

Research on the Value Distribution of China's Emerging Industries under the Background of "Double Carbon"

-- Empirical Analysis based on Spatial Dimension

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Abstract: China's emerging industries have developed rapidly in recent years, still have significant growth, high added value, is the economic low-carbon environmental protection development of the positive driving force. Sanger algorithm is used to analyze the examples of emerging industries in China, explore efficient and scientific value distribution methods of emerging industries, promote rapid economic development, and summarize the specific construction paths of transforming traditional economic industries and developing emerging industries in various places, so as to provide reference for relevant departments to formulate and improve the healthy development of value distribution of developing emerging industries.

Keywords: Emerging Industry; Value Distribution.

1. Research Background

1.1. Research Significance

All things are born by their own nature, and everything is achieved by its way. It has pointed out the direction for China's current and future efforts to cope with climate change and the development of green and low-carbon industries, and is a good opportunity for the development of emerging industries, but the traditional value distribution method is not a perfect fit for development.

1.1.1. Theoretical Significance

The harm caused by carbon emissions has really threatened human life and health. Marx once pointed out that there seems to be a contradiction between the labor theory of value and the appearance of market economy, that is, the contradiction between the unity of value creation and the diversity of value distribution, which is more restricting to the healthy development of value distribution in emerging industries. Sanger model consists of three methods: strategic positioning analysis, cost driver analysis and strategic value chain analysis, which constitute an organic and inseparable system.

1.1.2. Practical Significance

Wang Zhigang, China's Minister of Science and Technology, said at the "Carbon-neutral Scientific and Technological Innovation Path Selection" conference held in Beijing in 2021 that carbon peak carbon neutrality will bring a major change in the economic and social environment caused by the scientific and technological revolution, which is no less significant than the three industrial revolutions. Macroscopically, it will improve China's influence in the world, microscopically, it will improve the national ecological environment and the happiness of the Chinese people. The value distribution of innovative emerging industries is a challenge, but it is also an opportunity to analyze the current emerging industries in our country. Sanger model uses a variety of theoretical methods and a variety of analytical tools to comprehensively analyze the strategic choice of positioning enterprises and the optimization of the value chain, which can enhance the competitive advantage of enterprises and strengthen the competitive position of

enterprises in the market.

1.2. Current Situation at Home and Abroad

1.2.1. Domestic Status Quo

The new industry of high efficiency coal to natural gas and LNG industry and renewable energy coordinated development; The emerging livelihood industry, the insurance industry from both ends of the capital development, to help "double carbon"; The emerging intelligent and digital construction industry will develop low-carbon and environmentally friendly residential buildings. The proposed idea of Sanger model analysis.

Liu Mingcai (2020) Sanger model is a relatively complete SCM model. Sanke model uses a variety of theoretical methods and a variety of analytical tools to comprehensively analyze and position the strategic choice of enterprises and the optimization of the value chain, with the aim of enhancing the competition of enterprises.

Advantage and strengthen the market competitive position of enterprises.

Xu Jiahui (2021) mainly focuses on the estimation and analysis of influencing factors of carbon emissions from living energy of urban and rural residents, and discusses the spatial dependence and heterogeneity of carbon emissions from living energy of rural residents, so as to discuss the value distribution of carbon resources to new green industries.

Wu Jingshan (2021) proposed to adjust the energy use structure. Under the existing energy supply mode and energy structure, the direct and indirect carbon emissions of buildings will still have obvious room for growth, while non-fossil energy does not play a leading role, and fossil energy such as coal and natural gas plays an important role. To realize low-carbon development of buildings, it is necessary to change the demand side and supply side of building energy at the same time, and use resources to participate in value distribution.

Song Pengfei (2022) proposed that the coal-to-natural gas industry has broken through the traditional method of coal crushing pressurized gasification. In the coal-to-natural gas technology chain, the two core technologies of coal gasification and methanation have broken the monopoly of

foreign technologies, and four coal-to-natural gas projects have been put into operation nationwide to participate in the value distribution of emerging industries with technology.

1.2.2. Foreign Status Quo

Developed countries such as the United States, Canada, the European Union and Japan have developed an emerging paper industry; Developed countries such as the United Kingdom, the United States, Germany and Japan have developed emerging smart "low-carbon" buildings; European and American countries are developing new biofuel industries, combining traditional refinery units with biological raw materials.

Developed countries such as the United States, Britain and France (2009) established relevant "green and low-carbon" laws and regulations. Use of biofuels to help decarbonize transport materials, and biofuels have become an emerging focus in the oil industry;

The United States government (2009) introduced the current average technology of energy conservation and emission reduction, the best economically feasible technology, the best existing demonstration technology, the actual lowest consumption technology and the theoretical lowest value technology into the new paper technology, and distributed the value by technology;

The case of "Hamburg House" in Germany (2015) shows the world a "passive house" characterized by extremely low energy consumption standards;

London (2015) London Pavilion can store solar energy during the day and use it at night; Electricity is produced by the combination of solar and bioenergy heat and power to meet all of these needs; It also has rainwater mobile phones and reclaimed water technology to reduce the loss and pollution of water resources, while the collected rainwater can also be used for irrigation and other functions, adding innovative value distribution with various services.

2. Research Objectives and Main Contents

2.1. Research Objectives

Under the background of "double carbon", the development status and development direction of each emerging industry, as well as the promotion role of emerging industry to the benign development of economy are analyzed. On the basis of case analysis, Sanger algorithm is used to analyze the value distribution of emerging industries, and to test the development results of emerging industries in the new era and the significance of development.

2.2. Main Contents

On September 8, 2010, Premier Wen Jiabao presided over an executive meeting of The State Council, deliberating and adopting in principle the Decision of The State Council on Accelerating the Cultivation and Development of Strategic Emerging Industries. The meeting pointed out that "accelerating the cultivation and development of strategic emerging industries based on major technological breakthroughs and major development needs is of great significance to promote the upgrading of industrial structure and the transformation of economic development mode, enhance China's independent development capacity and international competitiveness, and promote sustainable economic and social development."

Based on the policy background of "carbon peaking and

carbon neutrality", this project adopts the method of combining qualitative research and quantitative research. Based on the existing domestic and foreign relevant researches, this project takes the Internet industry as an example to explore the innovation principle of value distribution of emerging industries in China under the carbon background, and then clarify the relationship between economic benefits and value distribution of emerging industries under the carbon background. To provide reference suggestions and theoretical support for the government, enterprises and all sectors of society in the "carbon peak, carbon neutrality" related decision-making, mainly including the following aspects:

2.2.1. Basic Overview.

Under the policy background of "carbon peak, carbon neutrality", this paper briefly describes the relevant concepts and theoretical analysis basis of enterprises' emerging economic value distribution under the background of carbon, and summarizes and analyzes the existing domestic and foreign researches.

2.2.2. Theoretical Analysis.

From the qualitative thinking, the paper analyzes the problems of value distribution of emerging industries under carbon environment, and solves the constraints of traditional value distribution on the development of emerging industries. Specifically, the Sanger model is used to analyze the various influencing factors of the innovation value distribution of emerging economy industries under the carbon background, the influence path of China's emerging economy value distribution innovation under the carbon background, and the impact of the innovation of emerging economy industries under the carbon background.

2.2.3. Empirical Research.

Taking the Internet industry as an example and combining the Sanger model, this paper builds an analysis framework of emerging industries under the carbon background and a case analysis model to evaluate and analyze the impact of carbon background on the value distribution of emerging economic industries under the policy background of "carbon peaking and carbon neutrality". Sanger algorithm is used in combination with SWOT model to evaluate and calculate four coordinates of internal strengths and weaknesses, opportunities and threats of external environment in SWOT coordinates, and then find out the center of gravity, which is the optimal choice of enterprise value distribution, the greatest strategic economic benefits and the optimal group of value distribution.

2.2.4. Theoretical Sublimation.

Based on the empirical research conclusions, combined with the theoretical analysis framework, the policy of "carbon peak, carbon neutrality" is concluded. The influence direction and degree of carbon background on the value distribution of China's emerging industries, combined with the current carbon background and the basic status and trend of value distribution, put forward the value distribution of China's emerging industries under the background of "double carbon".

3. Countermeasures and Suggestions

3.1. Establish an Extensive and Efficient Communication Mechanism.

Cooperation in the value chain of emerging industries is a process of constant communication. Adequate information

communication and exchange between enterprises and between enterprises and users can not only promote mutual learning and shorten the cognitive gap, but also change the products and services of enterprises, business models and users' consumption habits, so that the results of industrial chain cooperation are closer to the market and meet the needs of users.

3.2. Implement Effective Incentive Mechanism.

The realization of enterprise value distribution in the industrial value chain depends on the joint efforts of all participants. Effective incentives provide clear goals for nodal enterprises, and can give full play to their own advantages, improve the innovation ability of cooperative alliances, and promote cooperation among enterprises.

3.3. Adopt Equity Cooperation.

Reducing risks and controlling costs is one of the important purposes of cooperation, and equity-based cooperation can reduce uncertainty and opportunism in the transaction process and reduce transaction costs through dedicated investment and relationship governance, thus improving the core competitiveness of participating enterprises.

3.4. Implementing Flexible Coordination Mechanisms.

According to the development of emerging industries and the industrial bottlenecks encountered, adopt a flexible coordination mechanism, appropriately introduce all parties to participate in the process of industrial development, promote technological research and business model innovation, which will help all parties to reach the agreed cooperation objectives, improve the efficiency of the application of the value chain of emerging industries, and speed up the speed of new products (technologies) entering the market.

3.5. Cultivate a Good Industry Chain Culture.

Organizational forgetting can optimize the knowledge fusion mechanism among organizations and improve the speed and efficiency of knowledge sharing [1]. A tolerant and caring cooperative culture can promote organizations to forget, avoid the problem of rigid innovation capacity caused by path dependence, and purify the environment for cooperative innovation. At the same time, it can avoid the emergence of monopoly situation in the industrial value chain, avoid the adverse phenomenon of vicious competition and repression, and promote the balance and stability of emerging industries. Suggestion

4. Research Conclusion

4.1. Special Investment has a Significant Positive Impact on Value Distribution.

As a unique scarce resource, the dedicated investment of the partners can effectively reduce the opportunist risk in the cooperation, promote the complementarity of capabilities and resources, and then improve the innovation performance of the cooperation and its own competitive advantage. Resource complementarity is the foundation of organizational cooperation, which verifies the resource-based theory. This conclusion is consistent with the views of Asanuma [2], Parkhe [3] and Wang Guocai [4].

4.2. Power has a Significant Positive Impact.

In the emerging industrial chain cooperation, node enterprises, due to their different resources and strengths, make some enterprises become the dominant players in the industrial chain, and they have special rights to allocate and integrate resources, which can enable enterprises to allocate relatively more value. Because of the lack of this special power, the dominant party can only be at a disadvantage in the distribution of value.

4.3. Risk has a Significant Positive Impact on Value Allocation.

Industrial chain cooperation itself has a high degree of uncertainty and complexity, and risk avoidance is the main reason for enterprises to cooperate. According to the principle of risk-return equivalence, the party that bears the greater risk will generally share more value created by cooperation, and this research conclusion is consistent with Yeong[5]'s view. This requires that before the cooperation, the risks faced by the parties should be assessed, and the parties should be clear about their possible risks and possible benefits, which is conducive to the healthy development of the cooperation relationship.

4.4. Value Creation has a Significant Positive Impact on Value Distribution.

If all parties are willing to invest resources and share information and technology in emerging industrial chain cooperation, more value can be created. Value creation is the premise of value distribution, the more value created, the greater the contribution made, the more value should be distributed. This research conclusion is consistent with the views of Dyer and Singh[6] and the content of equity theory. Value distribution is an important issue that all cooperative members are concerned about. Enterprises should not only pay attention to the key influencing factors of value distribution, but also take into account other factors in the cooperation of emerging industrial chain. At the same time, enterprise managers should carefully choose partners, carefully identify various influencing factors, and adopt effective cooperation strategies in order to distribute more cooperation value.

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