

# Research on Strategic Choice of Enterprise Innovation under the Shared Economy

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**Abstract:** As China's economic development has entered a new standard, national-level new zones, as an important engine of the regional economy, carry the heavy responsibility of promoting the optimisation and upgrading of the economic structure and achieving high-quality development. How to stimulate the innovative vitality of the development of new national-level zones through policy guidance and infrastructure adjustment. In this paper, the new zone development process is still facing the management system is not sound, homogeneous competition is serious, the integration of industry and urban development is insufficient, industrial competitiveness is not strong, the challenges and opportunities of urbanisation, the radiation drive ability is not obvious and other issues analysis of the relevant literature to collect, collate, analyse and summarise the current stage of the national high and new technology zones on the innovation-driven development as well as in the city of the innovation of high-quality development of the leading role, the relevant theoretical basis and the The method of analysing the influence mechanism of the case. At the end of the article, the current situation of the research results of the disadvantages and put forward the corresponding recommendations for improvement are discussed in depth.

**Keywords:** State-level new districts, High-quality urban development, Business environment, Research review.

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## 1. Introduction

State-level new zones are special economic regions approved by the State Council for the purpose of promoting regional economic development, optimizing the spatial layout of the national territory, exploring new urbanization paths and promoting coordinated regional development. As of 2023, there are a total of 19 state-level new zones across the country.

As China's economic development has entered a new normal, new state-level zones play a leading role in regional economic development, carrying the important task of promoting the optimisation and upgrading of economic structure and achieving high-quality development. Relying on national strategic deployment and policy support, they have injected vitality into the regional economy by attracting high-end elements, fostering emerging industries, promoting innovation drive and other strategies, and gained significant advantages in terms of policy preferences, financial support, talent introduction, etc., which have strongly guaranteed the realisation of high-quality urban development.

However, the imbalance in China's regional development remains significant, and the gap between eastern and western regions and between urban and rural areas urgently needs to be explored through early and pilot implementation in specific regions. At present, there are still national new zones that face real problems such as imperfect management system, serious homogeneous competition, insufficient development of industry-city integration, weak industrial competitiveness, urbanization challenges and opportunities, and insignificant radiation-driven capacity that need to be urgently solved.

Therefore, how to effectively utilise national new areas to promote high-quality urban development is a topic worthy of in-depth study.

This paper provides an in-depth compendium of the construction and development of national-level new zones as comprehensive functional platforms undertaking major national development and reform and opening-up strategic

tasks, which helps to promote the application of this theory in practice. The study of national-level new zones helps to deepen the understanding of the theory of regional economic development, especially in the application of new economic geography and industrial agglomeration theory. Furthermore, the construction of new zones involves many aspects such as institutional innovation, policy guidance, resource allocation and opening up to the outside world, which provides new research objects and cases for urban management and planning theories. Its theory shows that the development path and mode of national-level new districts have important reference significance for the development of other cities and regions, which promotes the enrichment and improvement of the urban development theory system.

The construction of new zones at the national level is not only a driving force for economic development, but also a key factor in optimising the regional economic structure and enhancing the comprehensive strength of cities. For example, the successful development of Shanghai's Pudong New Area has driven the economic take-off of the entire Yangtze River Delta region and also set a benchmark for urban development in China. By optimising the spatial layout and industrial structure of the city, strengthening the power of domestic demand and deepening the open-door policy, the construction of the new zone has effectively promoted the transformation and upgrading of industries, the strength of residents' consumption, and the optimal allocation of external markets and factors of production, thereby promoting the high-quality development of the city. In addition, the new district also shoulders the mission of green development, talent introduction and scientific and technological innovation and the promotion of regional integration, which injects new vitality and impetus into the development of the city.

The purpose of this paper is to introduce the general situation of state-level new zones in China, including the number, distribution, development stage, etc., and to analyse the characteristics of each new zone in terms of industrial

structure, innovation capacity, institutional innovation, etc. It also explores the role of new zones in promoting the high-quality development of cities and their internal mechanism from the perspectives of talent introduction, science and technology innovation and technology attraction, and opening up to the outside world. Select typical national new zones for in-depth analysis, summarise their successful experience and development mode, and provide reference for other regions.

Analyse the main problems and challenges encountered by the new zones in the process of development, such as resource and environmental constraints, insufficient innovation capacity, and difficulties in policy coordination. Discuss the influencing factors affecting China's high-quality development in the light of the development direction of national-level new zones, and analyse the current status of development and the deficiencies that exist in recent years.

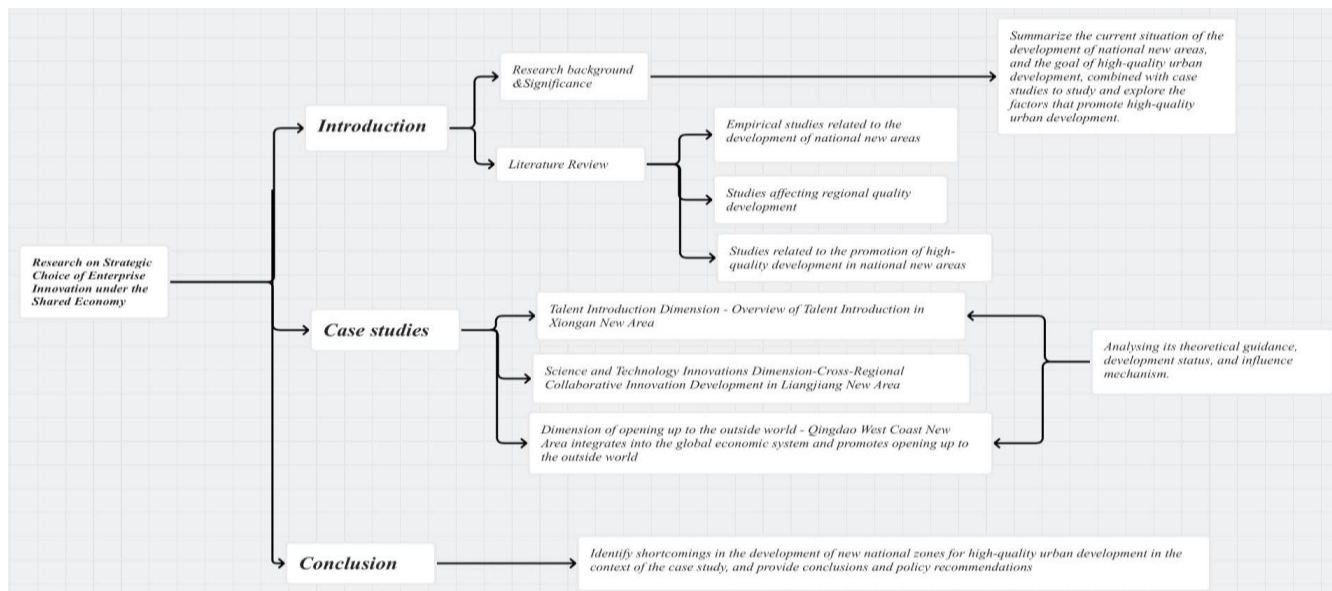


Figure 1. Technology Route

## 2. Literature Review

In the context of the new development pattern, the high-quality development of national-level new zones undertakes the important functions of China's economic growth, opening to the outside world, scientific and technological innovation, industrial agglomeration, and reform experiment, and has received extensive attention from scholars in the academic world. As of 2024, the number of studies on the status of national new zones in promoting the high-quality development of regional economy has gradually increased, and this paper focuses on summarising the research results, deficiencies and optimisation strategies of different scholars from different perspectives. In this section, we will review the literature from three aspects: empirical research on national new zones, factors affecting regional high-quality development, and how national new zones can promote high-quality development.

### 2.1. Empirical Studies Related to The Development of National New Areas

The study of Liu Ruiming and other scholars (2015) pointed out that scientific and technological innovation, the status quo of regional economic strength and the business environment are the factors affecting the promotion of regional high-quality development in national new zones. And through estimation, descriptive statistics and double difference method (DID) to set up the control group and variables, it shows that indicators such as the proportion of government expenditure (gov), the growth rate of fixed asset investment (far), the rate of urbanisation (urban), the level of development of the secondary industry (serine), the level of higher education (education), and the total savings rate (save) all play a role in regional economic growth. They found that the national high-tech zones can rapidly promote local

economic development and economic development and transformation, revealing that the establishment of high-tech zones can help to increase the total regional GDP and per capita GDP level and the regional economic promotion role in the "marginal effect of diminishing" law, in the administrative level and occupy the advantage of the resources of the region, the high-tech on the regional economic development is not significant. In areas with high administrative level and resource advantages, the impact of high and new technology on regional economic development is not significant [1].

Wu Guihua and other scholars (2020) mentioned that the construction of national-level new zones can significantly enhance the integration of industry and city in the main city, collected panel data of 252 prefecture-level cities from 2005 to 2016, and applied the propensity score-matched double-difference method (PSM-DID) to assess the impact of the construction of national-level new zones on the integration of industry and city. The main focus was on the promotion effect of national-level new zones on the integration of industry and city in the main city and the radiation-driven effect on the neighbouring cities. It surfaces the impact on industry-city integration mainly through the siphon effect of industrial policy, the agglomeration effect of urban development and the spillover effect of employment transfer. However, the results of the study show that the radiation drive to the neighbouring cities is limited [2].

Wang Zhiheng's (2022) view focuses on the role of new district establishment in promoting the city's economic level and its heterogeneous impact on different regions. Relying on the double-difference method (DID) model to measure the difference in economic growth rates before and after the establishment of new districts, it is concluded that the establishment of new districts not only ensures the sound development of the regional economic level, but also that

there is still heterogeneity in the policy effects of establishing new districts in different cities [3].

## 2.2. Studies Affecting Regional Quality Development

Analyses of the current state of research in recent years show that domestic research on regional high-quality development has gradually delved into areas such as the flow of skilled personnel in regional integration, digital economy and green development, and the efficiency of technological innovation.

Liu Meijun and other scholars (2024) take the Yangtze River Delta as an example, based on the panel data of 41 cities in the Yangtze River Delta from 2000-2018, and focus on the general trend of S&T talent mobility, the natural science field, the mobility of non-neighbouring and inter-provincial cities, and the gathering of S&T talents in small and medium-sized cities, to reveal that the regional integration policy significantly promotes the fast S&T talent mobility, and the scope of which mostly involves the cities that are rich in university resources. The scope is mostly related to cities with rich university resources, high innovation output and high-speed railway.[4]

In Zhang Yidi's (2024) study, the digital economy has a significant and possibly non-linear (inverted U-shaped) impact on the green and high-quality development of cities. Using multi-dimensional assessment indicators (including industrial structure upgrading, digital economy development, environmental regulation, investment in science and technology R&D, and opening up to the outside world), the analysis shows that the digital economy and investment in science and technology R&D are the main drivers, while industrial upgrading, financial development, opening up to the outside world, and fiscal expenditures may inhibit development in some cases. The study employs a variety of advanced methods to ensure that the analyses are comprehensive and accurate, and provides policymakers with strategic recommendations for increasing investment in the digital economy and S&T R&D, as well as carefully balancing other development factors, in order to promote green and high-quality development in cities [5].

The research of Wang Jinbo and other scholars (2022) focuses on the technological innovation efficiency of the Beijing-Tianjin-Hebei urban agglomeration and its impact on the high-quality development of the economy. Their empirical study shows that the promotion effect of technological innovation efficiency on economic high-quality development shows a decreasing trend over time, and there is an inflection point from positive to negative in the lag three period. At the same time, the study also found that scale efficiency has a more significant impact on high-quality economic development than technical efficiency. In addition, the test of heterogeneity between income level and R&D investment intensity also demonstrates that there are significant differences in the impact of different income levels and R&D investment intensity on high-quality economic development, with the low-income and low-R&D investment groups having a significantly lower impact than the high-income and high R&D investment groups [6].

## 2.3. Studies Related to The Promotion of High-Quality Development in National New Areas

The talent introduction dimension, which considers the

impact of talent introduction policies on manufacturing intelligence from the perspective of Yu Minggui et al. (2024), finds that these policies significantly increase firms' investment in intelligent equipment, such as industrial robots, and promote the process of manufacturing intelligence. Through quasi-natural experiments and mechanism tests, the study shows that the policies support intelligent applications by increasing the supply of highly skilled labour without significantly increasing labour costs. Heterogeneity analyses show that the policy effect is more pronounced in cities with diversified measures, high firm investment opportunities and R&D intensity, as well as higher levels of economic development.[7]

In the dimension of science and technology innovation and technology introduction, Lv Peize's (2022) study, "The Impact of the Establishment of National New Areas on Regional Technological Innovation," points out that the establishment of national new areas significantly promotes the level of regional technological innovation, especially in areas with high per capita GDP, and the effect is more significant. At the same time, there is a difference in the impact of the policy on eastern and western cities, with western cities benefiting more from the level of technological innovation. The study also reveals that national new zones face challenges such as spatial layout optimisation, industrial development and investment attraction while enhancing the economic growth of cities. [8] You Qi (2024) expresses similar views, but focuses more on FDI technology attraction. Her study includes five dimensions of "innovation, greenness, coordination, openness, and sharing" to measure the degree of high-quality development of the economy, and involves the temporal heterogeneity and regional heterogeneity of FDI on the high-quality development of the economy to assess the impact of foreign direct investment (FDI) on the high-quality development of the economy of the Yangtze River Delta (YRD) region. The results show that FDI significantly contributes to high-quality economic development, especially after the financial crisis and in coastal centres. However, the literature also points out the problems of single source of FDI and irrational investment, suggesting that future research should focus on optimising the structure of FDI and regional investment balance [9].

In the dimension of opening up to the outside world, Zhang et al. (2023) discusses the dominant role of overseas economic and trade co-operation zones (ETZs) in promoting the high-quality development of the "Belt and Road", and applies the three logics of the theory of Special Economic Zones (SEZs) - the demonstration effect, the substitution effect of the institutional environment, and the incentive mechanism of public goods supply - to explain how the zones can empower the development of the Belt and Road. They pointed out that security risks, financing problems and cultural differences are still the main problems faced by overseas cooperation zones in practice, and put forward suggestions for improving intergovernmental cooperation, promoting industrial chain development, solving investment and financing problems, and strengthening cultural exchanges [10].

## 2.4. Literature Review

Summarising the above research literature on the impact of national new zones on the high-quality development of regional economies, there is a general consensus among scholars that national new zones have a significant positive

impact on regional economies. When quantitatively assessing this impact, researchers have demonstrated a high degree of methodological diversity, including but not limited to advanced tools such as the double difference method (DID), propensity score-matched double difference method (PSM-DID), and the principal component analysis. Analysis and other advanced tools. These methods not only enrich the research perspectives, but also profoundly reveal the multi-dimensional effects of national new zones and the key factors behind them in promoting urban economic development and enhancing the level of high-quality development through exhaustive data analyses. The current study focuses on several core areas, which together draw a grand blueprint for national-level new zones to drive high-quality development: firstly, scientific and technological innovation and high-end talent gathering, which emphasises the important role of new zones as a source of innovation and a gathering place for high-level talents; secondly, industry-city integration and regional synergistic development, which explores how new zones can, through optimising the layout of industries and urban construction, promote the overall enhancement of the regional economy and the integration process; third, digital economy and green transformation, which reveals the leading role of the new zone in promoting the vigorous development of the digital economy and leading a green and low-carbon lifestyle; fourth, opening up and international cooperation, which analyses the important role of the new zone, as a new high ground for opening up to the outside world, in promoting international trade, attracting foreign investment and strengthening international cooperation. The existing literature not only lays a solid theoretical foundation for the research of this paper, but also provides rich empirical experience and practical policy recommendations.

From the existing literature, it can be seen that scholars have been relatively active in the study of national new zones for high-quality development, and have also drawn rich conclusions. However, there are still corresponding limitations in the research, which are mainly reflected in the following aspects: Firstly, the radiation effect and differences are not sufficiently analysed, and the research tends to ignore the impact of policy effects and practical experience of different types of cities and different economic conditions, and the construction of new districts may be ineffective in cities with a weak economic foundation, while the developed cities may produce the "Matthew effect". "Secondly, policy heterogeneity and regional heterogeneity. Secondly, policy heterogeneity and regional differences are not explored in depth and from a single perspective, and how factors such as educational resources and innovation output interact with policy effects are not explored in detail. Further, although the study assesses the direct impact of policies, it does not fully consider other factors that may affect high-quality development, such as the global economic environment and technological advances, which may be intertwined with the effects of talent admission policies. Third, there are methodological limitations. Existing studies have mostly used statistical methods such as the double-difference method (DID), which assumes that the trends before and after the implementation of the policy are roughly the same. In practice, there may be other uncontrolled influences before and after policy implementation, and the lack of exploration of potential non-linear relationships or external shocks also affects the comprehensiveness and accuracy of the results. Fourth, most studies focus on the macro-assessment of policy

effects, while the implementation details of specific policy measures and their specific mechanisms of action on innovation and high-quality economic development are not explored in sufficient depth. This has led to less targeted and operational policy recommendations. Fifth, there are deficiencies in long-term considerations, with current research focusing on short-term impact mechanisms and lacking in-depth tracking and systematic analyses of the long-term economic and social effects of policies. Sixth, on the issue of investment and financing for enterprise development, even though some scholars have put forward proposals to crack the problem of investment and financing, they do not provide specific financing channels and implementation programmes are relatively weak when analysed, and it is difficult to provide strong theoretical support for practical operation. In summary, the national new areas of the regional economy and high-quality development of the research has achieved important results, but there are also many shortcomings. Such deficiencies for the development of this paper brings a lot of innovative space.

### 3. Case Studies

Based on the literature review section, this paper will rely on the theoretical framework, research results and current situation of national new zones to promote high-quality urban development, and explore its theory in practical application and verification. It focuses on the three dimensions of talent introduction, science and technology innovation, and opening up to the outside world, and introduces relevant representative case analyses.

#### 3.1. Talent Introduction Dimension - Overview of Talent Introduction in Xiongan New Area

Xiongan New Area is a state-level new area set up by China in 2017 to ease urban congestion and environmental pressure on Beijing, carrying the important task of promoting the coordinated development of Beijing-Tianjin-Hebei.

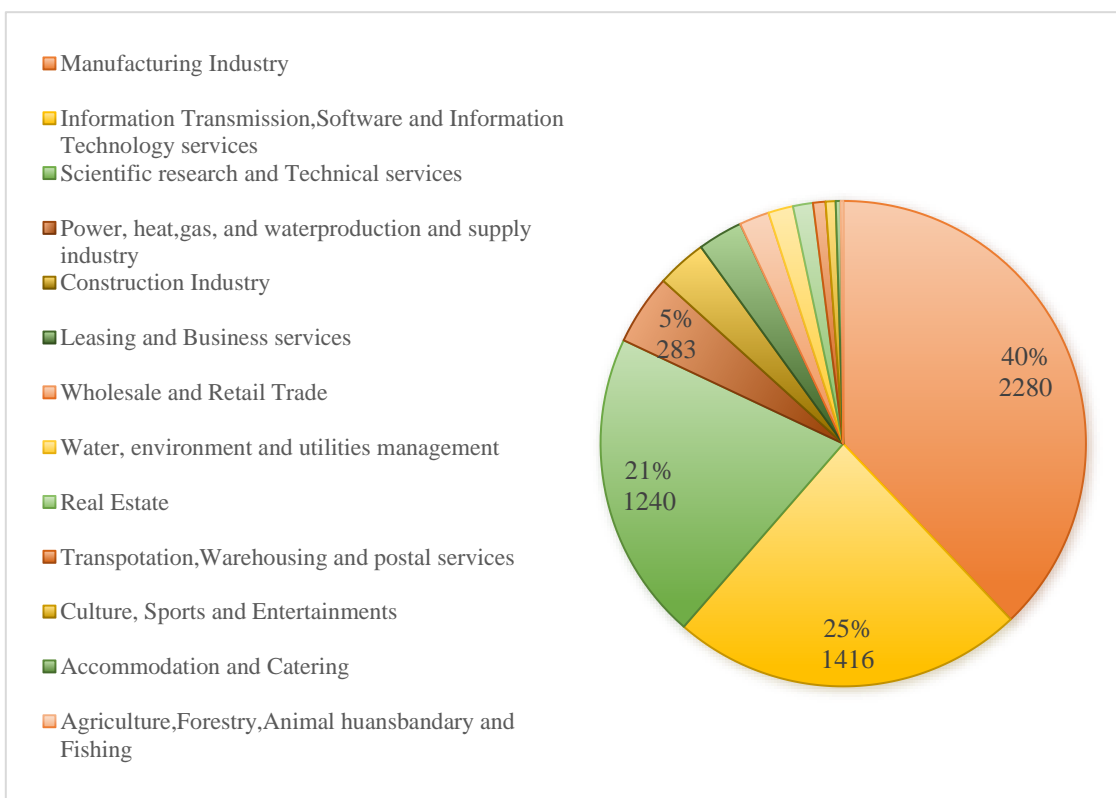
In recent years, Xiongan New Area has actively responded to the call of the state, adhering to the requirements of "world vision, international standards, Chinese characteristics, and high positioning", and has made every effort to build a talent highland for high-quality development. According to Hebei Daily, Xiongan New Area has released an open selection of staff for national institutions and state-owned enterprises, attracting a large number of high-end talents. At the same time, the new zone has also introduced a number of supporting policies, such as the integral settlement method, the residence permit system, and attractive welfare measures such as housing, salary, medical care, education, and social security, to ensure that talents are willing to come, stay, and develop well.

According to the theory of a strong nation with talents, talents are the foundation of a strong nation, the basis of competition and the key to transformation. The strategy of strengthening the country with talents is a path choice, long-term planning and systematic arrangement to achieve the goal of national strength by promoting the development of talents and the construction of talent teams.[11] Since the 18th CPC National Congress, the in-depth implementation of the strategy of strengthening the country with talents and accelerating the construction of the talent team have become the major strategic choices of the Party to deal with the fierce

international competition and the game of great powers, and to win the initiative of development. Since the establishment of Xiongan New Area, it has been adhering to the core concepts of "global vision, excellence standards, Chinese characteristics and forward-looking positioning", and has widely attracted outstanding talents by crossing the barriers of geography and identity.

Where it was established in 2017, Xiongan New Area released the "Xiongan New Area Planning Outline", which focuses on the introduction of talent policy for the initial start of the establishment of the new area, which covers the objectives of the introduction of talent, preferential treatment and points of the settlement system, services and protection and the implementation of the "Thousand Talents" programme, with the aim of attracting high-level, high-skilled and high-quality talents. The aim is to attract high-level, highly skilled and highly qualified talents. After that, in 2018-2020, Xiongan New Area started to implement the talent attraction policy and launched the "Xiongan Talent Plan", which includes the establishment of special funds for high-level talents, the provision of funding for scientific research and support for technological transformation. In particular, in terms of introducing innovative and entrepreneurial teams, the government is guiding and encouraging high-tech enterprises and R&D organisations to settle in the new zone

by setting up a start-up support fund and special support for scientific and technological innovation projects. In order to further attract talents, in 2023, the Working Committee of the CPC Hebei Xiongan New Area and the Management Committee of Hebei Xiongan New Area jointly issued the "Several Measures on Creating a Highland of Innovation and a Hotbed of Entrepreneurship for Gathering New Talents", which is comparable to the implementation of the "Xiongcai Card" ("Xiongcai Card"), which refers to the new area's efforts to retain and retain new talents. " Refers to the new area for retaining talents, providing a card service, specifically according to its social contribution, professional degree and degree level is divided into ABC three categories), the introduction of "Xiongcai sixteen" policy including top talent, skilled talent, young talent and other types of talent introduction and major platform landing incentives and other 16 articles. One of the measures is that top scientists working in Xiongan will be given 20 million to 50 million yuan of scientific research funds and 3 million yuan of living subsidies, and will be rewarded with a set of housing of not less than 200 square metres. [12] As of November 2023, the current distribution of scientific and technological talents introduced to Xiongan New Area is shown in the following figure2:



**Figure 2.** Industry Distribution of Science and Talents in Xiongan New Area

Data source: Xianghan Youheng Science and Technology Intelligence System

In addition to the "Xiongcai Card" direct settlement policy, the cardholder himself and his spouse, minor children, parents who are 60 years old and are only children can apply for settlement; students who are educated outside of the new area can be moved back to the new area by the school collective household after completion of their studies; in the case of non-Xiongan New Area original household registration, but under the condition of legal employment and residence in the new area, a points settlement system can be adopted. In the case of

persons who are not of the original household registration of Xiongan New Area but are employed and reside in the New Area according to the law, a points-based settlement system can be adopted. Talents holding the "Xiongcai Card" and their family members enjoy a series of convenient services in the New Area, including priority application for educational resources and medical protection. The new zone has also set up a special service organisation to provide cardholders with one-stop administrative services to ensure a smooth transition of their life and work. Meanwhile, targeted talent development programmes, such as vocational training,

academic exchanges and career development support, have been implemented to encourage talents to stay in Xiongan New Area in a long-term and stable manner. These comprehensive measures aim to create a favourable living and working environment and further enhance the attractiveness of the New Area to high-level talents.

Comprehensively, the above talent policies implemented in Xiongan New Area have constructed an all-round, multi-level talent attraction and retention system, and it is found that from the "Outline of Xiongan New Area Planning" to the "Xiongan Talent Plan" to the "Xiongcai Sixteen Articles", the New Area has continuously upgraded and improved the following From the planning outline of Xiongan New Area to the "Xiongan Talent Plan" to the "16 Articles of Xiongan Talents", the new area has continuously upgraded and improved its talent introduction policies, which have greatly enhanced the attractiveness of high-level talents by providing substantial concessions such as high scientific research funds, living subsidies and housing incentives, which have directly lowered the cost of living and the risk of working for talents. At the same time, the implementation of policies such as integral settlement, residence permit system and "Xiongcai Card" has provided stable residence security and convenient living services for talents and their families, further eliminating the worries of talent mobility. In addition, the new zone not only focuses on material incentives, but also devotes itself to optimising the service environment and creating an innovative atmosphere. That is to say, the establishment of special service institutions to provide one-stop administrative services, simplify the workflow, improve service efficiency; to strengthen the construction of education, health care and other public service facilities, to ensure that talents and their families can enjoy high-quality public services; high-level talent forums, innovation and entrepreneurship competitions and other activities, to build a platform for the exchange and cooperation of talents, stimulate the innovation and creativity of talents and create a good innovation and entrepreneurship ecosystem. The new district has created a favourable ecology for innovation and entrepreneurship. Finally, the new zone pays attention to the career development and long-term growth of talents, adopting the implementation of vocational training, academic exchanges and career development support programmes, providing talents with broad career development space and continuous learning opportunities. These measures not only help to improve the professional skills and comprehensive quality of talents, but also enhance their sense of belonging and loyalty, and promote their long-term stable retention.

It is based on the combined effect of the above influencing mechanisms that Xiongan New Area has rapidly risen to become a highland of talent in just a few years, not only attracting the attention and joining of a large number of domestic and foreign high-level talents, but also injecting a strong impetus for the high-quality development of the new area.

### **3.2. Science and Technology Innovation Dimension - Cross-Regional Collaborative Innovation Development in Liangjiang New Area**

Officially established in 2010, Chongqing Liangjiang New Area, located in the northern part of the main city of Chongqing, is a state-level new area in western China, whose development goal is to drive economic transformation and

upgrading through scientific and technological innovation, and to become a demonstration area for innovation-driven development. As an important part of the Twin Cities Economic Circle in the Chengdu-Chongqing area, Liangjiang New Area has actively cooperated with Tianfu New Area and other neighbouring regions, and has built a whole process of "basic research - technology research - results transformation - industrial development" by signing cooperation agreements, building innovation platforms, and promoting resource sharing and project co-promotion. Through measures such as signing cooperation agreements, building joint innovation platforms, promoting resource sharing and project promotion, it has constructed a whole-chain innovation system of "basic research - technology research - results transformation - industrial development", and at the same time, it has expanded its scientific and technological strength, and introduced foreign investment and advanced technology (FDI). In this process, Liangjiang New Area has not only given full play to its own advantages in scientific and technological innovation and industrial upgrading, but also driven the overall development of Chengdu-Chongqing and even the western region through cross-regional synergistic innovation, and promoted regional integration and optimisation of industrial structure. At present, Liangjiang New Area has gathered a large number of high-end R&D institutions and innovative and entrepreneurial talents, and the efficiency of transformation of scientific and technological achievements has been continuously improved, becoming one of the important sources of scientific and technological innovation and industrial innovation in China.

The 18th Party Congress has shown that our country should inherit the innovative ideas of Marx and actively implement the innovation-driven development strategy, which is aimed at strengthening the new impetus for economic and social development and accelerating the formation of a new way of economic development. Adhering to innovation-driven development is the fundamental strategy for promoting high-quality development in China.[13] Otherwise, the country attaches importance to attracting foreign investment and advanced technology to enhance the scientific and technological capabilities and advanced level of the region. Keeping up with the pace of the times and the policy advantages, the scientific and technological achievements of the Two Rivers New Area show how to enhance the regional level of innovation and further promote the high-quality development of the city by investing in scientific and technological research and development, attracting foreign investment, establishing innovation platforms and promoting technological co-operation.

Combined with the theoretical framework, the analysis of the current situation of cross-regional synergistic development of science and technology in the Two Rivers New Area is carried out from two perspectives. In science and technology research and development innovation, according to Chongqing two rivers new area on August 15, the latest report, two rivers new area enterprise Chongqing Aurumsense Technology CO., LTD independent research and development design and manufacture of MEMS pressure sensor formally came out, its application range is not limited to industrial control, automotive, aviation, medical, consumer electronics and many other fields; seven teng robotics limited company independent research and development of explosion-proof quadruped robot. The product is the first to break the domestic foot robot machine explosion-proof technical barriers, both

high explosion-proof grade, strong load force two major advantages, has obtained the explosion-proof certificate and can achieve mass production. After the release of the product, the total amount of orders booked more than 30 million yuan; Chongqing Biological Intelligent Manufacturing Research Institute of Chongqing Two Rivers New District, Mingyue Lake, Chongqing, developed a new type of "active" operation of the intelligent simulation "arm" to provide patients with convenient services, etc. [14] The above scientific research results fully demonstrates the two rivers new area adhere to the "science and innovation + industry" industrial innovation road, not only increased investment in scientific and technological research and development, in order to create a superior scientific research environment, the two rivers synergistic innovation zone around the Mingyue Lake, build more than 50 new R & D institutions, more than 5000 science and innovation talent gathered here, and at the same time set up a special fund to support the construction of enterprise R&D institutions, and the establishment of a special fund to support the construction of enterprise R&D institutions. Meanwhile, the establishment of special funds, support for the construction of enterprise R&D institutions and other measures to effectively promote the transformation and application of scientific and technological achievements, for the western innovation and development to build a blueprint belonging to the west of the dream.

As the leader of the western region, Liangjiang New Area's driving role should not be underestimated, carrying on its shoulders the important mission of promoting the comprehensive opening up and cooperation of the western region and accelerating its integration into the global economic system. This emerging economic highland, by virtue of its unique location advantages, favourable policy environment and strong industrial agglomeration effect, is attracting the attention of global investors at an unprecedented speed, especially the international technology giants like Intel and IBM. Intel has set up a semiconductor R&D centre in Liangjiang New Area, which is committed to developing new chip technologies, including high-performance computing chips and low-power embedded chips. At the same time, Intel has made efforts to reach cooperation in colleges and universities, in cooperation with Chongqing University, the two sides worked together to develop a new processor architecture, which not only promotes the research progress of local university students in the field of semiconductors as well as provides students with practical research and development experience, and cultivates a large number of professional talents. Intel has also established a partnership with this electronics manufacturer to apply its latest chip technology to actual products, thus helping such industries to enhance their competitiveness. As an important engine for the region's development, the Intel Research Centre has boosted the development of the semiconductor industry chain in Liangjiang New Area, driven innovation and investment in related fields, and further strengthened Liangjiang New Area's position in the global technology industry. In addition, according to a report by Chongqing Daily in 2020, the Chongqing Hi-tech Zone Administrative Committee and IBM signed an agreement to build a high-tech innovation cluster with offices, exhibition, R&D, and training in the Western (Chongqing) Science City, aiming to promote the city's economic and technological development as well as scientific and technological talent cultivation. As a global leader in IT and business solutions, IBM will collaborate with the Science

City in digital innovation, artificial intelligence talent cultivation, enterprise empowerment, and business development. IBM, as a global leading IT and business solutions company, will cooperate with Science City in digital innovation, AI talent training, enterprise empowerment and ecological co-construction to build an innovative technology platform and an IBM Innovation Empowerment Center to help Science City become an AI industry cluster and demonstration area. IBM's presence in Science City is due to the rapid development of Chongqing and Science City in the information industry of big data and intelligence, especially in new-generation information technology industries such as microelectronics, chips, etc., and the importance of Science City as a hub for the construction of a twin-city economic circle between the Chengdu-Chongqing area and the Chongqing area. and the talent resource advantage of Science City as an important node in the construction of Chengdu-Chongqing region's twin-city economic circle and university town.

With good development advantages, the two rivers new area actively and adjacent to the Sichuan Tianfu New Area to carry out cross-regional synergistic cooperation (the two new areas collectively referred to as: "river and sky"), July 31 two new areas of the flagship alliance of collaborative innovation industry the third meeting of the flagship alliance and the intelligent equipment industry science and technology exchanges will be convened, [15] The meeting is aimed at the in-depth implementation of the "Chengdu-Chongqing Area The meeting aims to deeply implement the "Outline of the Construction Plan of the Twin-city Economic Circle in Chengdu-Chongqing Area", promote the construction of the Twin-city Economic Circle in Chengdu-Chongqing Area, focus on the field of intelligent equipment industry, integrate scientific and technological innovation resources of the two places, set up a platform for docking of achievements, and promote the scientific and technological achievements from the "laboratory" to the "production line" and from the "bookshelf" to the "production line". "The two places will further promote the development of cooperation in science and technology innovation to the depth. Two Rivers New Area and Tianfu New Area respectively released their respective key technology demand list in the field of intelligent equipment, which covers the real-time ultrasound image of the three-dimensional key anatomical structure segmentation technology, lightweight variable-speed motor R&D and other technical needs; Tianfu New Area released the industrial Internet energy big data platform, sensor technology consulting and other needs. At this meeting, a number of enterprises in Chengdu and Chongqing respectively displayed their scientific and technological innovation achievements and projects in the field of intelligent equipment, which can be subdivided into drones, digital twins, optoelectronic pods and so on. With the deepening of the construction of the Twin Cities Economic Circle in the Chengdu-Chongqing region, Liangjiang New Area and Tianfu New Area will continue to strengthen their cooperation in science and technology innovation, and work together to promote the transformation and application of more scientific and technological achievements, so as to inject new impetus into the development of the regional economy. The two places will also actively explore new cooperation modes and mechanisms, promote the deep integration of science and technology innovation and industrial development, and contribute to the creation of a

science and technology innovation centre with national influence.

As we know from the case above, by increasing investment in science and technology R&D, building new R&D institutions and attracting science and innovation talents, the Two Rivers New Area has formed a favourable environment for scientific research, which has facilitated the R&D and mass production of high-tech products such as MEMS pressure sensors and explosion-proof quadrupedal robots, and promoted the upgrading of industries in a number of fields such as industrial control, automotive, aviation, medical care, and consumer electronics. In order to promote the internationalisation of scientific and technological production, Liangjiang New Area has seized the opportunity to actively cooperate with international technological giants such as Intel and IBM, which not only introduces advanced technology and management experience, but also promotes the research and development capabilities of local enterprises in semiconductors, AI and other fields, enhances product competitiveness, and promotes synergistic development of upstream and downstream of the industrial chain. Meanwhile, cooperation with Chongqing University and other universities not only promotes research progress in cutting-edge fields such as semiconductors, but also provides students with practical R&D experience, cultivates a large number of professionals, and provides talent protection for regional scientific and technological innovation and industrial development. Cooperation with IBM and other enterprises to jointly build an innovative technology platform and the IBM Innovation Empowerment Centre has promoted the clustering and ecological co-construction of industries such as artificial intelligence, injecting new momentum into regional economic development. In order to accelerate the realisation of regional integration and promote the radiation effect of the regional economy, the cross-regional synergistic cooperation between Liangjiang New Area and Tianfu New Area, relying on platforms such as the flagship alliance of collaborative innovation industry, integrated the scientific and technological innovation resources of the two places, realised the matching of supply and demand of scientific and technological achievements as well as the transformation and application of such achievements, and accelerated the transformation of scientific and technological achievements from "laboratory" to "production line". This has accelerated the transformation of scientific and technological achievements from "laboratory" to "production line". Secondly, as an important node of the Chengdu-Chongqing Twin Cities Economic Circle, the two places enjoy unique location advantages and policy benefits, attracting a large number of domestic and foreign investors, providing strong support for scientific and technological innovation and industrial development. Combined with the industrial structure, the Two Rivers New Area, with its strong industrial agglomeration effect, has attracted many high-tech enterprises and R&D organisations, forming a complete industrial chain and ecosystem, which provides strong support for science and technology innovation and industrial development.

### **3.3. Dimension of Opening Up to The Outside World - Qingdao West Coast New Area Integrates into The Global Economic System and Promotes Opening Up to The Outside World**

Since its establishment in June 2014, Qingdao West Coast New Area (QWCA) has been a state-level new area in China with the theme of marine economic development, assuming the strategic pivot of carrying a strong marine power entrusted by the state, and shouldering the grand blueprint of "one theme, two missions and five positioning", and is committed to becoming a new high ground of the country's openness and development. The new zone has made full use of its unique geographical location and policy advantages to actively integrate into the global economic system and promote opening up to the outside world to a new level.

Compared with other state-level new zones, Qingdao West Coast New Area has a unique geographical advantage, its ocean area covers about 70% of the earth, which is not only the cradle of life, but also a bridge connecting the world, driving the progress and development of civilisation, and has an inestimable value to the survival of mankind, and is increasingly highlighting as a new stage for global collaboration. In recent years, the West Coast New Area has been committed to deepening the strategy of opening up to the outside world in the direction of the ocean, closely connecting with the "Belt and Road" initiative, actively expanding the international cooperation map in the field of the ocean, and striving to achieve new breakthroughs in opening up to the outside world in a wider geographical area, a more diversified range of fields, and a deeper level of exchange. By actively integrating into the global ocean economy, the zone is not only committed to becoming a model of Qingdao and a vivid practice of Shandong's experience in the field of international cooperation in the ocean, but also aims at contributing solutions and wisdom with Chinese characteristics to the global ocean governance through its unremitting efforts and highlighting China's international influence and contribution in the field of the oceans.

Globalisation, as an important feature of economic development in today's world, lies at its core in the interdependence, penetration and integration of national economic systems. At the same time, regional integration, as an important aspect of the globalisation process, is aimed at reducing or eliminating trade barriers and promoting the free flow of factors of production such as commodities, services, capital and people through economic cooperation and policy coordination among countries in the region, so as to achieve common growth and prosperity for the economies of the region.

Based on the theory system of globalisation and regional integration, Qingdao West Coast New Area has opened its doors to the outside world. Qingdao Port, as an important port in the north of China and also an open hub, has become a globally noticed "double five-star" port in terms of smartness and greenness by virtue of its excellent berthing conditions and constantly upgraded automation and greening construction. As an important part of Qingdao Port, Dongjiakou Port Area is continuously enhancing its cargo throughput capacity and industrial clustering effect through the construction of large berths and the development of chemical parks. The new area is committed to optimising the

logistics network through the construction of port-sharing railways and other infrastructures, strengthening the linkage between the port and the hinterland, and creating the most convenient sea access along the Yellow River Basin. The Port of Qingdao has been transforming and upgrading itself into a hub port, trade port and financial port, with its throughput ranking among the top in the world, and its route network covering more than 180 countries and regions around the globe, and becoming a national distribution and trading centre for bulk commodities, which accelerates the convergence and circulation of global resources in the new zone, and enhances the level and influence of the new zone in opening up to the outside world.

Focusing on the development of the ocean, West Coast New Area has always kept in mind the strategic mission of "focusing on the development of the ocean economy and creating a strategic fulcrum of the ocean power", and its role as a fulcrum is becoming more and more significant with the development of globalisation. It is understood that the GDP of the ocean is growing at a high speed with an average annual growth rate of 15.8%, exceeding the 184.7 billion yuan mark in 2022, which not only occupies a dominant position in Qingdao, but also occupies an important position of 11.3% and 1.95% in Shandong Province and the whole country respectively, highlighting its advantage as the main field of the marine highland. Secondly, the key industries of the West Coast New Area are also breaking through the new area to strongly promote the ship offshore, marine biology and medicine and other key industries, successfully built the world's largest tonnage of "offshore oil plant" and other offshore heavy equipment, the birth of these landmark projects not only enhances the competitiveness of the new area in the field of global marine engineering, but also lay a solid foundation for the development of other marine industries. These landmark projects not only enhance the competitiveness of the new zone in the global marine engineering field, but also lay a solid foundation for the development of other marine industries. The new zone has made significant breakthroughs in the field of marine biopharmaceuticals, with the first international immune anti-tumour marine polysaccharide drug entering clinical trials, providing new ideas for global anti-cancer drug development. Meanwhile, the world's largest marine gene bank has been built, providing valuable resources for marine scientific research.

In recent years, the West Coast New Area investment to achieve quantitative and qualitative double leap, as of 16 August 2024 reported that the cumulative attraction of foreign investment of up to 14.76 billion U.S. dollars, ranked first in the city, the success of the introduction of 1,884 foreign-funded enterprises, which are not lacking in the world's top 500 and high-growth enterprises figure. This achievement is undoubtedly the fruit of the new area's continuous optimisation of the business environment and deepening of openness and cooperation. With its solid industrial foundation, rich innovation resources and excellent business environment, the new zone has built a strong "magnetic attraction effect" for foreign investment. Focusing on the "5+5+7" key industry system, the new zone has continuously promoted industrial upgrading and innovation, attracted nearly 3 trillion yuan of investment, and landed more than 3,300 industrial projects, which provides a broad space for foreign-funded enterprises to develop. [16] Meanwhile, as one of the top 100 science and technology innovation zones

in China, the new zone has gathered many innovative resources, which provides strong support for the technological innovation and transformation and upgrading of foreign-funded enterprises. In particular, it is worth mentioning that the new zone will optimise the business environment as the "No. 1 reform project", through a series of innovative initiatives to reduce costs and reduce burdens for enterprises, escort. In the first half of the year, the new zone set up 79 new foreign-invested enterprises, timely solution to the difficulties of enterprises demand more than 50, showing its efficient and pragmatic spirit of service. Foreign-invested enterprises here have increased production, set off a new round of investment boom, fully proved the attractiveness and competitiveness of the new area as a hotbed of foreign investment.

From the above case study, it can be seen that the success of the opening-up and economic development of the West Coast New Area is mainly due to its strategic layout of deep integration into globalization and regional integration, as well as the multi-level and all-round development system constructed on this basis. By optimizing port facilities, improving logistics efficiency and strengthening infrastructure construction, especially the implementation of projects such as port-sharing railway, the new zone has greatly enhanced the linkage between the port and the hinterland, constructed a highly efficient and smooth channel to the sea, and accelerated the convergence and circulation of global resources in the new zone. At the same time, the new area focuses on the development of marine economy, through the cultivation of key industries, breakthroughs in key technologies, and the construction of innovation platforms, which not only enhances its own competitiveness in the field of global marine industry, but also provides strong support for the development of other industries. Observe from the perspective of investment attraction, the new area continues to optimize the business environment, deepen the opening-up and cooperation, through the construction of "5+5+7" key industry system, convergence of innovation resources, the implementation of "one reform project" and other measures, the formation of a strong foreign capital "Magnetic attraction effect". This series of initiatives has not only attracted a large number of foreign-funded enterprises and projects, but also promoted industrial upgrading and innovation, injecting a strong impetus for the high-quality development of the new area's economy.

With its strategic positioning in the context of globalisation and regional integration, Qingdao West Coast New Area has achieved a double leap in opening up and economic development through comprehensive measures such as optimising port logistics, focusing on ocean development, strengthening investment attraction and optimising the business environment. The new zone has not only become a smart and green port in the global spotlight, but also made remarkable achievements in the marine economy, breakthroughs in key industries, and attraction of foreign investment, highlighting its strong strength and broad prospects as a strategic fulcrum of a maritime power. The above successful practices not only provide valuable experience for regional economic development, but also set a model for national and global openness and cooperation.

## 4. Conclusion

This study reviews the mechanisms and challenges faced by national new zones in promoting high-quality urban

development. It aims to combine theoretical foundations and analyse the research results of different scholars to gain a deep understanding of the important role of national-level new zones in promoting the optimisation of regional economic structure, innovation-driven development, industry-city integration, and opening up to the outside world. Through policy guidance and infrastructure adjustment, national-level new zones have stimulated the development and innovation vitality. Comprehensive analysis of the above literature and from the introduction of talent, scientific and technological innovation and cross-regional synergistic development and opening to the outside world of the three paths of the development of national new zones related to the case study, and from the development of their representative cases to influence the mechanism of their success and found that there are still shortcomings in the development process. The specific shortcomings are reflected in the following points:

The first is about the efficiency of policy implementation and landing, according to the Xiongan New Area since its establishment, about the introduction of talent introduced a series of policies and measures aimed at attracting talent and promoting the high-quality development of the city, although the implementation of these policies have a substantial promotion, with considerable foresight and attraction, but in the actual implementation and landing process is still exposed to its shortcomings. First of all, the target of the talent policy is not strong, "the CPC Central Committee and State Council on supporting the comprehensive deepening of reform and opening up of the new area of Xiong'an, Hebei Province, the guiding opinions" clearly put forward to innovate the selection and employment mechanism, the construction of high-end talent clusters, and from the construction of a flexible and efficient hiring system, the establishment of scientific and technological talent incentives, the optimisation of the introduction of foreign talent and service management, etc. Provisions, but for the specific implementation rules, reward standards are not clearly specified. However, there are no clear regulations on the specific implementation details, reward standards and so on. [17] There is also a lack of policies on the introduction of talents and incentives for talents. Secondly, in the process of attracting talents, Xiongan New Area often focuses only on the attraction, but neglects the real-time improvement of the supporting measures after the "introduction". It is understood that Xiongan New Area due to the lack of educational resources and the lagging of the education system reform, resulting in the inability to cultivate local talents, a shortage of talent. In addition to the education problem, Xiongan New Area has the employment opportunity is not perfect, although its development speed is faster, but the corresponding work has not been completely built up, so that many high-tech talents can not do professional and work match, can only choose to find another job. From the above policy imperfections, educational resources, employment opportunities and other aspects of the discussion, these are the result of the Xiongan New Area, although the wide acceptance of talent, but there is still a shortage of talent. Although Liangjiang New Area has achieved certain results in the implementation of science and technology innovation and cross-regional innovation and co-development policies, there are also some shortcomings. Although Liangjiang New Area has actively cooperated with Tianfu New Area and other neighbouring regions, and constructed a whole chain innovation system by signing cooperation agreements, building innovation platforms and other measures, in practice,

the radiation-driven effect of cross-regional collaborative innovation is limited, and the radiation-driven effect on the neighbouring cities is not significant. Furthermore, although Liangjiang New Area has gathered a large number of high-end R&D institutions and innovative and entrepreneurial talents, and the efficiency of transformation of scientific and technological achievements has been continuously improved, the details of the implementation of specific policies and measures and their specific role in innovation and high-quality development of the economy have not been explored in depth, resulting in the lack of pertinence and operability of the policy recommendations. In addition, although the cross-regional synergistic cooperation between Liangjiang New Area and Tianfu New Area, relying on platforms such as the Flagship Alliance of Collaborative Innovation Industries, has promoted the clustering and ecological co-construction of industries such as artificial intelligence, there are deficiencies in long-term considerations and a lack of in-depth tracking and systematic analysis of the long-term economic and social effects of the policies.

Secondly, the innovation ecosystem is not yet perfect and the transformation efficiency of science and technology innovation is not high. The case focuses on analysing the development of science and technology innovation and cross-regional synergistic innovation in the Liangjiang New Area, and finds that the transformation efficiency of science and technology innovation in the Liangjiang New Area is not high, and that the details of the implementation of specific policies and measures and their specific mechanism of action on innovation and high-quality economic development are not explored in depth enough, which leads to poor relevance and practicability of the policy recommendations. In addition, although the cross-regional synergistic cooperation between Liangjiang New Area and Tianfu New Area has promoted the agglomeration of AI and other industries and the co-construction of ecology, there are deficiencies in long-term considerations and a lack of in-depth tracking and systematic analyses of the long-term economic and social effects of the policies.

The third is about the risk of homogenisation of the industrial structure of Qingdao West Coast New Area. For a long time, the new zone has relied on traditional industries such as shipbuilding and glass production, which have played an important role in promoting regional economic growth, but with the continuous changes in the market environment and the global industrial chain, these traditional industries are facing difficulties such as declining market demand and lagging behind in technological updating. At the same time, although the new zone has made some progress in cultivating new industries, overall speaking, the scale and influence of new industries are not enough to completely replace traditional industries, and at the same time, the channels for the transformation of marine scientific and technological achievements are not smooth, so it is difficult to develop new marine industries with real scientific and technological content. Insufficient cultivation of new industries will limit the diversified development of the new region's economy and reduce the resilience and risk. From the perspective of opening up to the outside world, Qingdao West Coast New Area also faces some shortcomings. Although the new zone has unique port resources, there are still obvious shortcomings in the construction of international trade transaction platform, resulting in the potential of port cargo trade not being fully tapped, and the contribution to tax

revenue is relatively limited. In addition, the new area in the introduction of foreign investment has achieved certain results, but compared with the advanced regions, the introduction and use of foreign investment is still to be strengthened. Meanwhile, in the face of the complex and changing international trade environment, the new zone needs to further enhance its ability in adapting to international trade rules and coping with trade barriers, so as to ensure that it can maintain its competitiveness and development potential in the context of globalisation.

In the process of promoting the high-quality development of new national-level zones, this paper emphasises a series of comprehensive strategies. Deepen the mechanism of industry-university-research co-operation with universities and research institutes, and accelerate the transformation and application of scientific research results through the establishment of educational co-operation funds, etc., so as to provide continuous talent support for the development of new zones. Secondly, optimise the employment environment and build an employment service platform that matches the industrial development of the new zone, especially for high-tech talents, through diversified employment opportunities and vocational training, to enhance the stickiness of talents and improve employment competitiveness.

Concurrently, improving the innovation ecosystem is the key to enhancing the innovation capacity of the new zone. Through cross-regional collaborative innovation, we will build a close innovation collaborative network; strengthen scientific and technological innovation policy research, formulate and optimise targeted policies and measures; promote the transformation of scientific and technological achievements, provide comprehensive services and set up a special fund to reduce the threshold and risk of transformation, and increase the transformation rate of scientific and technological achievements.

In terms of industrial structure optimisation, we will accelerate the transformation and upgrading of traditional industries, and guide them to develop in the direction of green, low-carbon and intelligent manufacturing; vigorously cultivate emerging industries, especially strategic emerging industries such as marine science and technology, biomedicine, etc., so as to form new points of economic growth; and develop high-end service industries, so as to enhance the overall competitiveness of the economy of the new area and its sustainable development capability.

In order to enhance the overall competitiveness and sustainable development capacity of the new zone's economy, the development of high-end service industries is essential. Strengthen the construction of international trade transaction platform, enhance the port cargo trade facilitation; increase the introduction of foreign investment, formulate preferential policies to attract foreign investment; enhance the international trade coping capacity, establish risk early warning mechanism to ensure the competitiveness of the new zone in the context of globalisation.

To sum up, national new zones should comprehensively promote the cooperation between industries, universities and research institutes, optimise the employment and innovation environment, optimise the industrial structure, enhance the level of opening up to the outside world and other comprehensive measures, in order to achieve the high-quality development of the regional economy, and to promote the city to move towards a higher level of prosperity and progress.

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