

The Predicament and Countermeasures of Rural Cultural Endowment Development Under the Vision of Rural Revitalization

Congde Xu, Xie Hao, Shujia Zhou

School of Law, Qingdao University Of Science And Technology, Qingdao, Shandong 266061, China

Abstract: *Manufacturing industry is the pillar industry of the national economy and the foundation of a country's economic and social development. As the region with the fastest economic development and the largest economic aggregate in China, the development of the Yangtze River Delta has attracted extensive attention from all walks of life since it was listed as a national strategy in 2018, and the manufacturing production level is in the leading position in the country. In the context of the rural revitalization strategy, with the continuous promotion of the rural elderly service capacity, many problems have been solved. To put it simply, cultural endowment can be understood as a positive concept of endowment, which not only ADAPTS to people's development and life, but also pays more attention to the spiritual needs of the elderly. At the same time, with the emergence of the "new and old" group, the increasing number of the group also promotes the development of cultural endowment to a certain extent. In this regard, it is necessary to make a comprehensive and detailed analysis of the current difficulties in the development of rural cultural endowment, and formulate targeted strategies, so as to make the rural cultural endowment into a new development mode.*

Keywords: Rural Revitalization Vision; Rural Cultural Endowment; the Mire; Countermeasures.

1. INTRODUCTION

With the development of economy and the progress of society, the rural pension needs have changed greatly in recent years, and more and more attention has been paid to the spiritual needs. From the overall situation of our country's rural cultural endowment, although after long-term efforts, has made great progress, the development of remarkable results, but subject to the objective factors, so far, there are still many aspects of rural cultural endowment problems, the development is lagging. Therefore, this paper makes a simple analysis of the predicament of rural cultural endowment development from the perspective of rural revitalization, and puts forward a series of specific countermeasures to get out of the predicament. Manufacturing as the pillar industry of the national economy, now facing great challenges brought by multiple pressure, at the same time, the global value chain also in the new round of scientific and technological revolution and industrial transformation presents a digital transformation trend, the continuous development of digital technology has gradually become a favorable starting point for realizing high-quality economic development. In this context, this paper first analyzes the development status and existing problems of the manufacturing industry in the Yangtze River Delta, and then puts forward four paths for the application of digital technology "layout innovation chain, upgrade industrial chain, optimize supply chain and enhance value chain" from the four segments of "research and development, production, circulation and service". Finally, based on the model and combined with the problems mentioned above, this paper puts forward some suggestions to promote the high-quality development of manufacturing industry in the Yangtze River Delta.

2. THE DIFFICULTIES IN THE DEVELOPMENT OF RURAL CULTURAL ENDOWMENT

In a broad sense, entrepreneurial ability is the ability to create new jobs and new enterprises, and it is not only the knowledge system level ability with personalization, core skills and invisible knowledge (Man, 2002), but also good at discovering business opportunities, gathering resources, predicting and controlling risks (Kong Jiejun, 2015; Li Liangcheng, 2014), the entrepreneurial ability is the embodiment of the comprehensive ability which an entrepreneur needs to have. Based on the competency model, entrepreneurial ability includes psychological competency, social competency and competency, and its structure is complex and multi level. (Feng Hua et al., 2005) In a narrow sense, entrepreneurial ability is mainly manifested in capturing and utilizing business opportunities, integrating resources (Gao Yaoli, 2002), and business decision-making and management ability (Long Yong, Chang Qinghua, 2008).

However, in recent years, under the dual pressure of external environmental impact and lack of endogenous power, not only the Yangtze River Delta, China's manufacturing industry as a whole has fallen into the development dilemma of "extrusion at both ends". Under the background of the spread of anti globalization thoughts, in addition to the existence of trade barriers, the uncertainty of economic and trade relations and sudden public health events, some developed countries use the advantages of mature high technology to bring high-end threats, while some developing countries use the advantages of low cost of production factors to bring low-end threats. China's economic growth urgently needs to leverage new momentum.

On this occasion, the digital economy has gradually become an important engine for stabilizing economic growth and ensuring high-quality economic development. Data show that the scale of China's digital economy has ranked second in the world for many consecutive years, reaching 39.2 trillion yuan in 2020, accounting for 38.6% of China's GDP. The development and application of digital technology will promote the digital transformation of the global value chain, which will not only change the density of contacts and improve the resilience against the crisis, but also be an important driver of the global economic recovery after the COVID-19 pandemic. Therefore, how to grasp the digital trend of the global value chain and realize the high-quality development of the manufacturing industry in the Yangtze River Delta region has become an important research topic.

As the main force of economic and social construction, the cultivation of the new generation of college students has a major impact on the innovative development of China's economy in the new era, and it is necessary to achieve the improvement and development of the comprehensive quality level with the help of collaborative education, the key lies in the development of entrepreneurship education (Chai Xudong, 2013), and entrepreneurship education is helpful to promote the improvement of college students' self-entrepreneurship and employability. On the basis of sorting the results of previous research, this study attempts to propose the basic connotation of "the entrepreneurial ability of the new generation of college students": the sum of the new generation college students' abilities to discover and utilize business opportunities in a specific environment and create value for society through the integration of resources, which shown and developed in entrepreneurial activities. Specifically, according to the information and knowledge learned, it is embodied in the management ability and anti risk ability of the new generation of college students in their personal thinking activities in their personal thinking activities. On this basis, this study specifically divides the entrepreneurial ability of college students into five dimensions: opportunity utilization ability, psychological stress resistance ability, entrepreneurial learning ability, team management ability and innovative thinking ability.

2.1 It is difficult to run

Through the understanding of the rural elderly found that their daily activities have a relatively obvious collective characteristics. For example, they are more inclined to communicate with friends and people they are familiar with, and have low acceptance of sports. There are several reasons for this situation. First, in most rural areas of Our country, under the influence of various factors, the surrounding environment does not have the conditions for sports; Second, no matter what type of activity, prior to carry out, all you need to determine the number of specific, but for the elderly, their actions and way of life is lazy, coupled with the older, the body of the variable, system for them, basically does not work, cause it is difficult to determine the number of down; Third, as a relatively independent group, the elderly have obvious differences in various aspects. For example, their physical fitness, education level, interest and other aspects are different. Considering the different needs of the elderly, it is necessary to arrange activities matching their needs as far as possible, but this will greatly increase the difficulty of cultural endowment work [1]. Centering on the research theme of this paper, the literature closely related to this paper mainly includes three aspects: the digitization of global value chain, the high-quality development of manufacturing industry, and the impact of value chain digitization on the development of manufacturing industry. In the related research of global value chain digitization, Guo Zhouming and Qiu Ying first gave the basic facts and theoretical mechanism for the reconstruction of the global value chain under the background of the digital economy, and put forward the strategy of strengthening China's position as the center of the regional value chain. Sun Zhiyan and Zheng Jianghuai completed the analysis of the impact of digital elements on the global value chain, summarized many key changes in the path, division of labor positioning and coordinated governance mode of countries when jointly building the global value chain, and then further analyzed the new situation and characteristics of the development of the global value chain, so as to put forward solutions for China to effectively respond to new challenges.

2.2 Inadequate publicity work

In the future social development, cultural endowment is an important development trend. However, as far as the current form is concerned, the development of cultural endowment has certain limitations, and the public has not yet had a profound understanding of this concept of endowment. On the one hand, at the present stage, from the point of view of the publicity of cultural endowment, mainly through newspapers, the Internet and so on. In terms of the content of publicity, major activities are the majority. For small and medium-sized activities, publicity is almost not involved, and even if publicity is carried out, the content is not attractive. A survey of older people found that more than half said they had never heard of the idea. On the other hand, in the communities where the elderly live, due to inadequate publicity, most people have a vague understanding of the concept of cultural endowment and mistakenly regard it as a way of life to kill time. If we are not aware of it in thought, it is difficult to take action, which directly restricts the development of cultural endowment. In the study of the impact of the value chain digitalization on the development of the manufacturing industry, Liao Xinlin and Yang Zhengyuan proved that the digital economy can significantly promote the transformation and upgrading of the manufacturing industry through the construction of the model and through the demonstration. Li Jie, Yu Donghua and Zhang Mingzhi studied the driving mechanism of the transformation and upgrading of the manufacturing industry, and drew the conclusion that the high-density information technology can improve the total factor productivity of the manufacturing industry and then promote its high-quality development, which supplemented the influence mechanism of the digital economy on the development of the manufacturing industry. Gao Yunsheng and Yang Yang analyzed the goal and path of high-quality development of China's manufacturing industry under the background of global value chain reconstruction, and put forward suggestions from the perspective of adhering to innovation-driven development, establishing an open economic system, improving the supply level of factors and improving environmental rules and policies. Throughout the existing studies, although the literature on the digital trend of global value chain and the high-quality development of manufacturing industry has been very rich, most of them stand at the national level, emphasize top-level design, or focus on the research on the transformation and upgrading of manufacturing industry in a province, and there are few studies based on the regional level. Therefore, the possible innovation of this paper is: under the background of the integration strategy of the Yangtze River Delta, starting with the four

2.3 The cultural elderly service mechanism is not perfect

First, in the field of cultural endowment, from the current situation, there is no relatively complete and systematic legal system, and there are very few legal contents related to this field. From the content of the current only legal provisions, there is no detailed and specific explanation on how to realize the rights of the elderly, the content of the rights and other realistic problems, and some problems in real life can not be solved; Second, universities for the aged have been established in some areas, but it is not hard to find that the government has been the main organizer. Although there have been instances of individual organizers, they are rarely managed in an orderly way. Third, from the implementation of old-age security, in most regions, material security is mainly taken as the first indicator of assessment, weakening the role of cultural assessment, resulting in cultural activities are difficult to be implemented in a real sense. In terms of related research on the high-quality development of the manufacturing industry, Du Pengcheng and Hongyu have built an evaluation system for the high-quality development of China's manufacturing industry under the new "double cycle" development pattern based on the improvement of the manufacturing industry structure, and integrated green development into the goal. Xu Jialiang Based on the perspective of value chain upgrading, he discussed the problems to be solved in the high-quality development of China's manufacturing industry from the supply side, demand side, market side and technology side. Liu Wenrong emphasized the important role of innovation factors by constructing and revealing the action mechanism of factor allocation, innovation efficiency and ability on the high-quality development of the manufacturing industry.

2.4 Take the government as the leading role in building the rural cultural old-age service mechanism

Cultural endowment has certain particularity, is a relatively complex and difficult work, involving all aspects of content, including a lot of detailed problems, if only relying on the power of the government, it is difficult to continue. Therefore, the participation of all social forces is very necessary. First, in the early stage, pilot work can be carried out in relatively good conditions and relatively typical areas. After successful pilot work, through the summary of experience, gradually implemented in other areas; Second, for the local government, it can attract large-scale enterprises with development strength to participate in the policy support, so that cultural old-age products in rural areas can develop in a diversified direction. Thirdly, the relevant legal system should be constantly improved so that the rights of the elderly in all aspects can be truly guaranteed [2]. The Yangtze River Delta has a strong manufacturing foundation and outstanding advantages in scientific and technological innovation. It is the core area of China's manufacturing industry. In 2019, the industrial added value of three provinces and one

city in the Yangtze River Delta will total 8.1 trillion yuan, accounting for more than 1 / 4 of the national total. In terms of the growth of manufacturing investment, Shanghai is 21.1%, Jiangsu is 4.6%, Zhejiang is 12.9% and Anhui is 10.1%, all higher than the national average of 3.1%.

Facing the global digital trend, all provinces and cities in the Yangtze River Delta have also put forward their own digital economy development goals. For example, Shanghai City has proposed to build "Asia Pacific Data Capital" and become China's national strategic data reserve center; Zhejiang province regards digital economy as the "No. 1 project" and wants to "strive for a national digital economy demonstration province"; Jiangsu Province has put forward the goal of building a "smart Jiangsu" and formulated the corresponding action plan; Anhui Province proposes to speed up the construction of "digital Jianghuai" and vigorously develop digital economy. A large number of local high-tech enterprises and leading enterprises have emerged, introduced and cultivated in various places, and some advanced manufacturing industries are in the forefront of the country and even the world.

3. DEMAND-ORIENTED CONSTRUCTION OF RURAL CULTURAL INFRASTRUCTURE

Facing the severe situation of College Students' employment, entrepreneurship has become one of the important ways of College Students' employment, and entrepreneurship drives employment. In the trend of development of "mass entrepreneurship and innovation", China is in the transitional stage from the era of employment to the era of entrepreneurship, and the leap of this stage requires more innovation and entrepreneurship actions of college students. the new generation of college students is one of the most promising groups, and improving the entrepreneurial ability of college students is an important method to promote mass entrepreneurship and solve the employment difficulties of college students. the innovation and entrepreneurship ability is a comprehensive ability with knowledge, practice and creativity, which is inextricably linked with individual personality and psychological disposition. Therefore, the research on the entrepreneurial ability of college students, which helps college student to achieve the purpose of independent entrepreneurship, not only achieve the employment goal of promoting social development through entrepreneurship, but also improves the successful rate of the new generation of college students.

3.1 From the objective level, it mainly includes two aspects

On the one hand, we should start from the local actual situation to build rural cultural squares. We can add activity sites suitable for the elderly by understanding them. For example, badminton, table tennis and so on; On the other hand, we should pay attention to the construction of public indoor activity venues. For example, rural library, grand stage and so on. In order to improve the utilization rate of the site, financial and material support can be provided to ensure that the site can be put into normal use. From the subjective level, due to the particularity of the cultural endowment service, the staff is required to be highly professional, and the existing staff can be systematically trained. At the same time, high-quality talents should be introduced, so that the talent team of cultural endowment service can be continuously expanded.

3.2 Create a cultural endowment atmosphere through the implementation of the concept of cultural endowment

For the elderly who are younger and able to live independently, they can be encouraged to help the elderly who are older and unable to take care of themselves. When they need help, they can exchange time with other elderly people. In this way, it is beneficial to eliminate the estrangement between the elderly and enable them to realize the value of life. In addition, they can also get to know more friends, and more elderly people can participate in cultural activities, forming a new situation of rural endowment [3]. the three-layer structure, the surface layer is divided into the client layer and the Web layer, in which the client layer mainly depends on the client implementation. the most common subdivision forms of the data layer are resource layer and integration layer, where resources can be further subdivided into databases and file storage systems. the integration layer is capable of processing and mapping data. the operation mode of five- tier technology relies on strict and meticulous operation logic, and can install various components according to the different needs of users.

3.3 Production and Supply Chain Adjustment

The trade policy uncertainty and market volatility caused by the trade war may affect the production and supply

chains of multinational companies. In order to cope with the impact of the trade war, multinational enterprises may adopt the following adjustment strategies: Production location optimization: Given the potential for higher tariffs and increased trade barriers as a result of the trade war, multinational companies are likely to re-evaluate their production locations. They may shift some of their production to their home or regional markets to reduce dependence on imports.

Supply chain diversification: In order to reduce supply chain disruption and risk, multinational companies may increase the diversity of their supply chains. They can set up backup suppliers in different countries or regions to deal with raw material shortages or production disruptions that may result from the trade war. Rational inventory management: Due to the uncertainty of the trade war, multinational companies may increase inventory levels to ensure continuity of production. This can help companies cope with the risk of sudden changes in trade policy or supply chain disruptions.

3.4 Regional Diversification

Trade wars can lead to reduced or restricted demand in certain markets or regions, so multinational companies may adopt regional diversification strategies to reduce trade war risks: Market expansion: Multinationals are likely to actively seek out new market opportunities, especially those that are unaffected or less affected by the trade war. By entering new markets, companies can reduce their dependence on the single market. Regional layout: In order to reduce the impact of geopolitical risks and trade wars on a single region, multinational companies may establish production and sales bases in multiple regions to diversify their business. The impact of trade wars on global value chains is a complex and multifaceted issue involving the interaction of multiple factors. Here are some key takeaways from the influencing factors: Trade policy changes: Trade wars are often accompanied by changes in trade policies between countries, such as the imposition of tariffs, trade restrictions, and export controls. These policy changes may lead to the reallocation and adjustment of global value chains, affecting the production and supply chain layout of multinational enterprises. Supply chain dependence: The global production of multinational enterprises often relies on complex supply chain networks involving multiple countries and regions. A trade war may cause certain supply chain links to be affected, thus affecting the operation of the entire value chain.

3.5 Innovation and Technology Upgrade

Digital transformation: Businesses are likely to invest in digital technologies such as the Internet of Things, big data analytics and artificial intelligence to optimize production processes and supply chain management to increase productivity and flexibility. R&d investment: Multinational companies are likely to invest more in research and development to drive product innovation and process improvements to provide more competitive products and services. Economic uncertainty: The economic uncertainty caused by the trade war may lead to a slowdown in global economic growth and a decline in consumer demand, affecting corporate sales and profits. This will prompt multinationals to review their global strategies to adapt to fluctuations in the economic environment. Political risk: Trade wars are often accompanied by the involvement of political factors, which can lead to geopolitical tensions and strained relations between countries. These political risks can have a negative impact on Mnes' investment decisions and market access.

4. REGIONAL DEVELOPMENT IS UNBALANCED

Affected by the geographical location, infrastructure construction and industry development environment, the economic gap between the three provinces and one city in the Yangtze River Delta does not show an obvious contraction trend, and the development gradient is obvious. Shanghai, which is in the first gradient, has realized the overall outward transfer of the manufacturing industry, while Anhui, which is in the third gradient, as the major industrial undertaking place in the region, has undertaken a large number of labor-intensive industries and some capital-intensive industries. There is still a gap in economic level between provinces and prefecture-level cities in the province, obvious income gap between urban and rural areas, unreasonable functional positioning of cities in the region, and unclear division of labor and cooperation have brought many challenges to the comprehensive and healthy economic development of the Yangtze River Delta region.

4.1 Competition Is Fierce in the Region

Although various provinces and cities have been actively carrying out industrial cooperation in various forms in recent years, such as cooperation in building inter provincial industrial parks and planning metropolitan areas.

However, from their respective implementation plans for promoting the integrated development of the Yangtze River Delta, it can be found that the four places jointly aim at the strategic emerging industries of seven countries with great development potential and strong scientific and technological support, for example, an obvious phenomenon is that the proportion of electrical equipment manufacturing scale in Jiangsu, Zhejiang and Anhui provinces has increased significantly in recent years. The overlapping of leading industries will be accompanied by the inclination of policies to compete for new investment, new projects and new talents, which means that the industrial competition in the region will exist for a long time.

4.2 The Overall Added Value of the Products Is Low

Compared with several major urban agglomerations with a high degree of international integration, the Yangtze River Delta urban agglomerations have just become a world-class urban agglomerations, the added value of manufacturing industry is not high, the strength in the field of high-end science and technology and service economy is relatively weak, and the promotion and application of digital technology is not wide enough. Thanks to the advantages of demographic dividend and labor cost, China's manufacturing industry has achieved rapid development in the initial stage. However, with the weakening of this advantage and the gradual increase of resource constraints, the profits brought by manufacturing segments in the value chain are becoming smaller and smaller. In addition, various signs show that at present, some manufacturing industries in China still rely too much on foreign digital elements, resulting in the core technology and key parts are controlled by others. How to get out of the "low-end lock" and realize the improvement of product added value is a major problem faced by the development of manufacturing industry in the Yangtze River Delta.

4.3 Circulation Segment- -Optimize the Supply Chain

An organization's supply chain is a key business process, which is very important for a successful customer experience. A high-performance supply chain can improve business efficiency and responsiveness, and meet customer needs anytime, anywhere. Use the Internet to realize the electronic communication between enterprise employees, suppliers and customers, improve the management efficiency of enterprise data information and reduce the probability of error with the help of the automatic operation of computer information system and the ability to process massive data; More accurate inventory monitoring through artificial intelligence technology and reduce the waste of resources, use the data of Internet of things sensors to gain insight into inventory location and status, and improve the inventory tracking function of the supply chain; Using the powerful functions of AI, on the one hand, it can accurately predict, quickly evaluate and more effectively alleviate the possible risks in the operation process and improve the overall operation efficiency of the supply chain. On the other hand, it can generate strong insight into potential benefits in combination with blockchain data calculation.

4.4 Service Segment- -Improve the Value Chain

Facing the great changes that have not been seen in a century, with the decline of the demographic dividend, China's manufacturing industry urgently needs to change from the traditional manufacturing centered to service-centered, and improve its competitiveness by changing the enterprise form and updating the service mode. Enterprises should strengthen customer-oriented marketing and services, use big data technology to analyze and mine consumer preferences, carry out accurate positioning and accurate marketing, and realize the efficient improvement of added value in brand services on the right side of the smile curve; At the same time, promote new digital retail technologies, such as augmented reality (AR), Internet of things integration and geographic positioning strategy, create new consumption scenes such as "intelligent customization" and "experiential shopping", and present new shopping experiences for consumers; Improve the after-sales service system of automatic commodities, preliminarily filter and sort out the after-sales feedback through digital tools, form a processing mode with online as the main line and offline as the auxiliary, so as to achieve rapid response and efficient processing.

4.5 Work Along Both Lines to Ensure Regional Coordinated Development

To promote the regional coordinated development, close the gap between the three provinces and one city in the Yangtze River Delta, on the one hand, relatively backward provinces and cities are needed to increase policy support and capital investment, starting to improve their own industrial basic capacity and industrial chain modernization level. Learn from the advanced experience of the top 500 enterprises made in China, such as Guangdong ZTE and Beijing Sany Heavy Industry, that have successfully achieved digital transformation,

integrate the data of new production factors into research and development and production segments, implement the layout of digital chemical plant transformation and unmanned plant construction. Make full use of data digitization to break the information islands, establish a digital operation platform, accelerate the improvement of innovation capacity. On the other hand, all provinces and cities need to strengthen the breadth and depth of mutual cooperation and mutual assistance, make good use of the radiation effect brought by the integration of the Yangtze River Delta, to realize the rapid diffusion and sharing of new technological achievements and the connection between upstream and downstream. In addition, in the subsequent development, Jiangsu, Zhejiang and Anhui provinces should not only continue to strengthen the cooperation with Shanghai, but also pay attention to the cooperation between the three provinces, and make joint efforts to cultivate the manufacturing enterprises in the Yangtze River Delta region into the digital lighthouse enterprises in the world.

5. CONCLUSION

To sum up, it is very important to take specific measures for rural cultural endowment development from the perspective of rural revitalization. In this regard, we need to start from different aspects to promote the further development of rural elderly care, so that the rural elderly service capacity can be effectively enhanced, enrich the cultural life of the elderly, so that the rural revitalization strategy can be better implemented. With the continuous improvement of computer software development level, our country's computer software industry ushered in a new stage of development. Layering technology plays an indispensable role in computer software development, which effectively improves the level and stability of software development. Based on this, this paper mainly discusses the application of layered technology in computer software development. College students are one of the groups with the most entrepreneurial potential. However, in the social tide of "mass entrepreneurship and innovation", the evaluation and improvement of new generation college students' entrepreneurial ability cannot fully meet the needs of the new era. The evaluation and improvement of the evaluation and improvement of new generation college students' entrepreneurial ability has become a new direction of entrepreneurial education exploration. This study builds a five-dimensional entrepreneurial ability evaluation system: opportunity utilization ability, psychological stress resistance, team management ability, entrepreneurial learning ability and innovative thinking ability. Through questionnaire surveys of senior students, correlation analysis is used to explain the level of college students' entrepreneurial ability. The system utilizes binary logistic regression model to analyze the influencing factors of college students' entrepreneurial ability. This study enriches the theoretical research of college students' entrepreneurial ability, and has certain enlightenment and practical significance for improving college students' entrepreneurial ability in the new era.

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