International Journal of Multidisciplinary Research and Growth Evaluation.

Analysis of Issues and Strategies for the Integration and Development of China's Digital Economy and Real Economy

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Article Info

ISSN (online): 2582-7138
Volume: 06
Issue: 04
July - August 2025
Received: 03-05-2025
Accepted: 04-06-2025
Published: 02-07-2025
Page No: 579-581

Keywords: Digital Economy, Real Economy, Development Issues, Strategy Analysis

Abstract
The digital economy continues to grow today, playing an important role in many areas. Integration of digital technology and real industry to promote industrial change and economic development. Promoting the development of deep integration and realizing the innovation and structural reconstruction of industrial forms have become the consensus of the moment. Taking China as a sample point, this paper analyzes the problems of integrating the digital and real economies and their solutions from the relationship between the two as an entry point.

1. Introduction

The integration of the digital economy and the real economy is an important strategy for industrial change and development[Error! Reference source not found.]. The industrial integration of the digital economy and the real economy is an irreversible trend. With the advent of the big data era, it can facilitate the advancement of information technology, promote economic and social development, and provide ways to address economic development. The real economy is essential for socio-economic development and is the foundation of national development[Error! Reference source not found.]. Economic development needs the digital economy as a foundation and the real economy as a driving force.

From the perspective of the development of the digital economy, it can provide some scientific and technological support to the real economy and help to analyze the development in depth. The digital economy is highly innovative and has a wide coverage. The application of technologies such as 5G, industrial internet, AI, and big data can drive an all-around transformation of the real economy. Promoting the deep integration of the digital economy with the real economy can boost economic development and improve residents' quality of life.

The deep integration of the two can enhance the economy and improve life, but also enhance the supply chain's resilience, promote high-quality development, give rise to new industrial models, drive the industry chain to collaborate to reduce costs and accelerate digital transformation.

This paper points out the problems arising from the integration of the digital economy and the real economy and formulates relevant development strategies and corresponding solutions. As far as practical value is concerned, the analysis of related strategies in the paper can provide some references for the integration process of the digital economy and real economy and then promote the mutual integration of the two.

2. Literature review

2.1 The digital economy

The concept of the digital economy was first introduced in 1996 by Tapscott, who argued that the digital economy is a new form of economy [3], Considering that the digital economy is characterized as digital, virtual, global and knowledge-driven [4]. There is no standardization of the concept of the digital economy in academia, and research on the digital economy has been divided

into two areas: (1) The impact of the digital economy on specific elements of society; (2) Measurement of the digital economy [5]. The mechanism by which the digital economy affects a particular element of society is categorized into three aspects: economic, environmental, and innovation. (1) Analysis at the economic level reveals a positive effect of the digital economy on green total factor productivity [6], Promote the improvement of the production technology level of enterprises and accelerate the transformation and upgrading of industrial structure [7, 8]; (2) From an environmental perspective, the digital economy can reduce energy consumption and optimize products [9], Improving industrial efficiency and promoting green development [10]; (3) From the perspective of innovation, the digital economy can improve resource allocation and promote industrial innovation and development [5]. In terms of measuring the digital economy, there are five broad categories: professional organization indices, industry value added, inputs and outputs, satellite accounts, and evaluation indicator systems [11, 12].

2.2 Impact of the digital economy on the real economy

The real economy refers to the total value of goods produced in a country and is a more traditional economic activity encompassing the production, distribution and logistics of physical goods [13]. The study found that the digital economy will drive China's real economy, which can lead to the development of China's manufacturing industry [14]. China's digital economy development could act as a disincentive for foreign firms [15]. The digital economy accelerates industrial development [17] and can lead to high-quality economic development [16].

3. Existing problems

3. The data security situation is not optimistic, and the digital divide is emerging

Certain security risks are associated with the development of the digital economy, and data leakage and hacking may be encountered when collecting data, which can negatively impact corporate image and user trust. At the same time, there will be a certain digital divide, with the existence of some people who do not understand the digital economy, creating a certain level of disparity. The development of the digital economy will make the market competition more and more intense, and bring certain competitive pressure to the traditional real enterprises, which requires real economy enterprises to carry out innovation to maintain competitiveness.

3.2. China's digital economy is not sufficiently well-founded

The foundation of China's digital economy is not strong enough. Among China's top 100 enterprises, the comprehensive strength of the electronic information industry, AI and the Internet is relatively weak, and only a few enterprises are ranked at the top of the list, which shows that the digital economy's infrastructure still needs to be improved. A weak digital economy floor can somewhat slow down the real economy and affect the real industry moving forward.

3.3 Structural changes in industry triggered by the development of the digital economy

The rapid development of the digital economy may lead to a "monopoly" situation, resulting in market monopolization and the possibility of promoting industrial restructuring. The formation of a monopoly situation in the digital economy will cause a serious impact on the development of the real economy.

4. Analysis of solution strategies

4. 1 Strengthening the safety and security system

The digital economy has a specific security risk of data leakage, so it is necessary to accelerate the construction of a digital foundation and a secure data system to protect the frontiers of the real economy.

4. 2 Improving digital infrastructure development

Accelerating the creation of digital infrastructure can lay a solid foundation for realizing the integration of the digital economy and the real economy. The introduction of relevant policy support can accelerate the construction of data processing platforms and promote the development of the real economy.

4.3 Adapt to market requirements by actively promoting industrial upgrading and strengthening regulation

The mutual integration of the digital and real economies can lead to industrial upgrading and transformation to adapt to market demand. By promoting the upward development of the industry, the digital economy penetrates all sectors and helps the development of the real economy. The digital economy cannot thrive without sensible oversight initiatives. It is important to strengthen the integration of the digital and real economies and to rely on sound monitoring initiatives to prevent platform monopolization and capital expansion. Malicious competition can lead to setbacks in the real economy, so more regulation is needed.

5. Summary

Overall, the digital economy can expand the business field for the real economy, and its development drives the real economy forward while also guiding it in the direction of high-quality development. In addition, the digital economy brings more business opportunities and room for innovation to the real economy. Through the Internet platform and e-commerce channels, real economy enterprises can directly face the global market, broaden sales channels, reduce transaction costs and realize the integrated development of online and offline.

The real economy is the root of the digital economy, providing broad market demand for its development. It can build the material foundation of the digital economy, and its support can promote its development and provide a solid foundation and broad space for its vigorous growth. However, it is important to pay attention to the security issues in the convergence of the two and the possible digital divide. The digital economy can bring about the expansion of the market size. The rational application of the Internet and mobile data can have a significant positive impact on the development of the real economy. You have to use a two-sided dialectical perspective to recognize the connection between the digital economy and the real economy. The digital economy is indispensable to developing the real economy; it can also effectively help the real economy achieve its goals.

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