

# Research on the Internal Mechanism and Path of Digital Economy Empowering Private Economy with High-Quality Develop

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## Abstract

Wenzhou Polytechnic, Wenzhou, Zhejiang, 325000, ChDigitalization brings opportunities and challenges to the development of private economy. Promoting the digital transformation of private economy has become the key to the development of industrial modernization. Digitalization not only promotes the efficiency change, quality change and power change of private economy, but also brings challenges to private enterprises in cognition, talents, technology, industry and policy. To realize the high-quality development of private economy in the digital background, the key is to start from several dimensions, such as institutional mechanism, innovation ability, talent system, development space and policy guarantee, so as to realize the high-quality development of private economy in the digital age. To this end, this paper designs the effective integration path of digital economy and private economy from the enterprise side and the government side, and promotes the high-quality development of private economy with the benign interaction of "government-market".ina

## Keywords

Digital Economy; Private Economy; Enterprise Digitization; High-Quality Development.

## 1. Introduction

General Secretary Xi Jinping pointed out that "private economy is the internal factor of China's economic system, and private enterprises and entrepreneurs are our own people". "Private economy is an important force to promote the development of socialist market economy and an important subject to promote supply-side structural reform, promote high-quality development and build a modern economic system". Private economy has become an important variable for China's high-quality economic development and modernization, and plays an important role in promoting industrial modernization and promoting China's economic and social development.

At present, China's economy has shifted from a high-speed growth stage to a high-quality development stage, and the profound changes in the international and domestic economic environment have superimposed, and the economic development has shown new trends and new characteristics of digitization, plat-formalization and ecology. Digitization, as an important means to change the development mode, optimize the economic structure and change the growth momentum, not only promotes the efficiency change, quality change and power change of private economy, but also brings challenges to private enterprises in cognition, talent, technology, industry and policy. How to face the opportunities and challenges brought by digitization and achieve high-quality development has become an important theoretical proposition.

## **2. Challenges faced by the development of the private economy under the background of digitization**

The uncertainty of the development environment of private economy is constantly improving. With the change of macroeconomic development situation at home and abroad, digital development has brought a series of opportunities and challenges, which put forward higher requirements for the development of private economy. Under the digital background, the transformation and development of private economy is facing many problems such as cognition, talents, technology, industry and policy.

### **2.1. Differences in corporate cognition and lack of motivation for transformation and development**

There are huge differences between digital development and traditional development models in terms of basic conditions, development models, key technologies and process models. Many private enterprises have difficulty in cognitive transformation and lack of awareness of the importance and urgency of digital transformation, resulting in the problems of "conservatism" and "unwillingness to transform", which has caused private enterprises to lose the motivation for digital transformation and development. The root cause is that the cultivation of digital talents and digital literacy is still not in place. Digitalization requires compound talents who are proficient in both business and technology, but there is still a large gap between the cultivation of colleges and universities and the needs of enterprises. From a broader social development perspective, digital thinking and awareness have not yet been widely popularized, which has also become the biggest obstacle to the improvement of digital cognition in private enterprises. Many small and medium-sized enterprises lack the accumulation of digital literacy and professional knowledge, lack awareness of the importance of digital transformation, lack of digital motivation and willingness, and digital talents are seriously insufficient due to lagging education supply and complex training process. How to combine digital technology with the actual situation of enterprises and provide system solutions has become a technical challenge for enterprises.

### **2.2. High transformation investment costs and uncertain expected returns**

The investment in digitalization of private enterprises is different from traditional project investment. It has the characteristics of high cost, high risk and long cycle, which makes enterprises "unable to transform". For traditional enterprises, digitalization is not only the purchase and application of information systems, but more importantly, it is the reshaping of enterprise strategy, production, operation and even culture, involving the human, material and financial costs of enterprises. In this process, the hardware investment of enterprises has overwhelmed many small and medium-sized enterprises, not to mention the software updates and personnel investment that need to be continuously promoted, which brings financial pressure to enterprises and makes enterprises "unable to transform". In addition, the uncertainty of input and output of digital transformation and the long cycle make enterprises "dare not transform". The digitalization of enterprises generally needs to go through the three stages of online, networked and intelligent, and cannot be skipped. Each stage requires continuous investment and iterative updates in hardware and software. The long input-output cycle leads to low enthusiasm of private enterprises to participate in the transformation.

### **2.3. Weak original innovation capabilities and insufficient supply of key core technologies**

The ability barriers of private enterprises in digital transformation are mainly reflected in original innovation and the research and development of key core technologies. Insufficient core technology capabilities lead to enterprises "not being able to transform". Original

innovation and its ability to serve industrial development are relatively weak. The number of original innovation breakthroughs of private enterprises is limited. The breakthrough ability in "stuck neck" technology needs to be improved. The industrial ecology of multi-subject collaboration and symbiotic development of industry, academia and research needs to be improved, and the support capacity of science and technology for industrial development has not been fully reflected. The independent ability of private enterprises in key core technologies needs to be improved. Although Wenzhou has established a number of high-level innovation platforms, there is still a large gap in original research and technological breakthroughs in key areas of future industries such as quantum information, artificial intelligence, and bioengineering. The lack of independent innovation capabilities in core technologies not only limits Wenzhou's voice in future industrial competition, but also makes Wenzhou prone to "stuck neck" problems in future industrial competition. Key technologies are controlled by others and cannot independently control core links, increasing the risk of industrial development.

#### **2.4. The industrial ecology needs to be improved and the data foundation needs to be enhanced**

The digital industrial ecosystem is an important foundation and prerequisite for promoting the digitalization of the private economy. The digitalization of private enterprises is seriously restricted by the shortage of digital transformation talents, the overall low management level of departments and personnel promoting transformation, the imperfect cross-subject organizational collaboration mechanism and platform data ecology. Large, medium, small and micro enterprises in the industrial ecosystem have great differences in transformation investment capacity, investment methods, transformation paths, and transformation effects. Asynchronous transformation, different systems, and non-interoperable tools may hinder the linkage and coordination between ecological partners, resulting in poor development of the digital industrial ecosystem. In addition, the digital industrial data foundation of private enterprises still needs to be improved. The existing data foundation is mainly based on government data, emphasizing applications in government and social fields. The data transaction mechanism needs to be broken through urgently, and the government-side data and enterprise-side data have not yet been fully connected.

#### **2.5. The policy closed loop has not yet been perfected, and the effectiveness of institutional supply needs to be improved**

The digital transformation of enterprises reconstructs the economic policy system, especially in terms of subject cultivation, innovation resource allocation, infrastructure construction, and industrial system renewal, which are essentially different from traditional economic policies. It is urgent to formulate industrial policies that adapt to digital development. Policy implementation lacks procedural supervision and feedback. At present, many special digital policies are not fully utilized. There is a lack of clear responsibility definition and division of labor when formulating policy measures. There is a lack of a systematic evaluation system and public disclosure of evaluation results for the effectiveness of policy implementation, and the policy closed loop has not yet been implemented. In addition, the policies issued by different departments of finance, taxation, and finance have different focuses, and the corresponding incentive effects are completely different for enterprises of different industries and sizes. To a certain extent, the current policies have the problem of "one-size-fits-all" extensive management, and the policy effectiveness and inclusiveness need to be improved.

### **3. The convergence of digital economy development opportunities and private economy**

As the digital economy continues to develop, it also gives private enterprises various capabilities, including product innovation, awareness innovation, thinking innovation, etc. At the same time, it gives private enterprises various awarenesses, allowing them to continuously innovate, improve, and enhance their capabilities during development; and take advantage of the opportunities of the development of the digital economy to promote their own development.

#### **3.1. Digital economy empowers private enterprises to innovate products**

The digital economy has brought revolutionary changes to the product innovation of private enterprises, which are mainly reflected in accurate market insights, personalized customization, intelligent product development, virtual display marketing, and product life cycle management. With the help of big data analysis and artificial intelligence technology, private enterprises can grasp the pulse of the market more accurately, monitor changes in consumer preferences in real time, and predict potential market demand. For example, traditional industries such as shoe-making and clothing can respond to market changes more quickly and develop new products that meet consumer needs. Digital technology also makes large-scale customization possible. Wenzhou's manufacturing enterprises can use technologies such as 3D printing and intelligent manufacturing to achieve rapid customization of products. The application of Internet of Things technology enables private enterprises to develop more intelligent products. For example, traditional home appliance manufacturers can develop smart home products with functions such as remote control and automatic adjustment to enhance the added value of products. Virtual reality (VR) and augmented reality (AR) technologies provide new possibilities for product display and marketing. Wenzhou's glasses, jewelry and other industries can use these technologies to allow consumers to experience products online and improve purchase conversion rates. At the same time, through digital twin technology, private enterprises can realize the full life cycle management of products from design, production to after-sales, optimize design solutions in a virtual environment, shorten the development cycle, and provide data support for continuous product improvement.

#### **3.2. Digital economy promotes innovation in private enterprise awareness**

The digital economy is profoundly changing the business philosophy and values of private entrepreneurs, mainly reflected in user-centric thinking, service-oriented transformation awareness, platform thinking, data-driven decision-making and open innovation awareness. The digital economy promotes enterprises to shift from product orientation to user orientation. Private enterprises need to establish a "user-centric" concept, constantly understand user needs through data analysis, and optimize user experience. For example, clothing companies in Wenzhou can use social listening tools to collect and analyze user feedback on products in real time and continuously improve product design. In terms of service-oriented transformation, private enterprises are realizing the blurring of product and service boundaries and need to build a complete service ecosystem around core products. For example, pump and valve manufacturers can use industrial Internet technology to provide customers with value-added services such as remote monitoring of equipment and predictive maintenance, and transform from a single equipment supplier to a total solution provider. The cultivation of platform thinking has enabled private enterprises to realize that building and participating in digital platforms can help enterprises quickly expand their influence and market share. For example, luggage companies can establish an online collaborative design platform to gather global designer resources. The concept of data-driven decision-making requires entrepreneurs to cultivate data thinking and learn to use data analysis tools to assist decision-making, such as optimizing inventory management and adjusting market strategies by analyzing sales data,

customer feedback and other information. In addition, the formation of an open innovation consciousness has enabled private enterprises to participate more actively in industry-university-research cooperation and use external innovation resources to accelerate their own development.

### **3.3. Digital economy promotes innovative thinking of private enterprises**

The digital economy is reshaping the thinking mode of private enterprises, mainly including network thinking, platform thinking, agile thinking, ecosystem thinking and cross-border integration thinking. In the era of digital economy, enterprises need to view the market and competition with a networked mindset and realize that competition has changed from competition between individual enterprises to competition between ecosystems. For example, electrical manufacturing enterprises in Wenzhou can integrate upstream and downstream resources by building an industrial Internet platform to form a strong industrial ecology. Platform thinking requires enterprises to break away from traditional value chain thinking and build a value network with multi-party participation. For example, leather enterprises in Wenzhou can establish a raw material trading platform to connect upstream farmers and downstream manufacturers to improve the efficiency of the entire industrial chain. The cultivation of agile thinking enables private enterprises to establish a rapid response mechanism and continuously adjust their business strategies through continuous small-scale experiments and iterations, such as adopting the lean startup method to quickly launch the minimum viable product (MVP) and continuously optimize according to market feedback. Ecosystem thinking prompts enterprises to transform from single product or service providers to organizers and participants in the ecosystem. For example, textile enterprises in Wenzhou can participate in the construction of a smart clothing ecosystem, connecting multiple links such as design, production, and retail. Cross-border integration thinking encourages private enterprises to explore the integration points of different industries and technologies. For example, traditional manufacturing can be combined with emerging technologies such as artificial intelligence and blockchain to develop new business models. The formation and application of these new thinking patterns will help Wenzhou private enterprises reshape their competitive advantages in the digital economy era.

### **3.4. Digital economy empowers management innovation in private enterprises**

Digital technology provides strong support for the management innovation of private enterprises, mainly reflected in intelligent decision support, process automation, collaborative office innovation, human resources management innovation, supply chain management innovation and customer relationship management innovation. Big data and artificial intelligence technology can help enterprises achieve more scientific decisions. Private enterprises can build enterprise data middle platforms, integrate internal and external data resources, and provide support for business decisions through data mining and machine learning algorithms. By introducing technologies such as Robotic Process Automation (RPA) and intelligent workflow, private enterprises can realize the automation and intelligence of business processes, improve work efficiency and reduce human errors. Cloud computing and mobile technology make remote collaboration possible. Private enterprises can use collaborative office tools to break geographical restrictions and achieve efficient cross-department and cross-regional collaboration. In terms of human resources management, digital technology has provided new possibilities for private enterprises, such as using artificial intelligence technology to screen and evaluate talents, providing personalized training through online learning platforms, and using big data analysis to optimize talent allocation and performance management. Blockchain technology provides new solutions for supply chain management. Private enterprises can use blockchain to build a transparent and traceable supply chain system to improve the efficiency and safety of the supply chain. In terms of

customer relationship management, by integrating multi-channel customer data and combining artificial intelligence technology, private enterprises can achieve precision marketing and personalized services, such as using intelligent customer service systems to provide 7\*24-hour online support and predict customer needs through data analysis. Proactively provide value-added services. These management innovations can not only significantly improve the operational efficiency of Wenzhou private enterprises and enhance their market competitiveness, but also lay a solid foundation for their digital transformation. However, realizing these innovations also faces challenges in technology, talent, and organizational culture. Enterprises need to formulate systematic digital strategies. The government should also provide corresponding policy support and talent training plans to jointly promote the private economy to achieve high quality in the digital era. develop.

In summary, the digital economy provides technical support and development direction for the transformation and upgrading of private enterprises, while the vitality and innovative spirit of the private economy also provide fertile soil for the implementation of the digital economy. Through in-depth exploration and practice in four dimensions: product innovation, awareness innovation, thinking innovation, and management innovation, private enterprises should seize the opportunities of digital economic development and achieve their own leapfrog development.

#### **4. Practical Paths for the Integration of Digital Economy and Private Economy**

In the context of digital development, creating new glory for the high-quality development of the private economy requires joint efforts from the enterprise side and the government side, and promoting the high-quality development of the private economy through the benign interaction of "government-market". The government side should optimize the business environment and serve the private economy as its goal, and promote the symbiosis and co-creation of the government and enterprises from the aspects of improving the level of government governance, institutional and mechanism reform, deepening the pro-clean government-business relationship and cross-cycle regulation. The enterprise side should take "two healths" as its goal and practice from the aspects of capacity building, talent innovation, data empowerment and organizational culture management innovation. Based on the above analysis, this article proposes several practical paths for digital empowerment of the high-quality development of the private economy.

##### **4.1. Macro level**

##### **4.1.1. Continue to improve the system and mechanism for the development of the private economy**

We should firmly develop the determination to give full play to the role of private enterprises, continuously iterate and update the system and mechanism of private economic management in accordance with the requirements of digital development, build a system and mechanism in which the state-owned economy and the private economy complement and promote each other, and deepen the development of mixed-ownership economy. We should adhere to the two "unwavering" principles, support the common growth and development of the public economy and the non-public economy, accelerate the cultivation of more active and creative market entities, and strengthen the foundation of common prosperity. We should build a market-oriented, internationalized, and legal business environment, and continuously promote the healthy development of the non-public economy and the healthy growth of non-public economic personnel. We should break down various barriers that restrict the development of private enterprises, continuously improve consensus, truly recognize the status and role of

private enterprises and private entrepreneurs as "our own people", and guide them with the principle of competitive neutrality. We should improve the legal environment and policy system to promote the development of small, medium and micro enterprises and individual industrial and commercial households, and break down barriers for private enterprises in market access, administrative approval, participation in major construction and military-civilian integration development. We should eliminate digital barriers in the process of digital development of the private economy, strengthen the collection and integration of scattered data resources of various government departments and service agencies, and open them to private enterprises based on classification and grading standards. In addition, we will strengthen the construction of technologies, applications and evaluation standards related to the digitalization of the private economy, and promote the standardized, sustainable and healthy development of the private digital economy.

#### **4.1.2. Continue to optimize the policy environment for the development of the private economy**

We should accelerate the formation of a collaborative governance framework of government regulation, corporate autonomy, and social co-governance, and further strengthen cross-departmental data sharing, process reengineering, and business collaboration. We should promote the integration of supporting policy systems. The development of new business forms and new models involves talent training, infrastructure, data openness, fiscal and taxation policies, and other aspects. Therefore, we should optimize and adjust the policy system to form a package of support measures. The government should do a good job in inclusive and prudent supervision, reduce unreasonable and unnecessary ex ante management, and strengthen in-process and ex post management, especially strengthening supervision on issues such as personal data privacy protection and algorithm fairness. Enterprises, especially large platform-type enterprises, should earnestly shoulder their own responsibilities in serving the real economy, maintaining fair competition, strengthening information protection, and safeguarding the interests of vulnerable groups.

#### **4.1.3. Explore the potential of enterprises and cultivate outstanding entrepreneurs**

In order to promote private enterprises to move towards digitalization, relevant government departments should actively explore the potential of enterprises, cultivate local leading enterprises under their leadership and support, and help enterprises solve problems and optimize development.

First, for some enterprises with development potential, government departments should provide necessary support in terms of funds and policies, and promote enterprises with development advantages to refine their industry fields. Encourage them to invest more energy in the research and development of new technologies and the creation of new service models, so that they can be at the forefront of the industry, and then become the leader of the entire region, driving the economic development of the entire region. Second, in view of the disadvantages of small scale and weak financial strength of private enterprises, it is necessary to promote them to develop in the direction of specialization and refinement in the digital economy era, and encourage them to actively innovate, enhance their own strengths, meet the changes and needs of the times, become a new industry, and achieve their own development by taking advantage of their strengths and avoiding their weaknesses. Third, cultivate outstanding entrepreneurs. The operators of private enterprises are often the owners, and their leadership and decision-making abilities are directly related to the survival and development of the enterprises. Therefore, a group of visionary and innovative entrepreneurs should be cultivated to promote the long-term development of private enterprises. A key training project can be set up for each industry, and special funds can be provided to carry out targeted and hierarchical

training to improve the comprehensive quality and decision-making ability of these entrepreneurs to promote the digital development of private enterprises.

#### **4.1.4. Promote the integration of digital economy and real economy**

In the era of digital economy, if private enterprises want to achieve good development, they should integrate digital information technology with the real economy of private enterprises. Digital economy has good permeability and interactivity, plays an important role in the industrial chain, and can drive the development of the entire upstream and downstream industries. Therefore, private enterprises should be guided to seize the development opportunities of the digital economy, reform their own development models, and use relevant financial policies to improve the application level of digital technology. Leading enterprises should also be encouraged to combine vertically and horizontally, expand horizontally and horizontally, integrate resources across industries, and realize industrial cluster development.

## **4.2. Micro level**

In the digital economy era, the statistics and analysis of information data have become a major factor in the development of enterprises, and have appeared as decision-making factors in the fields of enterprise management, economic investment, etc. The digital age is an era of coexistence of opportunities and competition. If an enterprise wants to achieve good development, it must pay attention to data, and at the same time, take advantage of various policies and technologies to enhance its own strength and accelerate its development.

### **4.2.1. Strengthen digital transformation awareness and cultivate digital technology talents**

In the digital economy era, if private enterprises want to achieve long-term development, they need to change the traditional development model, combine the development needs of the times, formulate scientific and clear development strategies, and promote their own development in the direction of digitalization and intelligence. Private enterprises should strengthen their digital awareness, carry out enterprise transformation, and give full play to the advantages of big data technology and cloud computing platforms as much as possible to help their own development. Through big data technology, as much relevant data information as possible can be collected, such as employee information, customer information and market information, to build a complete digital system to help enterprises make scientific decisions in the shortest time. If private enterprises want to make their digital development strategies highly adaptable to digital systems, they must give full play to the fast and flexible advantages of big data technology. A special digital information statistical analysis department can be established, with big data as the core, to establish an information sharing resource platform, which can solve information barriers and carry out related businesses for digitalization.

Private enterprises should realize that the most critical factor in the construction of digital systems and the digital transformation of enterprises is "people", so they should consciously cultivate digital technology professionals and strengthen their own human resource management. Specifically, the cultivation of digital technology talents can be achieved through the following points: First, for the existing outstanding talents or technical backbones of the enterprise, help them to carry out professional career planning and provide necessary learning, training and promotion opportunities. In particular, attention should be paid to the infiltration of the concept of lifelong learning in the training process to encourage them to continue to develop and progress in their work. Second, schools and enterprises jointly meet the needs of enterprises for digital technology talents. Private enterprises can put forward their own specific requirements for talents, strengthen communication with universities, actively build digital incubation platforms, improve teaching effects through online and offline joint teaching, and provide human support for the digital transformation of private enterprises.



#### **4.2.2. Formulate a digital transformation development strategy and strengthen external cooperation**

In the era of digital economy, if private enterprises want to gain a foothold in the competition, first of all, they need to formulate a digital transformation development strategy in line with market demand. Only in this way can scientific development decisions be made, and the various businesses and work of the enterprise can be carried out more efficiently, and various market challenges can be well responded to. When formulating a digital transformation development strategy, private enterprises must first conduct an in-depth analysis of their own situation, clarify their own strengths and weaknesses, recognize the role of digital development in helping themselves, and how to build a new business development model through digitalization to the greatest extent. Secondly, private enterprises should strengthen their own cultural construction on the basis of laying the ideological theory of digital development, and integrate the Internet, Internet of Things, AI technology, 5G technology, etc., from the hardware facilities and equipment of the enterprise to the construction of shared systems, and reasonably allocate various resources to enable various tasks to be carried out in an orderly manner.

In addition, private enterprises need to participate in the supply chain linkage, realize the insufficiency of their own development scale and financial strength in market competition, and actively carry out external cooperation, collaborate with relevant government departments and other enterprises, and use the role of the industrial chain to help themselves raise funds, expand business, and achieve precise production and marketing.

#### **4.2.3. Strengthen digital security construction and reduce operating risks of private enterprises**

In the digital economy era, the main difference between enterprise development and traditional models is that the speed of digital information dissemination has been improved, and development decisions can be made efficiently to better respond to market changes. Various types of information data can be shared within the enterprise, and some repetitive work can be reduced, which not only ensures the accuracy of the data, but also reduces the workload. However, in the open environment of the Internet, the security of data information is lower than that of information in the traditional model. For example, if it encounters a hacker attack or improper operation during information transmission leads to data leakage, these may cause great risks to the development of the enterprise. Therefore, it is necessary to strengthen the digital security construction of private enterprises, which can be achieved through the following two points.

First, cybersecurity legislation should be used to ensure the digital security of enterprises. Currently, e-commerce is developing rapidly and various types of digital economy are booming. Therefore, it is necessary for relevant government departments to strengthen cybersecurity construction, improve relevant laws and regulations, and formulate more comprehensive policy support to provide security for various trade work through Internet transactions. Provide a safe network environment for the development of the digital economy and escort the digital development of private enterprises.

Second, private enterprises themselves should strengthen their awareness of network security. Private enterprises should not only see the convenience and advantages brought by digital development, but also be aware of the challenges faced by the application of digital technology. They should enhance the network security awareness of all staff members. Staff members in any position should perform standardized operations in accordance with the requirements to avoid operational errors. In addition, enterprises should also set login passwords and access rights to protect computer security, and improve security through data encryption, regular upgrades of firewalls, and installation of necessary anti-virus software. Only by ensuring that the collected information is safe and reliable can we provide support for the formulation of

development decisions, thereby ensuring that their own information data is not leaked, so as to gain an advantage in market competition.

#### **4.2.4. Focus on core technology breakthroughs and lead the strategic upgrade of digital transformation**

We must increase the intensity of scientific and technological innovation. Private enterprises actively build new R&D institutions, take the initiative to undertake major national scientific and technological strategic tasks, participate in the construction of innovation platforms such as the National Industrial Innovation Center, the National Manufacturing Innovation Center, the National Engineering Research Center, and the National Technology Innovation Center, and become an important force in basic research, "stuck neck" technology research, and emergency scientific research research. Facing the needs of industrial development, accelerate the research and development and breakthroughs in key core technology fields such as artificial intelligence, integrated circuits, industrial software, and blockchain, and accelerate the formation of a number of iconic innovative achievements with Zhejiang's recognition. Innovate the scientific and technological innovation model of private enterprises, give full play to the aggregation and driving role of the chain owners and industry leading enterprises of the industrial chain, link scientific research institutions and first-class universities, design a mechanism for collaborative research on core technologies, explore an organized scientific research model led by major research tasks and led by strategic scientists, and establish an innovation consortium mechanism with technology innovation centers as the core carrier.

In summary, digital technologies represented by big data, cloud computing, artificial intelligence and blockchain are profoundly changing human production and lifestyles, and are also profoundly changing the way governments make decisions and policies. At the same time, digital information has become the key to corporate production organization and the advantage of corporate innovation and development. Private enterprises should seize the opportunities of the digital economy and transform their enterprises in light of their own characteristics. Specifically, from a macro perspective, relevant government departments should optimize the economic development environment for private enterprises, strengthen intellectual property protection, explore the potential of enterprises and cultivate outstanding entrepreneurs, and promote the integration of the digital economy and the real economy. At the micro level, private enterprises themselves should undergo digital transformation, cultivate digital technology talents, formulate digital transformation development strategies and strengthen external cooperation. In addition, they should strengthen digital security construction and reduce operating risks. Only in this way can we help the development of private enterprises from both internal and external aspects.

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