

Research on the Path of High-quality Development of Digital Empowering Small and Micro Enterprise Parks

Yuwen Shi

Wenzhou Polytechnic, Wenzhou 325035, China

*147074267@QQ.com

Abstract

Micro enterprises are the new force of the national economy, and the small and micro enterprise park is the core platform to support the high-quality development of small and micro enterprises. Wenzhou is the first place in Zhejiang Province to start the construction of small and micro enterprise parks. At present, it has formed a "Wenzhou Model" and "Wenzhou Experience" for the construction of provincial leading small and micro enterprise parks. At present, the digital construction of Wenzhou small and micro enterprise parks has problems such as insufficient digital empowerment planning, low quality of preferential enterprise services, unbroken information channel barriers, and insufficient data integration. It is necessary to promote the digital empowerment of small and micro enterprise parks through scientific overall planning of digital development layout, reasonable construction of standardized service formats, training of professional technical service teams, and increasing the guidance and support of enterprise digitalization. Only in this way can we effectively promote the digital empowerment of the park, comprehensively improve the operation and management level of the park, and help the high-quality development of small and micro enterprise parks.

Keywords

Small and Micro Enterprise Park; Digitization; Countermeasure.

1. Introduction

A large number of micro enterprises are the new force of the national economy. As an important space carrier for the agglomeration and development of small and micro enterprises, the small and micro enterprise park is not a simple agglomeration of small and micro enterprises in terms of quantity, but a comprehensive platform for improving quality, efficiency, financing channels, business model, public services, development environment and enterprise competitiveness, which is promoting the modernization of China's industrial chain, It plays an important role in building a new development pattern of "taking the domestic big cycle as the main body and promoting the international and domestic double cycles", and is the core platform to support the high-quality development of small and micro enterprises.

Wenzhou is the first region in our province to start the construction of small and micro enterprise park, and has now formed the province's leading small and micro enterprise park construction "Wenzhou model" and "Wenzhou experience". Since 2013, 159 small and micro enterprise parks have been planned and constructed in our city, 92 of which have been completed, with a completed area of 20.35 million square meters, and 3,288 enterprises have entered the park. In August 2019, Wenzhou Municipal Committee held a special meeting to study and promote the construction and management of small and micro business parks. The meeting emphasized that it is necessary to focus on the transformation and upgrading of traditional advantageous industries and the cultivation and development of strategic emerging

industries, and put the strengthening of the construction and management of small and micro business parks on a more important position. In 2020, Wenzhou formulated and issued "Ten rigid measures on further improving the service level of small and micro Enterprise Park Construction management" to vigorously promote the construction of small and micro industrial park.

In the province of zhejiang provincial party committee secretary Yuan Jiajun 2021 digital reform conference stressed that must seriously implement the comprehensive major deployment deepening reform and the construction of digital China, surrounding faithfully practising the strategy of "August", strive to build "important window" theme, speed up the construction of digital zhejiang, promote reform and development of the province each work in the new starting point to realize the new breakthrough, To strive for socialist modernization first province to open a good bureau, a good step.

In order to implement the spirit of the provincial digital reform conference, Wenzhou Economic and Information Bureau issued the "Wenzhou Digital small and micro Enterprise Park Construction evaluation Standard". In 2020 and 2021, the city carried out two digital evaluation of small and micro enterprise park, which effectively promoted the process of digital transformation of the city's small and micro enterprise park.

Small and micro enterprise park has become an important carrier to promote the high quality development of small and micro enterprises in our city. In the in-depth investigation of some small and micro industrial parks that have been put into operation, it is found that although the current achievements are worthy of recognition, there are still some problems that can not be ignored. If we do not take effective measures to improve the operation and management level of the park in time, it is very likely to cause the "low scattered" problem tide back. Under the new development pattern, the digital transformation and upgrading of small and micro enterprise park in our city is an important measure to consolidate the advantages of traditional industries and enhance the industrial chain. The digital empowerment of the park can effectively promote small and micro enterprises to the track of high-quality development, and thus consolidate the foundation of high-quality development of private economy in our city.

2. Research Status at Home and Abroad

2.1. The Function and Mode of Small and Micro Enterprise Park

Industrial parks can effectively gather industries, overcome negative external effects and drive related industries through resource sharing, so as to effectively promote the formation of industrial clusters and promote the development of regional economy (Tian Qiusheng, 2019; Qiao Yuting et al., 2019; Ma Li and Yan Hanping, 2015). Small and micro enterprise park is a type of industrial park, but it has quasi-public property. The construction of small and micro enterprise park is to solve the development space problem of small and micro enterprises, protect the industrial chain, focus on pollution control, strengthen fire safety, and promote the transformation and upgrading of small and micro enterprises and local employment and entrepreneurship (Chen Yixin, 2013). Small micro enterprises and industrial park, its nature functions are industrial concentration area, its development and competitive strength depends largely on industrial agglomeration in the area of speed and intensity, quantity and quality of the more famous researchers include Marshall (1964), Mr Webb (1997), porter (1990) and krugman (1991) and others.

Based on different development subjects, there are three typical modes of government-led, enterprise-led and government-enterprise cooperation in the development of industrial parks. Among them, the government-led type has obvious resource advantages compared with other types, strong policy implementation and less resistance (Zhu Yuejun and Jiang Pan, 2014). At present, the small and micro enterprise park has six development modes: government-led

development, leading enterprise development, enterprise joint construction, industrial property development, professional institution development, and village collective joint development (Pan Jianzhong, 2018).

2.2. The Problems of Small and Micro Enterprise Park

After more than 30 years of development, China's industrial parks have made remarkable achievements. However, China's economy is facing the challenge of further transformation and upgrading. As an important driving source of economic growth, industrial parks also encounter many development difficulties, such as low industrial level and insufficient leading industry (Jia Shujun, 2012; Wen Fenghua and Shen Tiyan, 2011), incomplete supporting services (Wang Yanqing, 2016; Tong Mingliang, 2015), It is difficult to attract investment (Peng Wei, 2016), and the financing problem is prominent (Hu Meilin, 2016).

Small micro enterprise garden and the problems existing in the industrial park, such as the level of industry is not high, leading industry is not clear, the lack of supporting services, such as agglomeration effect is not obvious, but the small micro enterprise garden also exposed some unique problems, such as park generally small scale, low barriers to entry, its lack of professional organization and management, the construction quality is not high, chia-ying Yang, 2018; Chen Zhenyu, 2018; Mingrong Wang and Yidong Wang, 2015). However, the lack of overall planning, insufficient supporting facilities, inadequate support measures and low management level are the main sources that restrict the development of small and micro enterprise parks (Xu Qianyu, 2018).

2.3. The Development Strategy of Small and Micro Enterprise Park

Shi Chufan and Li Biwen (2019) proposed mechanism innovation, strengthening planning guidance, strengthening land security, promoting the transformation of driving forces, and deepening policy reform. Chen Yixin (2013) earlier proposed to build small and micro enterprise parks based on the "five sets" of "enterprise agglomeration, industrial cluster, factor intensification, technology integration and service concentration". Che Jun (2018) proposed that it is an important measure to promote the high-quality development of small and micro enterprise parks to supervise the construction and performance evaluation of small and micro enterprise parks, and to promote the construction through examination.

To sum up, although the phased achievements have been made in the wenzhou small micro enterprise garden construction, but based on the new stage of development, a national model for standard and high quality development platform of the target, many problems still exist, especially in the park the lack of specialized operations, its management is not standard, the service level is not high, low park digital level. Wenzhou has a large number of small and micro enterprise parks, as well as many development modes and industrial types. However, existing studies have not sorted out the actual problems in the digital empowerment of various parks at this stage, and the development strategies proposed are also from the overall level. It is urgent to further investigate the actual situation of digital transformation of Wenzhou small and micro enterprise park at the present stage, find problems and take effective measures to deal with them in time. Only in this way can we effectively promote the digital empowerment of the park, comprehensively improve the operation and management level of the park, and help the high-quality development of small and micro enterprise parks.

3. Countermeasures to Promote Digital Empowerment of Small and Micro Enterprise Parks

3.1. Optimize the Top-level Design and Scientifically Coordinate the Layout of Digital Development

First of all, we should establish the consciousness of digital empowerment, scientifically incorporate the digital construction of small and micro enterprise parks into the digital industry construction module, and clarify the positioning of industrial parks. Secondly, personalized support policies should be introduced, and the implementation rules of performance evaluation of small and micro enterprise parks should be established in various places to clarify the evaluation method of smart parks. Thirdly, it is necessary to enhance the service appeal of Huiqi, carry out training on relevant rewards, subsidies and other application projects for enterprises to enter the park, attract leading enterprises in the industry through multiple ways, and provide innovative driving and sustainable operation support for the development of the park.

3.2. Establish a Standard System and Reasonably Build a Standardized Service Format

First of all, we should accelerate the promotion of data standard sharing and establish the underlying architecture and top-level design of unified standards as soon as possible. Secondly, we should optimize the service management system, strengthen the technical standardization construction of digital service providers in the construction of the park, and formulate the platform service evaluation, reward, punishment and evaluation mechanism. Strengthen Characteristic Guidance and Build a Professional Park

3.3. Strengthen Characteristic Guidance and Build a Professional Park

First, clear orientation. Focusing on the construction of manufacturing small and micro enterprise park, we plan to build a batch of "specialized, special and new" small and micro enterprise park in the subdivision of ten iconic industrial chains and traditional characteristic and advantageous industries, and create a demonstration window for the cultivation of emerging industries. We will accelerate the guidance of small and micro enterprise parks such as industrial real estate and producer services to attract upstream and downstream enterprises and service organization chains around leading industries, and build specialized small and micro enterprise parks with clear positioning, distinctive characteristics and obvious agglomeration effect. The second is to play a functional role. In combination with regional industrial governance, we will accelerate the consolidation of inefficient enterprises and the transformation and upgrading of inefficient industrial blocks, guide and promote the agglomeration and development of small and micro enterprises into the park, strive to build a number of small and micro enterprise parks with high output efficiency such as average tax revenue and average output value per mu, and strive to build small and micro enterprise parks into high-quality samples of regional governance.

3.4. Increase Policy and Financial Support

On the one hand, the competent departments of each county and city should realize that the digital construction of the park is an important starting point for promoting digital governance, and should formulate relevant policies to strongly support the park operation institutions to promote this work. On the other hand, accelerate the selection and determination of the recommended list of digital service providers of small and micro enterprise parks at the city level, and centralized bidding and procurement by prefectural and urban governments to reduce the procurement cost of digital transformation of a single park. At the same time, for the parks that have difficulties in digital transformation, supporting digital transformation plans

will be issued, and the parks will be encouraged to speed up the progress of digital transformation through the way that the local finance and the parks bear part of it respectively.

3.5. Cultivate a Professional and Technical Service Team

The digital operation of the park is inseparable from a professional operation team. First of all, it is necessary to strengthen the assessment and supervision of the digital service providers, evaluate the comprehensive ability of the service providers in technology research and development, industry experience, personnel support and other aspects, and select and establish the digital service resource pool of small and micro enterprise parks. Encourage the government to purchase services to strengthen support for the diagnosis, evaluation, management consulting and strategic planning of the digital development of small and micro enterprise parks and the digital transformation of small and micro enterprises. Secondly, the standardized training on the operation of the digital park should be strengthened. The local competent departments should lead the formation of digital lecture groups. Through the combination of online and offline, the centralized teaching and practical guidance for the operation institutions of the park should be strengthened, and a professional talent team of the park should be gradually cultivated. Set up a pair support policy for the leading park and the standard park again, organize the operation team of the standard park to visit the leading park regularly, and improve the digital operation level of the operation institutions of the standard park through one-to-one service.

3.6. Open up the Channel between and Various Platforms

The smart park management platform includes efficient management of fire protection, production safety, logistics, people flow, energy consumption and environmental protection in the park, dynamically and real-time grasp of enterprise production and operation conditions, and realize the integration of resource information and application services. The current work focuses on two aspects: one is to open up the channel with the small and micro industrial park management SAAS sub-platform in Zhejiang Province, urge the parks that can be connected to the port to complete the data docking, and for the park digital platform that can not be connected to the port, the platform builders should solve the port connection problem as soon as possible. Second, strengthen the coordination between different departments, simplify the process of data summary and report, integrate the work of various platforms through technical means, and use the park smart management platform as the only data reporting and evaluation platform as far as possible to minimize the work intensity of grassroots staff.

3.7. Increase Guidance and Support for Enterprises to Go Digital

The construction of "smart factory" and "unmanned factory" to realize the full cloud coverage of manufacturing enterprises in the park requires a certain amount of stable orders as a precondition to achieve the scale effect. However, enterprises in small and micro industrial parks are small in scale, with small product orders and strong periodicity, which need guidance and support from the competent authorities. According to the characteristics of the local industry, the competent departments of each county and urban area can guide the mature industrial digital service providers or intermediaries to guide the potential enterprises in the park and provide high-quality digital transformation services for the enterprises in the park. Due to the small industrial park industrial concentration is high, can according to the way of a enterprise solutions, from manufacturing parts of digital to enterprise production overall digital tumble stage to promote reform, speed up the integration of upstream and downstream industry chain, thus realize production, research and development, sales, logistics park enterprises more links such as information sharing together.

3.8. Strengthen Party Building and Guidance

The construction of digital parks should be led by the Party construction, and the role of grass-roots Party organizations in the parks should be fully played. Grass-roots Party organizations should encourage enterprises and employees to learn and understand the benefits of digital operations. At present, the city is vigorously promoting the "clean small and micro enterprise park", grassroots Party branches can build clean park demonstration experience, based on the benchmarking characteristics of the digital platform as the starting point, to create "clean park digital first" clean culture brand measures to create a fresh and dynamic operation mechanism.

Acknowledgments

This work was supported by the project of Wenzhou Science & Technology Bureau under grant No. R20220092, the project of Wenzhou philosophy and social science planning under grant No.22wsk137.

References

- [1] Zhang Shaoxia. Research on the high quality development strategy of small and micro Enterprise Park in Yiwu City[J]. Journal of Taiyuan Urban Vocational College, 2020,(11).
- [2] Lin Wei. Research on the path of high quality development of small and micro industrial parks under the new development pattern[J]. Review of Economic Research, 2021,(08).
- [3] Chen Yun. Thoughts on the construction and promotion of small and micro enterprise park[J]. Ningbo Economy(Sanjiang Forum), 2022,(01).
- [4] Sun Guomin. Small and micro Parks: Theoretical Logic, Development Model and Case Study[J]. Review of Economic Research, 2020. (05).
- [5] Shi Chufan, Li Biwen. Research on the current situation, problems and Countermeasures of small and micro enterprise park construction in Zhejiang Province[J]. Modern Management Science, 2019.(09).
- [6] Xu Qianyu. Crack the dilemma of small and micro enterprise park construction[J]. Zhejiang Economy, 2018,(23).
- [7] Qiao Yuting, Bao Qinglong. Research on military-civilian integration collaborative innovation driving high-quality development of industrial parks[J]. Science & Technology Progress and Policy, 2019,36(12).