From the Perspective of Digital Economy, the New Direction of Rural Development in Jiangxi

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Abstract:- **This study explores the impact of the digital economy on rural development and finds that the digital economy has become an important force in promoting my country's economic development. In Jiangxi, a major agricultural province, digital technology can help improve agricultural production efficiency, reduce production costs, promote agricultural productivity, optimize the agricultural industry chain, and increase farmers' income. However, Jiangxi's digital infrastructure construction is still insufficient, especially in remote and poor areas. Therefore, this study aims to provide targeted policy suggestions for policymakers, promote the transformation and upgrading of the rural economy, and provide a theoretical basis for realizing the rural revitalization strategy. In the context of the digital economy, Jiangxi Province actively promotes rural industrial innovation, financial popularization and digital governance improvements, laying a digital foundation for increasing the income of rural families and achieving the strategic goals of rural revitalization.**

Keywords:- Digital Economy, Rural Development, Rural Revitalization, Digital Governance.

I. RESEARCH BACKGROUND

With the rapid development of my country's economy and the deepening of rural reform, the rural economy is facing a critical period of transformation from traditional agriculture to modern agriculture. As an emerging economic form, digital economy has become an important force in promoting my country's economic development. From the perspective of the digital economy, exploring new directions for rural development is of great significance to promoting the transformation and upgrading of the rural economy. The digital economy has brought a large number of technological innovations, such as big data, Internet of Things, artificial intelligence, etc. The application of these technologies in agricultural production can help improve agricultural production efficiency, reduce production costs, and promote agricultural productivity. On the other hand, with the popularization of the Internet, rural e-commerce has risen rapidly, providing new channels for the sales of agricultural products. Farmers can sell agricultural products through e-commerce platforms to achieve large-scale and brand development of agricultural products and increase farmers' income. The development of digital finance provides new ways for rural financial services. Through Internet finance,

mobile payment and other means, rural financial services have become more convenient, and the problems of farmers' financing and loan difficulties have been alleviated. More importantly, under the background of digital economy, the rural industrial structure has been optimized and the agricultural industry chain has gradually developed in depth. Farmers can achieve diversified development of the rural economy by developing emerging industries such as specialty industries and rural tourism.

Jiangxi is a large agricultural province with rich agricultural resources and diverse agricultural characteristics, providing broad space and potential for the deep integration of the digital economy with agriculture and rural areas. As a pioneering province of ecological civilization, it has a beautiful natural environment and unique humanistic customs, which provides a good foundation and conditions for the in-depth integration of digital economy, rural tourism, and cultural creativity. However, Jiangxi's digital infrastructure construction is still insufficient, especially in some remote and poor areas. Incomplete network coverage, slow speed, and poor service have restricted the popularization and application of the digital economy. At the same time, there are still gaps in the training of digital talents in Jiangxi, especially at the grassroots level in some rural areas. Digital skills are not strong, digital awareness is low, and digital innovation is insufficient, which affects the development and benefits of the digital economy.

II. NECESSITY OF RESEARCH

As the digital economy continues to gain popularity, the new direction of rural development has become the focus of my country's rural reform. In this context, issues such as rural economic system reform, agricultural scientific and technological innovation, and rural talent training need to be solved urgently. Therefore, studying the new direction of rural development from the perspective of digital economy has strong practical relevance and theoretical necessity.

First, studying the new direction of rural development from the perspective of digital economy can help provide policymakers with targeted policy recommendations. Through in-depth analysis of the impact of the digital economy on rural economic development, we can provide policy makers with policy recommendations on how to use the digital economy to promote rural economic development,

thereby better promoting the transformation and upgrading of the rural economy.

Secondly, studying the new direction of rural development from the perspective of digital economy will help optimize the rural industrial structure. With the development of the digital economy, the agricultural industry chain will gradually develop in depth, and the rural industrial structure will also be optimized. By studying how the digital economy affects the extension and upgrading of the agricultural industry chain, we can provide theoretical support for the adjustment of rural industrial structure and help rural areas find a path suitable for their own development.

Thirdly, studying the new direction of rural development from the perspective of digital economy can help increase farmers' income. The digital economy has brought a wealth of technological innovations and new business models. The application of these technologies in rural areas can provide farmers with more employment opportunities, increase the added value of agricultural products, and thus increase farmers' income. By studying how the digital economy can promote farmers' income increase, it can provide useful reference for rural development.

Finally, studying the new direction of rural development from the perspective of digital economy will help promote rural modernization. The development of the digital economy helps improve agricultural production efficiency, reduce production costs, and promote the process of agricultural modernization. At the same time, the development of digital finance has also provided strong support for rural modernization. By studying how the digital economy promotes rural modernization, we can provide a theoretical basis for realizing the rural revitalization strategy.

To sum up, exploring the new direction of rural development from the perspective of digital economy is of great significance for promoting the transformation and upgrading of my country's rural economy and realizing the rural revitalization strategy. Therefore, this study aims to provide useful enlightenment for my country's rural development through in-depth analysis of various aspects of rural development in the context of the digital economy.

III. RESEARCH STATUS AT HOME AND ABROAD

With the development of the digital economy, domestic and foreign scholars have gradually increased their research on rural development. Foreign research mainly focuses on the impact of the digital economy on agricultural production, the development of rural e-commerce, and the application of digital finance in rural areas. For example, the "Digital Agriculture: Opportunities and Challenges" report released by the OECD (Organization for Economic Cooperation and Development) pointed out that the digital economy plays an important role in improving agricultural production efficiency. In terms of domestic research, scholars have explored the direction of rural development in the context of

the digital economy from different angles. Ren Baoping believes that the digital economy has dual goals in empowering agricultural and rural modernization in the new development stage. It must not only achieve the transformation from traditional agriculture to modern agriculture, but also realize the digitalization of agriculture and rural areas. [1]Hu Lei, Wu Qiang, and Yao Yuxiu proposed in-depth implementation of digital rural development actions, accelerating the application of digital technology in agriculture and rural areas, and laying a digital foundation for increasing the income of rural families, thereby achieving common prosperity. [2]Feng Bohao and Wang Xiaohong believe that the rapid development of digital agriculture has injected powerful new impetus into rural revitalization and is a key strategic opportunity to promote the modernization of agriculture and rural areas. [3]Luo Xubin pointed out that in the era of digital economy, in-depth explanation of the internal mechanism of urban-rural integrated development is to understand the original logic of the Chinese-style modernization process to a certain extent. Rooted in Chinese-style urban-rural integration practices, the digital economy comprehensively empowers the integration of urban and rural production, life, and ecological space through five major transmission mechanisms: industrial integration, factor integration, service integration, cultural integration, and ecological integration. The digital economic endowment should be further optimized from the aspects of "digital urban and rural infrastructure integration", "digital urban and rural governance linkage integration", "digital urban and rural inclusive policy integration", "digital urban and rural financial development integration", and "digital urban and rural sinking platform integration". A path to improve the quality of urban-rural integration. [4]Zeng Xiangming and Hu Yuan combined research into M Village and N Village in Hefei, Anhui Province and found that digital technology empowering rural revitalization is an important link in realizing the modernization of rural construction, an important means to promote urban-rural integrated development, and an important basis for promoting the construction of Digital China. However, the current digital technology-empowered rural revitalization still faces

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problems in infrastructure, technical support, and talent supply.[5]

IV. EXPLORATION OF NEW DIRECTIONS

➢ *New Exploration in China*

At present, the new direction of rural economy from the perspective of domestic digital economy mainly focuses on the following five aspects:

Smart agriculture: By using new generation information technologies such as cloud computing, big data, the Internet of Things, and artificial intelligence, we can improve agricultural production efficiency, quality, and safety, and achieve precision, intelligence, and green agriculture. Digital technology can help improve agricultural resource utilization, reduce production costs, enhance agricultural risk resistance, and promote sustainable agricultural development. For example, Nanjing City, Jiangsu Province, is building smart farms (pastures), using technologies such as the Internet of Things, big data, and artificial intelligence to realize agricultural production automation and intelligent management, and improve agricultural production efficiency and quality.

Rural e-commerce: With the help of the Internet platform, we can open up the production, circulation and consumption links of agricultural products, realize the branding, standardization and traceability of agricultural products, expand farmers' sales channels and increase farmers' income. E-commerce can shorten the circulation chain of agricultural products, reduce transaction costs, increase the added value of agricultural products, and promote rural employment and entrepreneurship. For example, Hangzhou City, Zhejiang Province has established the "Hangzhou Rural E-commerce Demonstration Zone" to promote the integrated development of rural e-commerce with agricultural production, rural tourism, rural finance and other industries, cultivate rural e-commerce brands, and increase farmers' income.

New rural business formats: Use the deep integration of the Internet and specialty agriculture to develop new business formats such as creative agriculture, adoption agriculture, sightseeing agriculture, and urban agriculture, enrich the rural industrial structure, and meet the diversified needs of urban residents. New business formats can help enhance the connotation of agricultural culture, increase the value of agricultural experience, expand the agricultural consumer market, and promote rural cultural tourism. For example, Beijing's Haidian District is building an urban agriculture demonstration park, using technologies such as the Internet, the Internet of Things, and artificial intelligence to achieve efficient agricultural water conservation, intelligent control, and remote monitoring, attracting citizens to visit and experience it.

Digital inclusive finance: Use the Internet, big data, blockchain and other technologies to provide convenient, low-cost, and efficient financial services to solve the lack of financial supply in rural areas and support rural industry development and innovation and entrepreneurship. Digital technology reduces information asymmetry in financial services, improves credit assessment, enhances risk prevention and control, and promotes inclusive financial services. For example, Shenzhen City, Guangdong Province has established the "Shenzhen Rural Financial Service Platform" to use the Internet, big data, blockchain and other technologies to provide online and offline integrated financial services to rural areas to meet rural financial needs.

Rural digital governance: With the help of the Internet, big data, artificial intelligence and other technologies, we will improve the level and efficiency of rural governance, realize the online disclosure of rural party affairs and village affairs finance, promote the extension of "Internet + government services" to rural areas, strengthen the comprehensive governance of rural grassroots, and improve rural areas. Social stability and people's livelihood and well-being. Digital technology can help improve rural governance transparency, enhance rural governance participation, optimize rural governance structure, and promote rural governance innovation. For example, Jinan City, Shandong Province has built the "Jinan Rural Governance Information Platform" to realize the online disclosure of rural party and village affairs finances, promote the extension of "Internet + government services" to the countryside, strengthen comprehensive governance at the grassroots level in rural areas, and improve rural social stability and people's livelihood and well-being.

➢ *Possibility of Promotion in Jiangxi*

As an important province in central my country, Jiangxi Province has rich agricultural resources and a large rural population base. In the context of the digital economy, it is of great practical significance to explore new directions suitable for rural development in Jiangxi. Based on the actual situation in Jiangxi Province, the following aspects deserve attention:

The first is the promotion of smart agriculture. Jiangxi has diverse terrain and a suitable climate, which provides the conditions for the development of smart agriculture. Jiangxi's advantage in developing smart agriculture is its rich agricultural resources and diverse agricultural characteristics, which provide broad space and potential for the application of digital technology. Through the introduction of new generation information technologies such as cloud computing, big data, the Internet of Things, and artificial intelligence , can improve agricultural production efficiency, quality and safety, and achieve precision, intelligence and green agriculture. For example, for special agricultural products in Jiangxi Province, such as navel oranges, tea, etc., a full traceability system can be established to ensure product quality and safety and enhance market competitiveness. The disadvantage is that the construction of digital infrastructure is still insufficient, especially in some remote and poor areas, where network coverage is incomplete, speed is not fast, and

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[5] Zeng Xiangming, Hu Yuan. The key points and development approaches of digital technology empowering rural revitalization [J]. Journal of Guizhou Normal University (Social Science Edition), 2024, (01): 43-53.

services are not excellent, which restricts the popularization and application of smart agriculture.

The second is the development of rural e-commerce. With the help of the Internet platform, agricultural products in Jiangxi Province can be branded, standardized, and traceable, expand sales channels, and increase farmers' income. For example, local specialty agricultural products such as Gannan navel oranges and Wuyuan green tea can be sold nationwide and even globally through e-commerce platforms. At the same time, rural e-commerce can also develop integratedly with agricultural production, rural tourism, rural finance and other industries to form a complementary industrial chain and help rural revitalization. Jiangxi's advantage in developing rural e-commerce is its beautiful natural environment and unique humanistic customs, which provide a good foundation and conditions for the branding, standardization, and traceability of agricultural products. However, there are still gaps in the training of digital talents, especially At the grassroots level in some rural areas, weak digital skills, low digital awareness, and insufficient digital innovation have affected the development and benefits of rural e-commerce.

The third is the innovation of new rural business formats. Jiangxi Province has rich agricultural cultural resources and tourism resources. Through the deep integration of the Internet and characteristic agriculture, Jiangxi Province can develop new business formats such as creative agriculture, adoption agriculture, sightseeing agriculture, and urban agriculture to meet the diversified needs of urban residents. Jiangxi's advantage in developing new rural business formats is its strong development momentum and openness, which provides strong support and guarantee for the in-depth integration of digital economy, rural tourism, and cultural creativity. For example, relying on the green waters and green mountains of Jiangxi Province, we can create a A number of ecological agricultural sightseeing parks, agricultural parks, etc. have been developed to attract urban residents to experience leisure agriculture.

The fourth is the promotion of digital inclusive finance. Utilize technologies such as the Internet, big data, and blockchain to provide convenient, low-cost, and efficient financial services to rural areas and support rural industrial development and innovation and entrepreneurship. For example, establish a rural financial service platform to lower the threshold of financial services, expand rural financing channels, and help rural economic development. On the other hand, rural financial supply is insufficient, especially in some poor and backward areas. The coverage, quality and efficiency of financial services are not wide, which restricts the popularization and application of digital inclusive finance.

The fifth is the improvement of rural digital governance. With the help of technologies such as the Internet, big data, and artificial intelligence, we can improve the level and efficiency of rural governance, realize the online disclosure of rural party affairs and village affairs,

promote the extension of "Internet + government services" to rural areas, strengthen comprehensive governance at the grassroots level in rural areas, and improve rural social stability and people's livelihood. well-being. For example, establish a rural governance information platform to make rural party affairs and village affairs financial open and transparent, and increase villagers' enthusiasm for participating in rural governance. Limited by the level of economic development, participation in rural governance is not high, especially among some farmers. Insufficient awareness of digital technology, insufficient trust, and untimely feedback have affected the effectiveness and efficiency of rural digital governance.

In short, in the context of the digital economy, the new direction of rural development in Jiangxi Province has broad application prospects. Through in-depth implementation of digital rural development actions and accelerating the application of digital technologies in agriculture and rural areas, we can lay a digital foundation for increasing the income of rural households and achieve the strategic goal of rural revitalization. At the same time, this will also help promote the transformation and upgrading of the rural economy in Jiangxi Province and promote the integrated development of urban and rural areas.

V. CONCLUSION

From the perspective of digital economy, the new direction of rural development has broad application prospects. Through in-depth implementation of digital rural development actions and accelerating the application of digital technologies in agriculture and rural areas, we can lay a digital foundation for increasing the income of rural households and achieve the strategic goal of rural revitalization. At the same time, this will also help promote the transformation and upgrading of the rural economy in Jiangxi Province and promote the integrated development of urban and rural areas.

The digital economy has become a new engine for my country's economic development, bringing unprecedented development opportunities to rural areas. From the perspective of the digital economy, the new direction of rural development has broad application prospects. It not only creates conditions for increasing the income of rural families, but also provides strong support for achieving the strategic goals of rural revitalization. To this end, in-depth implementation of digital rural development actions and accelerating the application of digital technologies in agriculture and rural areas have become urgent tasks for current rural development. Therefore, we must seize this historical opportunity, deeply implement digital rural development actions, accelerate the application of digital technology in agriculture and rural areas, and contribute to achieving the strategic goals of rural revitalization, promoting the transformation and upgrading of the rural economy, and promoting the integrated development of urban and rural areas. In this process, the government, enterprises, farmers and other parties should work together to

form a strong synergy to promote digital rural construction and inject new impetus into my country's rural development.

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