

Research on the Development Mode of Shaanxi County Economy in the Era of Internet

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Abstract: The development of county economy has become the cornerstone of the country's overall economic development. The innovation of county economic development model helps to solve the problems of agriculture, rural areas and farmers, which will also be conducive to the adjustment and optimization of industrial structure and the optimization of social management. Prime minister, Keqiang Li, proposed "Internet +" during the two sessions, the county economy development has new development opportunity, each county in Shaanxi province should be in response to the strategy of "Internet +", should be more action plan, to achieve "Internet + county economic development model. "Internet +" county will further promote domestic demand expansion of economic development model, the industrial structure optimization, new urbanization construction, promote employment and entrepreneurship. At the same time, each county in Shaanxi Province should implement "full participation of entrepreneurship and innovation" work deployment put forward by the state council, realize the series of important instructions about poverty alleviation and development work, especially for several old revolutionary base areas rich in symposium's important speech spirit, explore the new solutions to information poverty alleviation and income, the county economic development model, and implement innovation-driven development strategy, building a new engine of Shaanxi economy development to promote the reform and innovation of county economy development path.

1. Introduction

Premier, Keqiang Li, proposed the "Internet +" action plan for the first time in the government work report during the two sessions in 2015. The central no. 1 document also talked about vigorously developing Internet agriculture. With the development strategy of "Internet +" put forward by the country, people from all walks of life began to study their own development path by combining the Internet. The rapid development of the Internet has changed the economic growth point, and the Internet has become the driving force of economic development. The driving force for county economic development is gradually obvious, and each county takes the opportunity of "Internet +" to realize the optimization and upgrading of local industries. County consumers through the Internet shopping consumption convenient, affordable, has become a new growth point of county consumption. The Internet brings changes to county towns and rural areas, and "county golden stream" stimulates county economy and people's life through the Internet. "Internet plus" effectively improves the efficiency of consumer goods circulation and ultimately benefits consumers. Internet plus helps promote the upgrading of county manufacturing industry and the development of modern service industry, which is of great significance for the optimization of county industrial structure. The development of e-commerce can also lead to new forms of service business. "Internet +" has the characteristics of low employment threshold, low start-up cost, integration technology and labor intensity, so it has a significant driving effect on employment and entrepreneurship.

With the gradual penetration of the Internet into the vast urban and rural areas, the value of e-commerce to the county economy and society will be more diversified and rich. With the Internet, product information can be extended beyond the region, promoting featured agricultural products and expanding the market. Therefore, products with competitive advantages will radiate to more consumers, occupy a larger market share and highlight economic advantages, thus promoting

division of labor and professional production. How to break through the current situation and use "Internet +" to build a new engine for county economic development in shaanxi is worth further thinking and research.

2. The current situation of Shaanxi "Internet +" development county economy

With the rapid development of county e-commerce, county economy plays an important role in China in recent years, accounting for about 50% of the national GDP and 70% of the national population. According to the Alibaba Research Center's report on China's county e-commerce index in 2013, Shaanxi Province's county e-commerce is in the fifth tier. Shaanxi county electronic aviation development gradually after starting, small-scale growth and large-scale diffusion, the number of agricultural products online and rural online business increased year by year. Shaanxi e-commerce agricultural products mainly include lily, angelica, etc. on ali platform, while consumption of in-depth agricultural products such as meat, vegetables and grain and oil work gradually increases. Shaanxi's agricultural product consumption growth ranked the third in China in 2014. Shaanxi individual counties have made certain achievements in the development of e-commerce. Wugong County in Shaanxi Province was identified as e-commerce demonstration county in Shaanxi province and "Internet +" initiated the "crowdfunding" mode of mass participation, which plays an important role in realizing the modernization of Shaanxi county agriculture. The "Internet +" in Shaanxi county broke regional restrictions, promoted professional division of labor, improved organization, reduced transaction costs, optimized resource allocation, and improved labor productivity. "Internet +" is becoming a new engine for modern agriculture's leapfrog development by providing accurate, dynamic and scientific all-around information services for farmland rights confirmation, extension of agricultural technology, rural finance and rural management by means of convenience, real-time, perceptive, and intelligent means. "Internet + agriculture" is a revolutionary industrial innovation model, which will open up a new pattern of Shaanxi county economic development.

3. Analysis on the problems and causes of the development of "Internet +" county economy in Shaanxi

3.1 Agricultural production is low level and high risk in Shaanxi

The essence of county economy belongs to rural economy category, county economy takes agriculture as the main body. The agricultural production level in Shaanxi is relatively backward, and the agricultural management is decentralized with great economic fluctuations. The fresh milk of Jingyang dairy farmers was poured out, in 2014, and peaches in Dali county and nectarines in Zhouzhi County were not purchased in 2015. These all explain agricultural production and management to exist bigger risk. The development of "Internet + county" in Shaanxi Province faces many constraints, mainly including the following aspects: weak infrastructure of the Internet, weak natural ecological environment; The fund input is short, the benefit is not high; Low level of industrial structure, low level of industrialization, poor ability to resist market risks; Incomplete agricultural material support and service system; Large quantity of agricultural products without brand; Farmer' Internet consciousness is inferior.

3.2 The construction of county Internet infrastructure needs to be improved in Shaanxi

If shaanxi county needs to truly realize the economic development mode of "Internet + industry", the network is required to have very fast response speed and high bandwidth, which must be supported by hardware for high-speed network. However, due to economic strength and technical reasons, the construction of network infrastructure in shaanxi county is still slow and lagging, and the quality of completed network is far from the requirement of Internet +. On the other hand, shaanxi county has insufficient understanding of the Internet, few online users and low network utilization rate, resulting in a large number of idle and wasteful network resources and low investment efficiency, which seriously restricts the further development of "Internet +". At the same

time, the economic development level of each county in shaanxi is different, and it is difficult to connect with more than a dozen departments such as Banks and taxation.

3.3 Shaanxi county farmers' income level is low, and they cannot build "Internet + environment"

Shaanxi's per capita disposable income was 7,932 Yuan, with consumption expenditure accounting for 76 percent of disposable income in 2014. The remaining 24 per cent of farmers need to think about next year's production first, unable or unwilling to invest in infrastructure. In addition, the collective economy of rural areas in shaanxi province is very weak, and the finance of counties and villages is only the finance for meals. Some places even have to rely on transfer payments for meals. This will undoubtedly cause a serious shortage of funds in the development model of Internet .

4. To construct the county economic development mode of "Internet +" in Shaanxi

The construction of the county economic development mode of "Internet +" in shaanxi province mainly includes government affairs, agricultural products, rural tourism, green ecological organic agriculture system, returning farmers' entrepreneurship, farmers wechat business, etc.

4.1 Internet + county and town affairs to achieve e-government

The 16th national congress of CPC put forward the idea of implementing e-government and improving administrative efficiency. The third plenary session of the 16th central committee further emphasized the need to develop e-government and improve administrative services and management. E-government refers to using modern computer and communication technology to build an all-weather government service system across time, place and department, so as to realize online release of government information, online processing of affairs, and interaction between administrative subjects and the public. Carrying out e-government is the necessary means of county economy and town economy development, and it is helpful to realize modern management. Shaanxi's counties have relatively poor traffic conditions and relatively closed information. The e-government platform can help spread information, improve government credibility and efficiency, and effectively guide farmers to "Internet + entrepreneurship".

4.2 Internet + county agricultural products, building brand agricultural products

Shaanxi counties should develop their own local characteristics of agricultural products, create the advantages of agricultural products, and form brand effect. The development of county economy also requires the county to build some agricultural products brands, such as "**** red dates", "hutai no.8", "**** bamboo leaf tea", "white water *** red Fuji". With the development concept of "Internet +", the development of green, ecological and organic agriculture in shaanxi counties can give play to the advantages of green, ecological and organic agriculture production, processing and sales, and provide a good platform for technical exchange and policy publicity for the development of organic agriculture in shaanxi counties. With the help of the Internet platform, quality agricultural products to be launched, brand and marketing to make.

4.3 Internet + county amorous feelings to create a new tourism service

"Internet + rural tourism" promotes the development of shaanxi county tourism, combines the local customs and cultural characteristics of each county, forms the whole industrial chain of rural tourism, builds rural restaurants, rural hotels and rural scenic spots, and utilizes the concept of smart tourism to realize the smooth and sustainable development of the industrial chain. Selection and travel APP vendors cooperation, jointly explore county tourism and modern consumption pattern, the depth of the modern information technology integration path, we will speed up the establishment of a "Internet + county tourism", to "Internet +" support and promote the overall industry joint development the county, the local tourism resources advantages to speed up the transformation into economic advantage, let county full of fascination of power.

4.4 Internet + county companies to build an eco-green organic agriculture system

It is more difficult for shaanxi counties to develop characteristic agriculture solely by farmers. Therefore, each county should be based on the Internet and encourage county companies to use the Internet to build an eco-green organic agriculture industry system. Encourage county companies to participate in "Internet +" boost agricultural ecological construction, realizing the real-time track of agricultural resources ecological background and analysis, intelligent decision-making and management, governance of rural pollution, improve the level of agricultural resources, ecological protection, speed up the construction of ecological green, organic agricultural products industry chain, including planting, processing, cold chain logistics, etc.

4.5 people in counties shall encourage returning peasants to start Internet+ businesses

The state council general office issued the opinions about support for migrant workers and other personnel home business (hereinafter referred to as "opinions") In June 2015, support for rural migrant workers, college students and retired soldiers and other workers return home entrepreneurship and business through mass, peoples innovation make vast township all sectors, can promote the employment, increase income, to open the new industrialization, urbanization and agricultural modernization and new rural construction coordination development the new situation. All counties in shaanxi should rely on the stock resources to integrate and develop migrant workers' returning to their hometowns for business ventures, strengthen training for migrant workers and other personnel to start businesses, improve public services for migrant workers returning to their hometowns, improve intermediary services in the market for returning to their hometowns, and guide the connection between returning to their hometowns and mass innovation. Take all kinds of preferential policies to encourage local accumulation of capital is abundant, or have a certain technology, and accumulated rich management experience of migrant workers to participate in the venture outside, can not only introduce the management mode of developed areas and the management way, also helps to form of industrial organization optimization, and at the same time the small appearance, small workshops can be upgraded to a characteristic shops, chain stores, brand stores.

4.6 Internet + individual farmers in county area, development of wechat business

Shaanxi county e-commerce has a certain development, but with the development of mobile Internet, mobile Internet is gradually popularized in rural areas, spreading Internet thinking among farmers, and improving farmers' use of we-media platform to develop wechat business. Wechat business is the innovation and development of business model based on mobile Internet. Farmers became wechat business, gradually improved their sensitivity to the market, more rational management of planting behavior, and more accurate decision-making.

5. Safeguards

The construction of shaanxi's "Internet +" county economic development model must be based on the Internet, with talents as the guarantee and technology as the support. This paper suggests that Shaanxi County should be guaranteed from infrastructure construction, business platform, investment and financing circle, personnel training mechanism and policy support.

5.1 Infrastructure construction

Development of county economic development model of "Internet +", means that the role of the Internet is not only a platform and channel, should be entered into the phase of infrastructure, the leadership of county economic development should be realized that "Internet + industry", to strengthen the construction of the infrastructure of the Internet and promote the network service system construction, the main construction of the county agricultural products and handmade products business incubators, agricultural products quality inspection center, farmers innovation entrepreneurship guidance studio, product Internet commerce, logistics distribution center, training center, etc.

5.2 Construction of business platform

Shaanxi county farmers are relatively conservative, and it is difficult to build an organized and perfect sales network system in the countryside, and the operation mode is relatively scattered, so it is difficult to concentrate on the market. As the most basic organizational unit of agricultural production and operation, individual farmers cannot adapt to the rapid changes of agricultural product market. The establishment of a business platform between individual farmers and the market is an effective means to address the lack of platforms between small farmers and large markets, and to encourage more farmers to conduct self-marketing through the business platform to achieve online transactions and business promotion. Through the Internet platform, farmers constantly update their ideas, optimize business processes, reduce transaction costs, and realize more comprehensive, timely and effective monitoring, analysis and utilization of the sales system. Farmers can monitor all kinds of business operation and events in real time during the whole business process, and the system provides a variety of query and tracking functions to help enterprises avoid problems.

5.3 Construction of investment and financing circle

The construction of a dynamic investment and financing system and an efficient and convenient financing and financing service system play a very important role in promoting the economic and social development of a region. "Internet +" shaanxi county development must solve the problem of money, money problems solved through the financing channels, each county management work should attach great importance to the investment and financing, and increase the intensity of investment and financing, encourage private capital to investment and financing, government establish investment and financing platform and investing and financing entity, together constitute the current local investment and financing platform and service system for main body frame, to contribute to the infrastructure construction of Internet +. At the same time, the existing investment and financing companies to improve the corporate governance structure, standardize investment and financing behavior, strengthen supervision. We should encourage the construction of institutions such as credit cooperative organizations, pawnshops, small guarantee companies, small loan companies and village and town Banks in the county area, and actively encourage banking and social financing in various forms and in promoting development.

5.4 To establish the "Internet plus" talent cultivation mechanism

The advent of the era of "Internet plus" in shaanxi county will generate a large number of Internet talents, and the larger the number of talents, the faster the development speed of the industry will be. Behind the Internet industry boom is the support of Internet talent. In order to develop the "Internet +" economic development model, shaanxi counties must solve the problem of talents. The most direct and effective method is to strengthen the cultivation of IoT talents in each county of shaanxi, train non-professionals into talents with professional ability and level, start the talent cultivation plan and talent introduction plan in each county, and solve the problem of talent shortage. In combination with the incubation base for entrepreneurship, the cultivation model of the garden-style training base should be strengthened, so as to cultivate talents for the "Internet +" industry in the era of "Internet +".

5.5 To release more policy support

Shaanxi counties are exploring the economic development mode of "Internet +". They should combine the actual situation of the county and form support policies with certain characteristics. They should formulate and issue a series of support policies on supporting Internet + agricultural products, Internet + rural tourism and Internet + industrial products. Similar industry operators are encouraged to form associations to achieve product information sharing, platform sharing and network media sharing. At the same time, we will encourage the new generation of returning farmers to return to their hometowns to start their own businesses, provide free office space, actively set up a commodity sales platform, and provide free training for entrepreneurs. We will

vigorously support the development of e-commerce platform enterprises, encourage small and medium-sized enterprises in counties to carry out e-commerce applications on third-party platforms, and allow them to register e-commerce companies without offices.

6. Conclusion

To sum up, Shaanxi started counties economy late in "Internet +", but their development path became increasingly clear and new measures were constantly introduced. However, it is still necessary to strengthen the thinking of "Internet +" and realize the clear economic development model of "Internet + county".

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