

Research on Digital Empowerment of Wenzhou Small and Micro Industrial Park

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Abstract

In recent years, Wenzhou has vigorously promoted the construction of small and micro industrial parks, and the block industry has accelerated its agglomeration and promotion. Small and micro industrial parks have become an important platform to promote the High-quality development of small and micro enterprises in our city. The digital transformation and improvement of Wenzhou small and micro industrial park under the new development pattern is an important measure to consolidate the advantages of traditional industrial and the improvement of the industrial chain. There are typical problems such as lack of funds, digital services, lack of professional operating personnel, have not been effectively connected with different platforms, and lack of overall solutions. It is necessary to promote the digital empowerment of the small and micro industrial park by increasing the support of policy funds, enhancing service levels, launching overall solutions, opening up channels between platforms, and improving digital solutions. Towards the track of High-quality development, and thus consolidate the foundation of the High-quality development of our civic economy.

Keywords

Small and Micro Industrial Park; Digital Empowerment; High-quality Development.

1. Introduction

In 2017, Zhejiang Province took the lead in proposing the implementation of the "No. 1 Project" of the digital economy. By 2018, the digital economy double -year multiplication plan has been implemented. The digital economy has become a "golden business card" to promote the high - quality development of Zhejiang Province. In 2021, Yuan Jiajun, the secretary of the Zhejiang Provincial Party Committee, emphasized at the province's digital reform conference that it is necessary to conscientiously implement the major deployment of General Secretary Jinping's comprehensive deepening reform and digital China construction, and to act around loyalty practice "88 Strategy", strive to create an "important window" the main line of theme, accelerate the construction of digital Zhejiang, promote the various tasks of reform and development in the province to achieve new breakthroughs at a new starting point, and start a good bureau and take a good step for the establishment of socialist modernization.

In order to implement the spirit of the province's digital reform conference and Wenzhou City's "Ten Rigid Measures on Further improving the level of construction management services for small and micro enterprise parks", the Wenzhou Economic and Information Bureau issued the "Evaluation Standards for the Construction Evaluation of the Digital Small and Micro-Enterprise Park in Wenzhou City" In 2020 and 2021, the digital evaluation of the city's small and micro enterprise parks was carried out, and a total of 58 small and micro industrial parks were evaluated to strengthen the "digital+" application.

Although the construction of the small and micro industrial park in the city has achieved phased results, based on the new stage of development, there are still many problems in the goal

positioning of the province's model and high -quality development platform, The park management is irregular and the service energy level is not high. There are many small and micro industrial parks in the city, there are many development models, and there are many types of industrial types, but the existing research has not sorted out practical problems in the digital empowerment of various parks at this stage. The development strategy proposed is also starting from the overall level. It is urgent to further investigate the actual situation of digital transformation at the present stage of the city's small and micro industrial parks, find problems and take effective measures in time for response.

2. The Role of Digital Empowerment of Small and Micro Industrial Parks

As of November 2021, Wenzhou plans to build 159 small and micro industrial parks, and 92 parks have been completed and operated. At present, there have been 31 small and micro industrial parks that have been implemented in the management of the park, accounting for about 20% of the total number of small and micro industrial parks. In the second half of 2021, the research team conducted a special investigation of the digitalization of the small and micro industrial park in Wenzhou City. It was found that the use of the digital platform of the small and micro industrial park can facilitate the management of the park operating institutions, improve its management and service level, and accelerate the corporate side, and the enterprise, and the enterprise, and the enterprise, and the enterprise, and the enterprise, and the enterprise. Interaction between industrial workers in the park.

First of all, the digitalization of the park has improved the safe operation level of the park. The small and micro industrial park promotes the establishment of intelligent production and management platforms such as fire monitoring systems, security management systems, and vehicle dealers' management systems, so that the safety production management of small and micro industrial parks is more efficient and safer. Operating agencies can conduct comprehensive monitoring of various areas of the park with the help of digital platforms. Once safety or environmental protection hazards occur, the digital platform can be fed back to the operating agency and competent authority as soon as possible to facilitate timely disposal.

Secondly, the digitalization of the park can establish the business of the enterprise in the park. The actual operation of the enterprise can help the park's cooperative financial institutions to determine the credit situation of the enterprise, thereby giving the credit rating and loan quota corresponding to industrial enterprises. The park will enter the smart park system of the location, area, and output value performance of each enterprise where each company will settle in, and disclose information on the electronic screen of the public display center to achieve big data management and ensure that the development of the enterprise is exposed. By establishing WeChat groups and opening a digital complaint platform park, efficiency monitoring points have been established, and various complaints on the soft environment of enterprises in economic development are uniformly accepted, and corporate policies and demands are opened to resolve corporate development problems.

Finally, the park's digital platform has a successful service set. The service function includes various service modules such as government policy release, the party building of the park, the dynamic notice of the park, the recruitment information, the property maintenance, and the park development activities. You can accept information push and feedback in time. Digitalization of the park can expand the scope of service to the greatest extent and accelerate the progress of service feedback. Enterprises and employees cannot be able to enjoy high -quality services in the park.

3. Obstacles to Promoting Digital Empowerment of Parks

In 2021, the research team conducted a visit to the status quo of the digital empowerment of the small and micro industrial park in the city. A total of 92 valid questionnaires were recovered. From the results of the survey, it can be seen that the park's operating agency reflects five problems in the digitalization process of the parks.

3.1. Lack of Digital Transformation Funds

During the investigation and visits, it was found that many counties and cities in Wenzhou were planned to plan the construction of digital projects for digital projects in the park and connected with multiple companies. However, the prominent problem faced was the lack of project activation and implementation funds. Due to the renovation funding involved in the renovation of digital parks around 1 million yuan, it is difficult to raise funds for transformation. The digital transformation of small and micro enterprises in the city's small and micro enterprises is more difficult. Take a small and micro enterprise park covering an area of 160 acres as an example. In 2019, the park introduced Hangzhou Qisheng Technology to digitize the park for a total of 1.74 million, including 810,000 hardware and 930,000 software. To maintain and pay the salary of operators, the digital expenditures of the park will exceed 2 million yuan. The total cost of digital transformation in the park is high, and the funds of the park operating institutions are under great pressure. Because the digital transformation of the small and micro industrial park is not only a problem that can be solved by a digital system, but also the transformation and replacement of infrastructure in the later period, the construction cost often exceeds expectations. In the survey, the operating agencies of nearly 70 parks reflected the lack of funds that lack a small number of digital transformations.

3.2. Digital Empowerment Energy Levels are not High

The digitalization of the park is the digitalization of the park management and the digitalization of the platform services. Through informationization methods and the collection of energy consumption operation data of the enterprise port, you can obtain first-hand data run by small and micro enterprises in the park. Through data monitoring and analysis, you can evaluate corporate performance. And grading helps to introduce effective assistance and elimination policies. However, in the field visit of some parks, it was found that the digital system of the small and micro industrial park can provide fewer practical services and help provided by the settlement enterprises. Usually, it can only achieve hydropower management. Related data, vehicles enter and exit, fire security. The more prominent management of digitalization in the park and the advantages of helping small and micro enterprises have not been exerted. The existing park's brain cannot estimate the data direction and provide data support for the next policy adjustment of the park. The digital service level of the micro -industry park is low.

3.3. Lack of Professional Operating Personnel

In a field survey, it was found that the digital construction of the park has generally lacked professional talents, causing most operating institutions to arrange property personnel to manage the digital platforms extensively, and the digital platform becomes a monitoring platform for property. The small and micro industrial park operating team, which has completed the digital construction of the park, said that the lack of related professionals has also caused resistance to the digital advancement of the small and micro industrial park to a certain extent. The effect of transformation cannot be prominent. Taking a guidance -class park as an example, because of the connection between the personnel of the property team, the operation of the digital system has always lacked professionals, which has led to the long-term idle state of the park's brain and the role of the park's data summary and service enterprises. The main reasons for the above problems are the following three aspects: First of all, there are

very few talents in the society that have both digital platform operation capabilities and management experience in small and micro industrial park. Because the proportion of talents with high computers is a small proportion of park management, it is difficult to recruit recruitment. Secondly, there are not many institutions that are currently related to digital platforms. The original management team of the park lacks digital -related training, and it is impossible to use the garden digital platform smoothly. In the end, because the digital platform of the small and micro industrial park has a large number of modules and functions, the demand for related talents is large. Several professionals alone cannot operate the entire park's digital system. Data distortion cannot be handled well.

3.4. No Effectively Connected with Different Platforms

As of the end of 2021, the number of small and micro industrial parks identified in the province exceeded 1,100. The Provincial Department of Economic and Information Technology requested that the park platforms in various regional parks are connected to the SaaS sub - platform of Zhejiang Small and Micro Industrial Park, and the platform is regularly reported to the park's operation data through the platform. However, in the survey of the city's small and micro industrial park, it was found that the current digital platforms of most parks have not yet connected to the platform. On the one hand, the reason is that the information is not in place. Most park operators do not know the requirements in the province, and the specific situation of the provincial platform is unclear. On the other hand, the problem of matching the digital platform between the park and the provincial platform. There are many digital platform brands in the existing small and micro industrial parks in Wenzhou, including Qisheng Technology, China Mobile, China Telecom and Dijanman. Whether the ports of different brand platforms can be effectively connected with the provincial platform. In addition, there are certain differences in the types of functional use and data collection of each brand platform. Whether the data of the park can be used to conduct debugging and specifications with the provincial platform developers in accordance with the way of unified standards. In addition, a prominent problem encountered by the current digitalization of the park is that it is not smooth between the park platform and the online platforms of different departments. Operators in the park should learn to use multiple platforms or APPs to report the park data, causing employee work burden Heavy. For example, the digital platforms or work used by departments such as letter, environmental protection, and security supervision are different. The same batch of data needs to be summarized and reported in different methods and channels.

3.5. Lack of Overall Solutions

According to field interviews, the research team found that many small and micro industrial park operating institutions believe that the current professional solution and guidance team that lacks digitalization in the park, accounting for 58.24%. When mentioning the overall direction of the digital construction of the small and micro industrial park, we found that the park managers generally did not know the purpose of digitalization of the park, and said that specialized guidance and overall technical solutions that matched the park. There are three main reasons. One is that the number of digitalization of the park is not yet many. The industrial differences in different regions have obviously caused the digital effect of the park to digitize. At present Study on digital transformation of micro -industrial parks, there are fewer teams and personnel guiding the transformation plan. Relatively speaking, the systemic schemes proposed after the sorting experience and cases are lacking, and the transformation plan has not yet been implemented. It is more difficult to use a large number of complex functions and technologies on the same platform and achieve a good effect.

4. Countermeasures for Digital Empowerment of Parks

4.1. Strengthen Policy and Funding Support

According to the spirit of the "Ten Rigid Measures (Trial) of the Small and Micro -Enterprise Park Construction Management Service (Trial)", the next stage should further implement the digital construction of small and micro enterprises in the small and micro enterprise park, better empower the park management through digital funds, and use it and use The existing special funds for improvement of construction in the good small and micro industrial park, improve the construction of public service facilities in the park, and ensure that the construction of digital small and micro industrial parks continues to advance steadily. On the one hand, the competent departments of all counties and cities must recognize that the digital construction of the park is an important starting point for promoting digital governance, and relevant policies should be formulated to vigorously support the park's operating institutions to promote this work. On the other hand, accelerate the selection of the recommendation list of digital service providers at the small and micro enterprise park at the city level, and the county and city governments centralize the bidding and procurement of centralized procurement to reduce the purchase cost of digital transformation of a single park. At the same time, there are difficulties in digital transformation, and the supporting digital transformation solutions are introduced. Through the local finance and parks, the parks are encouraged to accelerate the progress of digital transformation.

4.2. Improve the Digital Service Level of the Park

There are two key points for improving the level of digital services in the park: First, the functional modules of the actual needs of the park enterprises to provide inspection and inspection, technical transformation, technical certification, equipment sharing, information sharing, government affairs and legal consultation, entrepreneurial, entrepreneurial, entrepreneurial, and entrepreneurship Counseling, talent recruitment, education and training, project roadshow docking, financing, party building and other public services. The enterprises of the small and micro industrial park are mainly under regulations, with a small volume, and there is a small amount of non-productive management demand. The operating institutions of the park should combine the characteristics of the enterprise under the regulations, set up a service module that consistent with actual needs, and use it to use it to use it to use it to use it. Enterprises and employees are easy to accept digital services. Increase publicity, guide enterprises and employees to understand the positive effects of digital services on the development of enterprises, and fully improve the enthusiasm of enterprises and employees to use digital services. The second is to accelerate the response speed of digital services. One of the goals of the park's digitalization is to establish effective and smooth communication channels between the parks of the park, laying the foundation for the solution of various problems. When enterprises or employees have actual needs, the operating institution can respond as soon as possible to solve the demands of enterprises or employees in a timely manner through the platform online and offline. If the operating agency lacks resources and permissions, it can also timely feedback to the superior authorities or third -party service agencies through the digital platform.

4.3. Cultivate Professional and Technical Service Teams

Digital operations in the park are inseparable from a professional operating team. At this stage, effective solutions should be formulated on the lack of professionals. The first is to increase the standardized training for the operation of the digital parks. The competent departments of various places will lead the establishment of a digital lecturer group. Your own professional talent team. The second is to require the development and operators of the park to increase the frequency of services, refer to the management experience of grass -roots gridization,

implement the instructors in different areas, and promote the digitalization level of the park by increasing the service efforts. The third is to establish a pairing assistance policy for leading -level parks with the standard parks, and organize the operating team of the standard park to regularly visit and communicate with the leading -level parks to enhance the digital operation level of the operating institution of the standard park through one -to -one services.

4.4. Open the Channel between Various Platforms

The smart park management platform contains efficient management of fire, production safety, logistics, flow, energy consumption, environmental protection, etc. in the park, dynamically grasp the production and operation status of enterprises in real time, and realize the integration of resource information and application services. There are two aspects of the current work focus: First, to open the channel with the SaaS sub -platform in Zhejiang Province Small and Micro Industrial Park, and urge the park that can be connected to the park to complete the data connection. Fang solves the problem of port connection as soon as possible. Take Pingyang County as an example. In 2021, the county will complete the trial operation and docking work of the county -level small and micro industrial park smart park management platform, Wanyangzhong Chuangcheng city, including three demonstration parks, including the park -level smart parks, to achieve small and micro Real -time monitoring data (safety production, fire protection, environmental protection, etc.), corporate operation data and other park information data are concentrated and controlled, and the data can be collected and analyzed. The growth of the park and enterprises can be analyzed, which can regularly generate visualization and self -self. Definition report. The second is to strengthen the coordination between different departments, simplify the process of data summary reports, integrate various platforms through technical means, and use the park's smart management platform as the only data reporting platform to minimize the work of grassroots staff members to the greatest extent. strength.

4.5. Introduction to Improve Digital Solutions

The digital investment of the small and micro industrial park is large, and the digital effect requires a longer time to reflect, highlighting the importance of a perfect overall plan. First of all, the competent department of the park should strengthen guidance and coordination. Through expert review and check -in, use the leading digital park as a benchmark, sort out the experience of digital construction in the benchmark parks in different industries, and taught good experience in a timely manner through reporting, on -site visits, and exchanges and guidance. Give different industries. Secondly, digital development enterprises should combine the actual characteristics of the park industry to conduct secondary development of the system according to demand to optimize existing functional modules and enhance the matching of the entire smart platform and the actual operation of the park. Finally, the training and guidance of the operating institution of the park should be strengthened. As the main unit of the park operations, the operating institution is a link between the government authorities and enterprises and employees. To ensure that the platform can play a role in stable and efficiently, in the later period, it can organize operating institutions, settlement enterprises and employees to evaluate the platform they use, and use the satisfaction of the platform as an important reference for digitalization of other parks in the future. Products and services improve.

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