

Study on the Path of Enhancing Entrepreneurial Activity in Chinese Cities in the Context of Digital Economy

Deqin Chen¹, Si Liu², Xiangyu Du¹, Haiqin Zheng¹

¹ School of International Trade and Economics, Anhui University of Finance and Economics, Bengbu233000, China

² School of Law, Anhui University of Finance and Economics, Bengbu233000, China

Abstract: This study aims to explore the enhancement path of entrepreneurial activity in Chinese cities in the context of digital economy. Through literature review and empirical research methods, it analyzes the influence mechanism of digital economy on entrepreneurial activeness, and proposes corresponding enhancement strategies in light of the specific conditions of Chinese cities. It is found that digital economy effectively promotes the enhancement of entrepreneurial activity through technological innovation, business model innovation and market environment optimization. Based on this, this paper puts forward the suggestions of strengthening the construction of digital infrastructure, promoting the innovation and application of digital technology, and optimizing the entrepreneurial policy environment, with a view to providing theoretical support and practical guidance for the further enhancement of entrepreneurial activity in Chinese cities.

Keywords: Digital economy, Entrepreneurial activity, Enhancement path, Technological innovation, Business model innovation.

1. Introduction

Against the backdrop of globalization and informatization, the digital economy, with its unique advantages and great potential, is becoming an important engine of global economic development. The digital economy has not only changed the operation mode of traditional industries, but also given rise to a large number of new business forms and business models, providing a broader space and opportunities for entrepreneurial activities. As the world's largest developing country, China's rapid development of the digital economy has provided strong support for urban entrepreneurial activity.

However, while the digital economy has brought many opportunities for urban entrepreneurship in China, it also faces a number of challenges and problems. For example, factors such as the digital divide, technological bottlenecks, and imperfect policy environments may constrain the further enhancement of entrepreneurial activity. Therefore, how to effectively enhance entrepreneurial activity in Chinese cities in the context of the digital economy has become an important issue that needs to be studied urgently.

This paper aims to explore the enhancement path of entrepreneurial activity in Chinese cities through in-depth analysis of the relationship between digital economy and entrepreneurial activity. Firstly, the relevant theories of digital economy and entrepreneurial activity are sorted out and synthesized; secondly, the mechanism of digital economy's influence on entrepreneurial activity is analyzed; and finally, corresponding enhancement strategies and suggestions are put forward in light of the actual situation of Chinese cities.

2. Theoretical Analysis of the Digital Economy and Entrepreneurial Activity

As an emerging economic form, the digital economy, with

its unique technological characteristics and market environment, has had a profound impact on entrepreneurial activity. First, the digital economy provides entrepreneurs with richer entrepreneurial resources and opportunities through technological innovation and business model innovation. For example, the application of technologies such as big data, cloud computing, and artificial intelligence has enabled entrepreneurs to more accurately grasp market demand and consumer behavior, so as to develop products and services that are more in line with market demand. At the same time, the rise of the digital economy has also given rise to a series of new business forms and business models, such as the sharing economy, online education, telemedicine, etc., which provide entrepreneurs with a broader entrepreneurial space.

Secondly, the digital economy has lowered the threshold and cost of entrepreneurship by optimizing the market environment. In the era of digital economy, the speed and scope of information dissemination have been greatly improved, which enables entrepreneurs to obtain entrepreneurial information and resources more conveniently. In addition, the platformization feature of the digital economy also provides entrepreneurs with more flexible entrepreneurial methods, such as crowdsourcing and crowdsourcing, which further reduces entrepreneurial costs and risks.

Finally, the digital economy places higher demands on the quality and capabilities of entrepreneurs. In the era of digital economy, entrepreneurs need to possess more comprehensive knowledge and skills, including digital technology, marketing, team management and other aspects. At the same time, entrepreneurs also need to have keen market insights and innovative thinking to adapt to the changing market environment and consumer demand.

3. Analysis of the Current Status of Entrepreneurial Activity in Chinese Cities

With the continuous development of China's economy and the optimization of the policy environment, entrepreneurship has become the choice of more and more people. The entrepreneurial activity of different cities also shows a diversified trend. The following is a detailed analysis of the current status of entrepreneurial activity in Chinese cities.

3.1. Analysis of the Overall Entrepreneurial Environment

In recent years, the Chinese Government has vigorously promoted the policy of "mass entrepreneurship and innovation", which has provided unprecedented opportunities for entrepreneurs. Governments at all levels have introduced a series of preferential policies and measures, including tax incentives, financial support and entrepreneurial training, to stimulate social innovation and creative potential. These policies have not only lowered the threshold for entrepreneurship, but also provided entrepreneurs with more resources and support.

3.2. Ranking of Cities In Terms of Entrepreneurial Activity

According to relevant data, Shenzhen, Beijing, Shanghai, Guangzhou, Hangzhou and other cities have high entrepreneurial activity. These cities not only have strong economic strength, but also have a perfect industrial chain and rich innovation resources, providing a good soil for entrepreneurs.

Shenzhen: As China's capital of science and technology innovation, Shenzhen has always ranked high in terms of entrepreneurial activity. The number of commercial entities in Shenzhen ranks first in the country and the number of new commercial entities has shown rapid growth. This is due to Shenzhen's well-established innovation ecosystem and strong R&D capability in science and technology.

Beijing: As the capital city, Beijing has a very high level of entrepreneurial activity. Beijing has many universities and research institutions, which provides a rich talent pool and technical support for entrepreneurship. At the same time, as a first-tier city, Beijing has a very high market demand and consumption capacity, providing a broad market space for entrepreneurs.

Shanghai: As one of the economic centers of China, Shanghai has a very high level of entrepreneurial activity. Shanghai has a well-developed financial system and an internationalized market environment, providing entrepreneurs with a good financing environment and market expansion opportunities.

Guangzhou: Guangzhou is the economic center of Southern China and one of the cities with high entrepreneurial activity. Guangzhou has a well-developed industrial chain and rich innovation resources, while the government also strongly supports entrepreneurship and innovation, providing a favorable policy environment for entrepreneurs.

Hangzhou: As the Internet capital of China, Hangzhou has seen an increase in entrepreneurial activity in recent years. Hangzhou is home to many well-known Internet companies, such as Alibaba and Ant Financial Services, and the success of these companies has inspired more people to start their own businesses.

3.3. Analysis of Entrepreneurial Areas

In terms of entrepreneurial fields, high-tech fields such as artificial intelligence, big data and cloud computing, as well as emerging industries such as cultural creativity and e-commerce, have become popular choices for entrepreneurs. These industries not only have broad market prospects, but also receive strong support from the government and widespread attention from society.

Overall, entrepreneurial activity in Chinese cities shows a rising trend. Strong government support, market demand and technological advances have provided more opportunities and challenges for entrepreneurs. In the future, with the continuous improvement of policies and the gradual opening of the market, it is believed that China's entrepreneurial environment will be more optimized and the entrepreneurial activity will be further increased.

At the same time, we should also see that entrepreneurship is not an easy task and requires entrepreneurs to have enough courage, wisdom and perseverance. On the road of entrepreneurship, not only need policy support and market opportunities, but also need entrepreneurs' own efforts and hard work. Only in this way can we stand out in the fierce market competition and realize the dream of entrepreneurship.

4. The Path of Enhancing Entrepreneurial Activity in Chinese Cities in the Context of Digital Economy

Based on the above analysis, this paper proposes the following path to enhance entrepreneurial activity in Chinese cities in the context of digital economy:

4.1. Strengthening Digital Infrastructure

Digital infrastructure is the foundation and prerequisite for the development of the digital economy. China should increase its investment in digital infrastructure, improve network coverage and transmission speed, and optimize the construction of infrastructure such as data centers and cloud computing platforms. This will provide entrepreneurs with more convenient and efficient digital services and lower the threshold and cost of entrepreneurship.

4.2. Promoting Digital Technology Innovation and Application

Technological innovation is the core driving force behind the development of the digital economy. China should encourage and support research and development and innovation in digital technology, and promote the application of cutting-edge technologies such as artificial intelligence, big data and the Internet of Things in the field of entrepreneurship. At the same time, it should strengthen cooperation among industries, universities and research institutes, promote the transformation and industrialization of scientific and technological achievements, and provide entrepreneurs with more market-competitive technologies and products.

4.3. Optimizing the Entrepreneurial Policy Environment

The policy environment is an important factor influencing entrepreneurial activity. China should further improve its entrepreneurship policies and systems, including tax incentives, financing support and entrepreneurship training.

At the same time, it should strengthen the publicity and interpretation of policies to ensure that entrepreneurs can fully understand and enjoy the benefits of policies. In addition, a sound entrepreneurship service system should be established to provide entrepreneurs with a full range of services and support.

4.4. Developing Entrepreneurial Talent and Teams

Entrepreneurial talents and teams are key forces in enhancing entrepreneurial activity. China should strengthen its efforts to cultivate and introduce entrepreneurial talents, and encourage universities and training institutions to offer entrepreneurship education and training courses. At the same time, it should build a platform for the exchange of entrepreneurial talents, promote cooperation and exchanges among entrepreneurs, and improve the overall quality and capacity of entrepreneurial teams.

4.5. Creating a Strong Entrepreneurial Climate and Culture

Entrepreneurial atmosphere and culture are important factors affecting entrepreneurial activity. China should create a strong entrepreneurial atmosphere and culture through a variety of means, including organizing entrepreneurship competitions, entrepreneurship forums and other activities, publicizing entrepreneurial typical and successful cases, and stimulating people's enthusiasm and confidence in entrepreneurship. At the same time, it should strengthen the cultivation and dissemination of entrepreneurial culture, so as to form a favorable atmosphere for the whole society to support entrepreneurship and encourage innovation.

5. Conclusions and Outlook

Through an in-depth analysis of entrepreneurial activity in Chinese cities in the context of the digital economy, this study proposes enhancement paths such as strengthening the construction of digital infrastructure, promoting the innovation and application of digital technology, optimizing the entrepreneurial policy environment, fostering entrepreneurial talents and teams, and creating a strong entrepreneurial atmosphere and culture. The implementation of these paths will help enhance the entrepreneurial activity of Chinese cities, promote the deep integration of the digital economy and the real economy, and provide strong support for the high-quality development of the economy.

However, this study still has certain limitations and shortcomings. Future research can further expand the research on the relationship between digital economy and entrepreneurial activity, and deeply explore the differences and peculiarities between different regions, industries and enterprises of different sizes. At the same time, it can also strengthen the empirical research on the path of enhancing entrepreneurial activity and the evaluation of its effects, so as to provide a more scientific and effective basis for policy formulation and practice.

In conclusion, the enhancement of entrepreneurial activity in Chinese cities under the background of digital economy is a complex and important topic. Through in-depth research and practical exploration, we believe that we can find a more effective path of enhancement to promote the entrepreneurial

activity of Chinese cities to a new level, and inject new vitality and momentum into the sustainable and healthy development of the economy.

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