industries, and promoted urban and rural development. Integrated development realizes inclusive development or shared growth where urban and rural lifestyles converge. The development of digital technology has created opportunities and profit space for the financial "long tail market". In recent years, China's digital finance has served a large number of low-income groups and small and medium-sized enterprise users. The income inequality among residents has been improved, and the account coverage ratio, personal payment and small and micro credit have played a more significant role. The transmission mechanism for digital finance to promote inclusive growth is that digital finance improves the entrepreneurial behavior of rural residents, especially helps to promote entrepreneurial behavior with low physical capital or low social capital, and brings about the equalization of entrepreneurial opportunities, thus promoting China's inclusive growth.

To sum up, the diffusion effect of information communication, the agglomeration effect of digital platforms, the spillover effect of data information, and the inclusive effect of digital technology have changed the traditional production organization model, transaction model, circulation model and consumption model. Mechanism, platform mechanism, acceleration mechanism and inclusive mechanism, the digital economy shows the immediacy of sharing, unlimited exponentiality, cross-border balance, and diverse precision. The digital economy promotes common prosperity mainly through the "four effects". Innovation effects, spillover effects, synergistic effects, and inclusive effects increase opportunities to stimulate innovation, narrow urban-rural gaps, reduce industry gaps, and create equal opportunities. Conversely, common prosperity is also extremely important to the development of the digital economy, and predatory development will surely trap itself in a cage.

3. The Path Selection of The Digital Economy To Promote Common Prosperity

The digital economy has had an overall positive impact on industrial development, economic structure, and social life, but the disorderly expansion of the digital economy has also brought about a series of negative problems such as the "digital divide" and "Baumol's disease". To adhere to the equal emphasis on digital economy development and regulation, and to promote common prosperity through high-quality development, four measures should be taken.

3.1. Strengthen and coordinate the construction of new digital infrastructure

The construction of new digital infrastructure involves various fields in industrial development, social services, and urban governance. It is necessary to do a good job in analyzing the technical and economic feasibility of new infrastructure construction projects in the overall economic and social development. Sexual and operable construction planning. The first is to comprehensively deploy new digital infrastructure such as 5G, artificial intelligence, cloud computing, and the Internet of Things, and promote the digitalization, networking, and intelligent transformation and upgrading of traditional infrastructure such as transportation, energy, ecology, and industry, and provide a foundation for the full development of various

fields Facility condition. In addition, efforts will be made to increase the speed of development of new digital infrastructure in underdeveloped areas, and promote the overall optimization and synergistic integration of infrastructure at the urban and rural levels and at the regional level. Realize service accessibility in remote rural areas, provide strong support for urban-rural integrated development and regional integrated development at the infrastructure level, bridge the digital divide, and weaken "Baumol's disease". The second is to strengthen the connection between new digital infrastructure and existing traditional infrastructure, and promote the construction of new urban infrastructure. Enhance the application capabilities for specific scenarios such as "Internet +" production, government affairs, medical care, education, and environmental governance, broaden the coverage of the Internet of Things in the field of life, improve the intelligence level of living facilities, and build an inclusive and intelligent digital integration of life services facility. At the same time, on the basis of improving the basic quality of life of vulnerable groups and marginalized groups, fully consider the special needs of these groups for smart facilities to meet their material requirements for a better life, thereby enhancing their sense of happiness and gain. The third is to strengthen the construction of network infrastructure such as Internet access in underdeveloped areas by relying on the "East Counting West Counting" project. Improve the cross-network and cross-regional interaction capabilities of the data center, so as to expand the radiation coverage of high-quality digital resources in the eastern region to the western region, stimulate effective investment in the upstream and downstream of the industrial chain in the western region, and use the eastern region, which is rich first, to drive the western region. wealth, providing a powerful impetus for narrowing regional disparities.

3.2. Standardize relevant systems for the development of the digital economy

The first is to strengthen the supervision of large digital platforms. Combined with the development laws and trends of the digital economy, clarify the main responsibilities and obligations of platform enterprises, collect operational information of the platform market through the supervision platform in advance, break the "information bottleneck" of platform supervision, and achieve fair review; use scientific and technological means to integrate supervision and governance Throughout the entire process of platform market operations, clarify the responsibilities and obligations of platform market entities, and constrain platform enterprise entities with industry self-discipline mechanisms; use digital technology to randomly check the operation of the platform market afterwards, and correct deviations in a timely manner, so as to build a scientific, lawful, and dynamic platform. platform market supervision system. The second is to maintain a fair order between the digital platform and the settled enterprises. Extend the construction of the business environment from offline to online, establish and improve the platform market access system and platform business rules, optimize the platform business environment, and improve the rules and regulations for fair competition in the digital economy. Put an end to unfair competition such as "choosing one of the two platforms" and "killing familiarity with big data", prevent platform monopoly and disorderly expansion of capital, promote fair competition in the digital economy market, and maintain the normal order of the digital economy market. The third is to standardize labor relations in the online market. The government actively intervenes in the handling of labor relations in the online market, clearly defines online labor relations, employment relations, labor relations, and outsourcing relations, formulates basic guidelines for handling conflicts and disputes in online labor relations, strengthens the prevention and handling of online labor disputes, and conducts multiple mediation according to law Contradictions and disputes in online labor relations. Ensure the fairness and impartiality of labor dispute adjudication, so as to build a harmonious labor relationship in the platform market and protect the legitimate rights and interests of platform employees. The fourth is to cultivate high-quality digital enterprises in various industries, give full play to the "dandelion effect" of high-quality digital enterprises, and bring

regions, rural areas, and the masses that have the need to become rich into the industrial chain of high-quality digital enterprises, making them a certain link of the industrial chain Or ports, forming a virtuous circle of getting rich first, getting rich later, and helping later.

3.3. Establish an income distribution system compatible with the digital economy

One is to carry out step-by-step tax deduction based on income level and wealth accumulation, and to optimize the progressive personal income tax system with digital technology. Gradually introduce real estate tax, inheritance tax and other taxes, explore reasonable thresholds and feasible tax systems, and increase penalties for tax evasion, so as to weaken the intergenerational transmission of the gap between the rich and the poor. The second is to define the subject and object of taxation for new products, new models, new industries, and new business formats spawned by the digital economy, and collect digital service taxes on Internet companies. In this process, we must not only consider the efficiency value brought by the development of the digital economy, but also pay attention to the impact of the benefits of the digital economy on the fairness of taxation, and pay attention to the fairness of the distribution of tax benefits, and multi-dimensionally weigh the development of the digital economy and the distribution of tax benefits. To solve the problem, comprehensively consider the fairness of tax burden and the fair distribution of tax benefits among different types of enterprises. The third is to use big data and other scientific and technological means to strengthen the registration of online live broadcast accounts and management of classification and classification for industries such as live broadcasting, strengthen the supervision of live broadcast platforms and merchants, and urge online live broadcast publishers and live broadcast platforms to fully, truthfully and accurately disclose goods and services. Service information, protect consumers' right to know and right to choose; clarify the main obligation of withholding and payment for platforms and merchants, urge and remind anchors to consciously fulfill their tax obligations, and establish a system to prevent tax evasion. The fourth is to improve the rules of the factor market. Encourage market players to explore data rights confirmation, promote the formation of a data asset catalog, and then gradually improve the data asset pricing mechanism. Cultivate a standardized data trading platform and market entities, establish and improve data asset evaluation, registration and settlement, dispute arbitration and other market operation systems, while improving the efficiency of data transactions, take into account the security of data transactions, and avoid data elements from being overwhelmed by star enterprises or individuals exclusive.

3.4. Improve the inclusive level of public services through digital reform

The first is to use big data intelligent analysis tools to conduct correlation analysis on the supply and demand status information of resources in the public service field, and establish a third-party monitoring and evaluation mechanism for the short board status of public services. The government leads and introduces social forces to effectively increase digital supply and network services in the fields of culture, education, medical care, tourism, sports, etc., based on the service radius and service population, and promote the sharing of high-quality public service resources. The second is to introduce social forces through government procurement of services, public construction and private operation, etc., increase resource input in the field of social security for people's livelihood, optimize resource allocation in the field of people's livelihood, and use digital platforms to supervise and evaluate its services, and develop quality-guaranteed universal services. Sex life service. Improve the service level of life service institutions through digital reform. Develop community inclusive life service organizations according to local conditions, strengthen the connection between supply and demand in employment, old-age care, child care, housekeeping and other fields, develop affordable inclusive life services, reduce the cost of inclusive life services, and enable as many people as

possible To be able to enjoy life services to solve the problem of fairness in the use of resources in areas of people's livelihood such as education, medical care, elderly care, and assistance to the poor. The third is to popularize universal telecommunications services in rural and remote areas. Strengthen network remote services in remote areas, border areas, and poverty-stricken areas, and develop mobile terminals that meet the needs of special groups, so that all people can obtain information and use it equally, conveniently, and barrier-free, and improve digital social service capabilities for special groups. Expand education, medical care, social security and other service content through Internet technology, improve the remote coverage and supply level of public services, and help equalize basic public services. The fourth is to promote the construction and development of platforms in the field of public services. Using the digital platform as a carrier, explore cross-border cooperation in the fields of education, medical care, health, culture, elderly care, sports, tourism, environmental protection and other public services, and promote the integration of medical care, culture and education, sports and medicine, culture and tourism integration, and entertainment integration The development of new models and new forms of business, such as the integration of ecological tourism and ecotourism, in order to enrich the diversity and individualized needs of public services, and improve the quality and level of public services.

Acknowledgements

Wenzhou Philosophy and Social Science Planning Project (Project Number: 22JD75).

References

- [1] Acemoglu D, Restrepo P. Robots and jobs: evidence from US labor markets [J]. *Journal of Political Economy*, 2020(6).
- [2] Ahmed A, Roubaie A. Poverty reduction in the Arab world: the use of ICTs [J]. *World Journal of Science, Technology and Sustainable Development*, 2013(3).
- [3] Chao Xiaojing, Ren Baoping . Theoretical connotation and evaluation index system construction of common prosperity in the new development stage [J]. *Research on Financial and Economic Issues*, 2022 (7).
- [4] Chen Lijun, Yu Jianxing, Xu Yina . Construction of Common Wealth Index Model [J]. *Governance Research*, 2021 (4).
- [5] Cheng Enfu, Liu Wei. Theoretical Interpretation and Practical Analysis of Socialist Common Prosperity [J] . *Marxist Studies*, 2012 (6).
- [6] Pei Changhong, Ni Jiangfei, Li Yue. Political Economic Analysis of Digital Economy [J]. *Finance and Trade Economics*, 2018 (9).
- [7] Hu Angang, Zhou Shaojie . 2035 China: Towards Common Prosperity [J]. *Journal of Beijing University of Technology (Social Science Edition)*, 2022 (1).