



## TAKING CHINA AS AN EXAMPLE - EXPLORATION OF INNOVATIVE DEVELOPMENT PATH OF REGIONAL ECONOMY BASED ON INTERNET PLUS

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### Abstract

The rapid integration of "Internet plus" with regional economies is driving profound changes across various industries, including manufacturing, agriculture, education, and tourism. This paper explores the transformative impact of "Internet plus" on regional economies, focusing on how it promotes innovation, enhances market competitiveness, and fosters industrial clusters. The uneven distribution of Internet enterprises and the limited integration of traditional industries remain key challenges. To address these, the paper proposes a comprehensive development model combining "Internet plus" with regional characteristic economies, leveraging platforms, data analytics, and network ecosystems. By adopting a phased approach, this model can enhance regional resource utilization, drive online and offline integration, and stimulate economic growth. Case studies and practical applications, such as "Internet plus Agriculture," demonstrate how tailored approaches to characteristic economies can optimize production, expand markets, and attract investments. This research emphasizes the need for regions to harness Internet opportunities and develop distinct strategies for sustainable economic transformation.

**Keywords:** Internet plus, regional economy, e-commerce, industrial integration, characteristic economy, digital platforms, economic clusters, big data, online and offline integration, sustainable development.

### Introduction

In recent years, the rapid development of "Internet plus" and e-commerce has had a great impact on the regional economy and even the entire social economy. Emerging industry models are constantly emerging, while traditional industries are in jeopardy and in urgent need of self innovation. At present, the integration of "Internet plus" and service industry is in the ascendant, forming a new "Internet plus" business type represented by Alipay, Taobao, Didi Taxi, and constantly penetrating into production, manufacturing, even agriculture, tourism, education



and other fields. However, even under the same industry, there are still differences in the development of different regions. The development of "Internet plus" and regional economy should focus on the regional characteristic economy, with regional characteristic industries as the main body, supplemented by related industries, and combined with "Internet plus".

Regional economy refers to a production complex formed by the interaction of internal and external factors in economic development within a certain geographical area. The development of regional economy is more focused on pursuing location advantages that are different from and superior to other regions, in order to gain market competitiveness and regional benefits, and thus form a regional characteristic economy. It has more characteristics compared to other regions or has greater comparative advantages in certain industries. Regional characteristic economy is a complex that includes multiple constituent elements, mainly including location, natural resources, market, economic foundation, technology, cost, production factor allocation mechanism, and regional factor allocation system.

## **Research section.**

Current situation and problems of the combination of "Internet plus" and regional economy (1 Current situation of the combination of "Internet plus" and regional economy "Internet plus" and regional economies. Internet companies have assisted the economic development of major cities. In 2015, the total business revenue of the top 100 Internet companies reached 756.1 billion yuan, a year-on-year increase of 42.7%, driving an increase of 8.1% in information consumption. As shown in Table 1, the number of top 100 Internet enterprises in the first "Internet plus" benchmark city list. As an emerging industry, the driving effect of the Internet on regional economy lies not only in the contribution of Internet enterprises to their benefits, but also in the good situation of information industry agglomeration and large-scale development formed by them, which promotes the development of regional economy in multiple aspects.

"Internet plus" and traditional industries. From the report of China's "Internet plus" Index (2016), we can see the current development of China's "Internet plus" and traditional industries, mainly reflected in retail, finance, transportation and logistics, medical care, education, catering and accommodation, commercial services, etc. For example, "Internet plus Finance" means that online transactions can be conducted through Alipay or mobile banking, online banking, etc., and



various businesses can be handled conveniently and quickly; "Internet plus transportation" means online booking, or real-time bus, Didi taxi, bike sharing, etc., to save queuing time and facilitate travel; "Internet plus Catering" has created a fast and convenient online ordering, delivery and other modes, so that you can enjoy food without leaving home.

However, due to different economic levels, network foundations, regional cultures and other differences in different regions of China, there are differences in the development focus and maturity of the Internet in various industries in different regions. For example, in North China, Northeast China, East China, South China, Central China and other regions, the integration of "Internet plus" has emerged corresponding advantageous industries, and the "Internet plus tourism" in East China is the most eye-catching, The "Internet plus Education" in North China has the best development, and "Internet plus Catering" is the dominant industry in Northeast China.

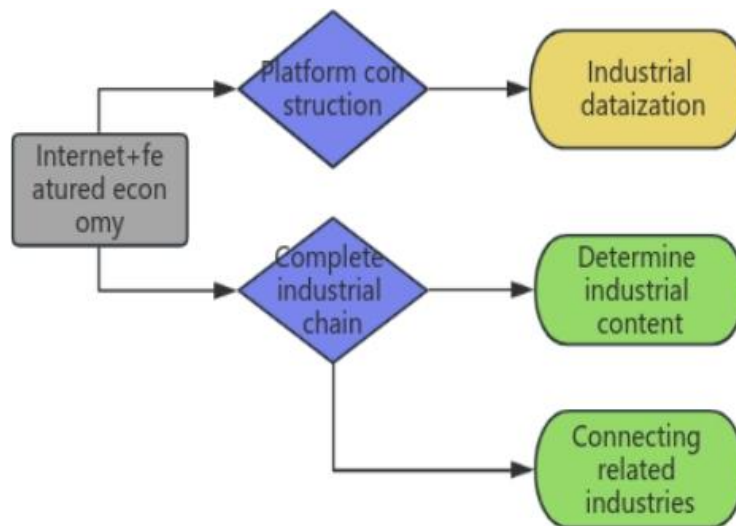
2) Obstacles to the combination of "Internet plus" and regional economy The distribution of internet enterprises is uneven. "Internet plus" is becoming a new potential energy for China's economic transformation and upgrading. At present, China's Internet enterprises are unevenly distributed. Famous Internet companies are mainly concentrated in Beijing, Shanghai, Guangzhou, Shenzhen and other big cities. Beijing, Shanghai and Guangzhou have prominent advantages, while the central and western regions are still weak. In 2016, China's top 100 Internet enterprises, and seven eastern provinces have 88 top 100 Internet enterprises, with total Internet business revenue of 743.66 billion yuan, Accounting for 98.36% of the revenue from the top 100 internet businesses in China. In the second and third tier cities with backward development foundation of "Internet plus", we should catch up and seize the opportunity to develop "Internet plus" related products and services.

No combined development trend has been formed. Currently, there are relatively few traditional regional industries in China that combine with the Internet, and there has not been a trend of combined development. Among the top 100 internet enterprises, it mainly covers comprehensive portals, vertical portals, e-commerce, internet finance, online video, online games, big data services, IDC, CDN, internet access and other fields, with e-commerce being the most prominent. From the perspective of coverage areas, the development of internet enterprises involves more industry content, and their integration with the service industry is relatively rapid. However, their integration with traditional industries has developed slowly

and in fewer forms. They still need further development in the first and second industries, and have not yet formed a trend of industrial agglomeration, making it difficult to promote the overall economic development of the region. With the rapid development of the Internet, regional economy must be combined with the Internet. In the future, more regions should develop regional enterprises with the help of "Internet plus", deeply integrate with traditional industries, and form a combined development trend of industrial agglomeration, so as to promote the development of the overall regional economy.

## Regional economic development path based on "Internet + featured economy"

(1) Combination steps of "Internet + regional characteristics"



The development of e-commerce is a process of gradual expansion and continuous innovation, from a single mode to a multi mode (B2B/C2C/B2C, etc.), from a few industries to most industries, which is accompanied by the continuous development of related service industries. According to the development of e-commerce, the combination of "Internet plus+regional featured economy" involves two specific steps. One is the establishment of the network platform, that is, the presentation of the platform's main body; The second is the establishment of the industry chain and the platform display of the industry chain related to the platform subject, as shown in Figure 1.

Figure 1: Steps to establish "Internet plus economy with regional characteristics" The first step is to build a network platform of "Internet +regional featured economy". Firstly, consider the "regional characteristic economy" of the platform entity, which is different from the "commodity" of e-commerce entities and has a



greater inherent meaning. The main body of e-commerce is commodities, which display the parameters and images of commodities on the internet. In other words, "commodities" on online platforms are the data-driven form of commodity entities. Similarly, regional characteristic economies must also be presented as the main body of online platforms in a data-driven manner. The second step is to connect the industry chains related to the main body, and then integrate with various industries. The main content of e-commerce platforms is transactions, involving various industries in the industry chain to promote or facilitate commodity transactions. Transportation is logistics, payment is internet finance, and supply is the integration of various production and manufacturing industries. Regional characteristic economy can have different industries, so there are different business activity models. The specific connection method depends on the commercial content of the main industries of regional characteristic economy. Connecting different industries from commercial content is the establishment of a platform industry chain.

2) The development model of "Internet +regional characteristic economy" The combination of "Internet plus+regional featured economy" is to directly use "Internet +" related technologies, and to build a more complex platform to achieve the corresponding business content through "platform+Internet technology". The development model of "Internet plus economy with regional characteristics" discussed in this paper is the latter. The platform construction is carried out because there are platform entities present during the communication process, and both parties need to exchange and confirm relevant information about the "product" through the platform.

The economic network platform established by the combination of "Internet plus+regional characteristics" has the following basic models: first, the network publicity and promotion platform, which fully demonstrates the regional characteristic economy and obtains more attention and capital investment; The second is the network information center and communication center, which promotes effective exchange of industry information, enhances industry awareness level and offline economic development; The third is an online trading platform, which expands the market through the internet and achieves industrial value-added through more channels; The fourth is to take characteristic industries as the main body, drive the clustering of related industries, strengthen communication among various links of the industry, and improve offline efficiency; The fifth is the integration of offline and online development of regional characteristic industries,

realizing the rational utilization of regional resources, and promoting the transformation and upgrading of regional characteristic economy; The sixth is a data accumulation and analysis platform, which continuously improves the network economy platform and regional economic industry chain through the analysis of various information, and enhances the development momentum of the real economy. As shown in Figure 2.

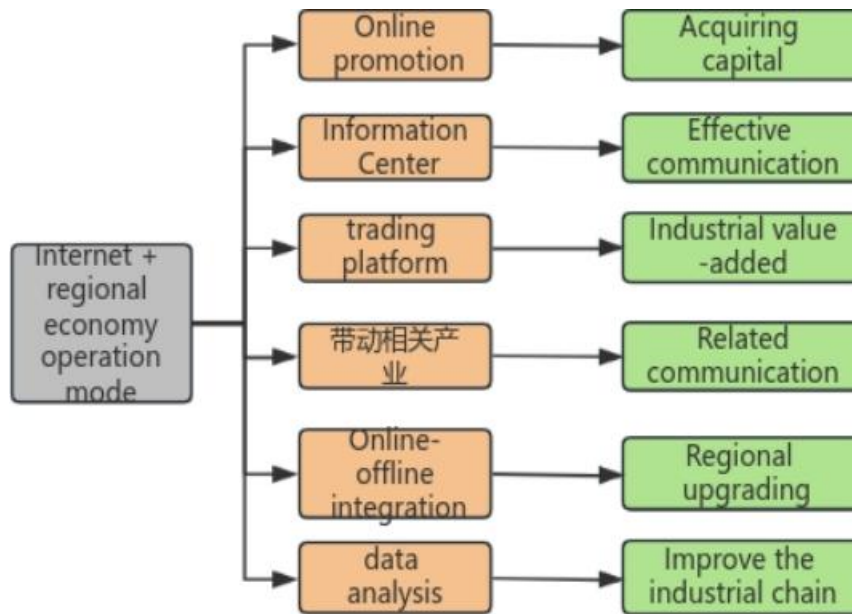


Figure 2 Basic mode of economic network platform established by combining "Internet plus+regional characteristics"

### 3) Expansion of the functional model of "Internet +regional characteristic economy"

The regional characteristics are very diverse, including tangible social industries, natural resources, as well as intangible humanities, historical culture, etc. The development of "Internet+regional featured economy" has different functional development models for different featured economies. To determine the functional models of characteristic industries, it is generally necessary to first determine the business content of the characteristic industries, and then determine the dynamic development direction and corresponding functional models involved in each aspect based on the business content, and then further expand. Taking agriculture (with a wide range of "commodities") as an example for explanation.

Agriculture is an industry that produces food and industrial raw materials through the cultivation of animals and plants. It belongs to the primary industry and provides grain, sideline food, industrial raw materials, etc. to other sectors of the national economy. From the nature of agriculture, it can be concluded that the basic



business content of agriculture includes: firstly, the agricultural production process involves cultivating animals and plants; Secondly, agricultural output is an agricultural product that can directly become a commodity; Thirdly, agriculture conducts business transactions with other economic sectors through agricultural products.

Agricultural production requires the exchange of the latest technologies such as agricultural market trends, thus requiring network information and exchange centers; Agricultural products need to be promoted and sold, actively attracting wider attention and capital injection through internet promotion, and expanding the agricultural product market through internet trading platforms. Therefore, online promotion platforms and online trading platforms are needed; By applying big data technology, optimize planting related processes and improve agricultural product production efficiency; The control of agricultural production focus and scale can also be based on data analysis, no longer relying on past experience. Thus, "Internet plus Agriculture" needs network data accumulation and analysis platform; The transaction of agricultural products with various economic sectors requires the connection between online platforms and various sectors, such as the processing industry, catering industry, animal husbandry, etc., in order to create a network ecosystem and guide the development of offline real economy.

Therefore, "Internet plus agriculture" covers all the development models in the general sense of "Internet plus regional characteristic economy". Its development needs big data applications more prominently, and the application of new technologies in the production process can make agricultural development more refined. Agricultural products can be directly connected to larger markets through online trading platforms to obtain greater returns. The same is true for other industries. The dynamic development of "Internet plus regional characteristic economy" has different functional development models for different characteristic economies. Through the business content of characteristic industries, we can continuously expand the functional model of "Internet plus regional characteristic economy" development, determine the unique development mode of characteristic industries, and actively apply new technologies such as big data to industrial production, By directly connecting with larger markets through online trading platforms, we can gain more attention or resource investment, influence the benefits of constituent elements on the characteristic economy, and drive the development of related agglomeration industries through economies of scale.



## Conclusion

All walks of life are taking advantage of the power of the Internet to innovate and develop. Regional economy with characteristics is an open economy, and "Internet plus economy with regional characteristics" needs to establish a larger open platform. It is the promotion center and information center of characteristic economy, a larger and broader marketing channel, a channel to attract capital, and a visual expression of the industrial chain and a communication center of all links. Therefore, the development of regional economy needs to be based on its own regional advantages and characteristic differences, combined with various opportunities brought by the Internet, take advantage of the policy dividend of "Internet plus", base on characteristic industries, give play to regional advantages, develop the online and offline integration of regional characteristic economy, expand the combined development with various industries, form a certain industrial cluster belt, and drive the development of the overall regional economy.

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