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Assessing the Impact of Digital Technologies on International Trade

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Abstract

This paper first comprehensively analyzes the definition of the digital economy based on the existing literature on the digital economy. Then it mainly introduces the current development status of my country's digital economy, and further compares it with the world's major countries. Analyze the overall size of the digital economy and how much it contributes to GDP. At the same time, through domestic development. The specific situation introduces the industrial characteristics and development advantages of my country's digital economy development, and explores the development of digital economy. The theoretical basis and mechanism of influence on export trade.

The empirical results show that the Internet penetration rate, the number of Internet CN domain names, and the support of scientific and technological expenditures. Both degrees have a significant role in promoting my country's export trade. Therefore, this paper further proposes the empirical results. Relevant policy suggestions: put forward a clear strategic deployment of digital economy development from the national level, create a digital economy. A relaxed market environment for development and increased Internet penetration: increase Internet infrastructure efforts and narrow the areadigital divide; speed up the process of digital transformation of enterprises, and promote the deep integration of digital technology and production process of enterprises cooperation, cultivate digital talents, and improve the digital literacy of citizens; government departments increase theto improve the level of intellectual property protection systems and laws.

Key words: digital economy; export trade; panel data; fixed effect

1.Theoretical Foundations of the Digital Economy

Throughout world civilization, humankind has experienced the agricultural revolution, the industrial revolution, and the information revolution successively. Every industrial, technological revolution has brought a vast and profound impact on human life. It has continuously improved humankind's ability to understand and transform the world. Digital technology is changing with each passing day and more and more application scenarios. The digital economy is experiencing rapid growth and rapid innovation. It is widely penetrated other economic fields, profoundly changing the development momentum and development mode of the world economy and reshaping social governance. Let's start with the theory of the digital economy.

1.1.Definition of the digital economy

With the rapid innovation and application of digital technologies such as cloud computing, mobile Internet, big data, and artificial intelligence, the digital economy is becoming an important engine for global economic and social development. In the past 20 years, in understanding and understanding the digital economy, different countries, regions, and international organizations have provided many insights (see Table 1.1).

1.1.2 Industrial digitization wave

(1) Popularization of digital production

Digital production began to spread from high-value fields such as military and aviation to all walks of life. Wechat uses data to provide accurate advertising, hospitals use data to judge when a person may suffer from a certain disease, and the government uses data to operate a smart city... Digital production will become more and more common, and all enterprises will use digital production in the future.

(2) Digital enabled enterprise

Online connection, big data and intelligence are the three characteristics of enterprise digitization. Digital manufacturing can help manufacturing enterprises improve the productivity of manufacturing planning and production process.

How can enterprises turn data into their core competitiveness?

The first is asset digitization, the second is data fluidization, and the most important is product modeling.

(3) Digital wave

With the promotion of the digital wave, some enterprises have successfully stood at the forefront of the tide, some enterprises are moving upstream, and some enterprises can only move forward passively in the embrace of the wave.

Huawei has launched a digital platform - Huawei digital platform, leading the digital transformation. The project involves - enterprise network, cloud data center, server intelligent computing, enterprise wireless, intelligent security, enterprise collaboration, industry enabling, management system, enterprise Internet of things, etc.

Shortage of high-quality talents in digital industry

Chinese digital economy still faces many challenges, mainly the severe shortage of talents. Mainly in the following aspects.

High level digital technology talents are in short supply; There is a serious shortage of cross-border talents with digital technology and industrial experience; The cultivation of primary digital skilled talents can not keep up with the growth of demand. Digital economy needs talents who understand both technology and management. The development of digital economy has gradually shifted from consumer orientation to

producer orientation. This is because, on the one hand, industrial upgrading requires digital economy to empower enterprises; On the other hand, the development of new technology also provides a stronger ability for the digital economy to empower enterprises. Such a change puts forward higher requirements for talents. We need talents who understand both technology and enterprise management.

According to data released by IDC, by 2022, 65% of global GDP will be driven by digital technology. The demand for digital talents in 5g, big data, artificial intelligence, industrial Internet of things and other fields will be more urgent. Of course, a large number of traditional enterprises are also in urgent need of talents in the process of digital transformation

According to the president of Econsultancy Ashley Friedlein, the possibility of digital transformation is connected not only with the availability of certain technologies, but also with the provision of an appropriate strategy in the company, ways of organizing working groups and workflows (see Table 1.1).

Table 1.1 Factors determining the transition to digital transformation

| | Initial | Managed | Optimized |
|------------|---|---|--|
| Strategy | Digital strategy is not part of an enterprise strategy | Digital strategy is one of the company's priorities and KPIs | Digital strategy is the basis of the company's flexible adaptive strategy |
| Technology | Disparate data sources, basic tools for accounting and data analysis | SaaS, data collection across multiple channels and their aggregation, basic modeling tools | Customized dashboards , scalable cloud |
| People | Scattered knowledge, focus on vertical specifics, rarely conducted trainings, scattered and | Specialists and generalists, a more mobile structure of working groups, a joint development | Flexible innovation culture. The team values the so-called T-shaped people who are equally well versed in both |

| | | | |
|-----------|---|---|---|
| | scattered nature of working groups | environment | technical and marketing aspects of the business |
| Processes | Inflexible structure, rare release cycles | Agile development, SCRUM, testing and training. Rapid prototyping and release | Interdisciplinary flexibility, small flexible development teams, the right to advance through trial and error |

A source: Econsultancy

With the development of digital economy, the demand for high-quality innovative talents has increased greatly. Studying and analyzing the theoretical basis of innovative talent training will help to comprehensively, deeply and accurately understand and grasp the essential characteristics and development law of innovative talent training, and then provide theoretical guidance for the training of innovative talents.

(1) Fundamentals of Economics

Cultivating innovative talents reflects the requirements of the digital economy era.

Innovation is closely related to economic development, and the concept of innovation itself is transplanted from economics. The goal or purpose of all innovation is to promote economic development and social progress. All innovative behaviors must enter the socio-economic field in order to become new productive forces. The cultivation of innovative talents must meet the requirements of economic development and innovation. Innovation has become the basic ability of human survival and development. Innovation advantages can make up for the disadvantages of resources and capital. Accelerating innovation can take the initiative in market competition.

In order to improve the contribution rate of science and technology to economic growth and truly realize the strategic task of rejuvenating the country through science and education, Chinese top priority is knowledge innovation, technological innovation,

management innovation, industry and product innovation. These innovations need a large number of innovative talents.

The cultivation of innovative talents needs the support and guarantee of the government, schools, society and enterprises. To comprehensively improve the innovative spirit and practical ability of talents, we should first start with system innovation, vigorously promote and implement innovative education, and truly cultivate high-quality technical and management talents with innovative consciousness and innovative ability suitable for the era of digital knowledge economy, So as to improve the innovation level of the whole nation.

(2) Fundamentals of Pedagogy

Cultivating innovative talents is the essence of education.

Schools should become one of the main pillars of the national innovation system and play an important role in the national innovation system, which is a new topic put forward by the times. With the development of digital economy, in addition to the traditional mission of spreading knowledge, the school will become a production base of new knowledge, new ideas and new technologies.

Countries with developed science and technology in the world are guided by the cultivation of high-quality and intelligent talents, which ushered in the economic development and rise. In the era of knowledge economy and digital economy, schools should pay attention to the cultivation of innovative special talents. These innovative special talents not only have profound basic knowledge and skills, but also have the consciousness and ability to create new methods, stimulate new ideas and put forward new ideas. They are the fundamental force of scientific and technological innovation and

national development. Only countries with high intelligent talents, compound talents and innovative top talents can be invincible in the future competition.

(3) Psychological basis

Cultivating innovative talents is in line with students' psychological development and the law of brain development.

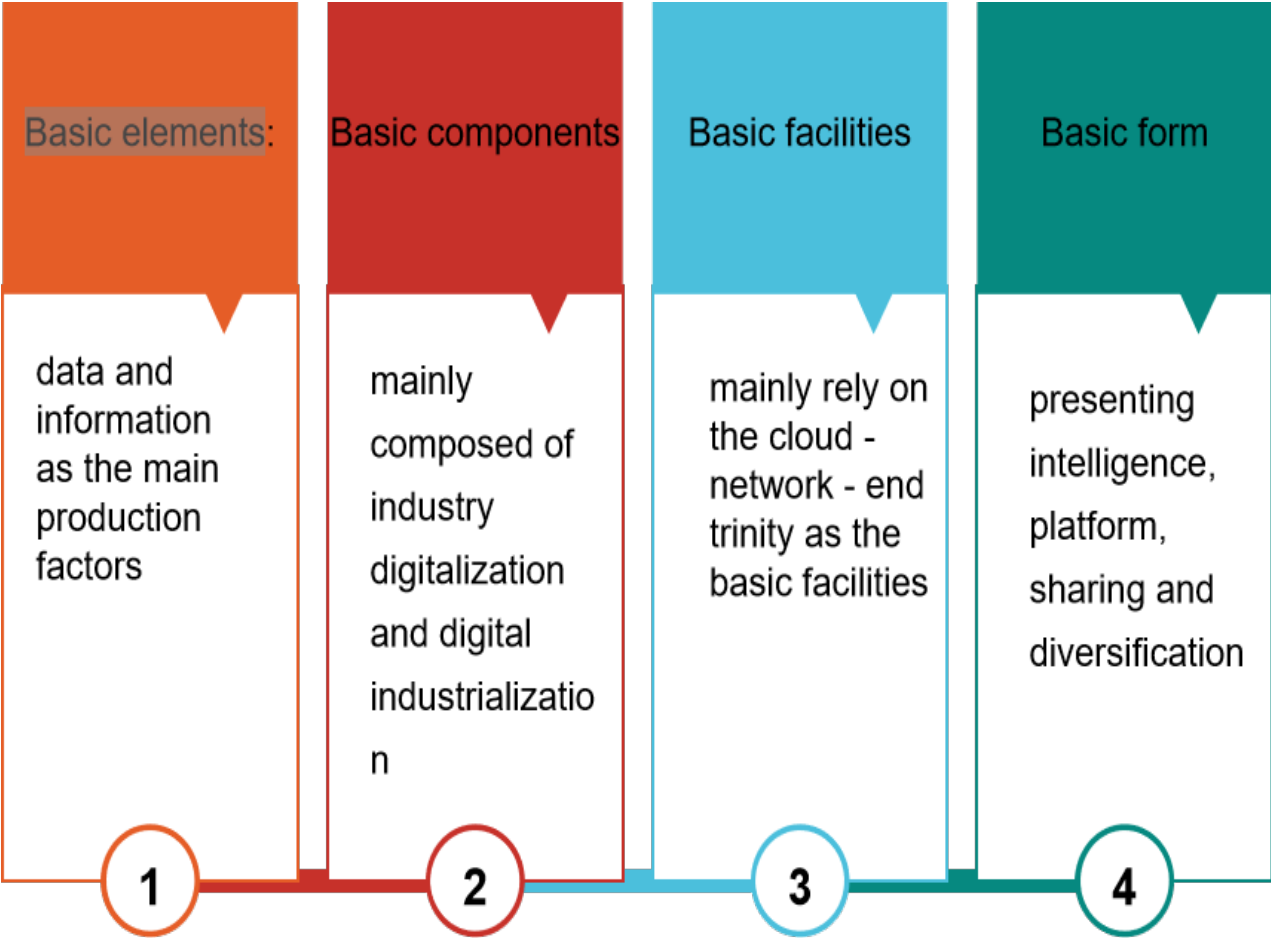
A basic principle of cultivating innovative talents in schools is to follow the psychological development law of college students, cultivate students' innovative quality, and make each student's personality and creativity develop comprehensively and fully. According to the research of creative psychology, creativity is the concentrated embodiment of people's intellectual development and innovative psychology, and everyone has creativity.

On the other hand, the development of brain science also provides a basis for the cultivation of innovative talents. The brain is not only the material basis of human psychology, but also the material basis for the improvement and development of students' innovation ability and quality. The development of modern science and technology provides a powerful means to explore the structure and function of brain body, and promotes the development of brain science. Especially in recent years, the research on "whole brain model" and other new achievements provide a scientific basis for the cultivation of students' innovative spirit and innovative ability, which is conducive to promoting the development of students' individual creativity.

Innovators use digital platforms to replace existing business schemes with more profitable ones, with more convenient communications with the client, provide a more differentiated approach to the user and thus break customer relationships with

traditional suppliers. For example, the use of big data analytics allows you to identify weaknesses in existing business models, develop solutions that can be used to optimize customer acquisition and retention, predict churn, optimize cross-sales and marketing campaigns. They also allow you to find new opportunities for monetization of products, services, audiences, channels, partners, etc

1.2.Scripture-based features of the digital economy



Basic features of the digital economy

A completely improved economic form after the primitive economy and the economy of production, the digital economy has its own and scientific nature, which

also gives the process of digitalization some unique elements. This is mainly reflected in four aspects: basic elements, the composition of the digital base, basic data and initial forms.

Currently, the use of digital technologies and supply chain management is considered a major part of modern business, especially for enterprises where international supply chains are one of the main components that affect the quality of services provided.

Today, supply chain management at the international level is a whole science that uses special rules, standards, and knowledge. The interests of various participants with a well-defined organizational structure and coordinated management procedures are taken into account, digital technologies are also used in international supply chains with a common approach to minimizing typical problems

The issue of the development of the use of digital technologies for managing international supply chains is relevant, since in the context of the globalization of the modern economy, improving the efficiency of supply chain management is a priority task to reduce the costs of enterprises, as well as to improve the quality of services provided.

In this regard, in recent years, there has been a clear trend towards the separation of management of international supply chains, linking chain participants at a professional level, using different methodologies, approaches - individual qualities of managers.

Currently, in conditions of increasing competition, rapid market development, as well as the need to improve the quality of customer service, they are setting new challenges for companies. To increase its advantages, to maintain the competitiveness of companies, a modern company must simplify all the processes of the cost of goods (services), from the supply of raw materials to the provision of services to the end user.

Business management requires SCM solutions to solve these problems.

(1) The concept of digital transformation

Digital transformation is the use of digital technology to promote the transformation of business model, organizational structure, corporate culture and other reform measures. Digital transformation aims to use a variety of new technologies, such as mobile, web, social, big data, machine learning, artificial intelligence, Internet of things, cloud computing, blockchain and so on, to conceive and deliver new and differentiated value for enterprise organizations. Digital transformation is the deep integration of technology and business model. The final result of digital transformation is the change of business model.

(2) Current situation of digital transformation

In the world, digital economy has already become an important part of the global economy, the main line of global economic development, and is gradually promoting the digital transformation of industry and the whole society. According to the G20 digital economy development and Cooperation Initiative released by the G20 Hangzhou summit, the "digital" in the "digital economy" can be divided into three stages: information digitization, business digitization and digital transformation. Digital transformation is a new stage of digital development. Exponential transformation can not only expand new economic development space and promote sustainable economic development, but also promote the transformation and upgrading of traditional industries and the transformation and development of the whole society.

At present, digital transformation has become a trend. According to the OECD "2015 OECD digital economy outlook" report, as of 2015, 80% of OECD member countries

have formulated national strategies or sectoral policies and constructed a national strategic framework for digital economy. Governments all over the world hope to comprehensively promote the healthy development of economy and society through the development of digital economy. Although the definitions of digitization and digital transformation are different in different national strategies, the core contents are basically the same, and the common points are: using the new generation of information technology to build a closed loop of data collection, transmission, storage, processing and feedback, break through the data barriers between different levels and different industries, and improve the overall operation efficiency of the industry, Build a new digital economy system.

With the support of information technology, the integration and development of data in various industries will be realized, so as to push the digital economy characterized by digitization into a new stage of development.

In the era of digital economy, digital business department has great potential to create economic value. For example, the UK government estimates that the value of the digital sector to the UK will reach 200 billion pounds by 2025. Driven by this trend, the developed countries with advanced technology have raised the digital development strategy to the height of national strategy. Britain, Germany, the United States, Japan, South Korea and other countries pay special attention to the top-level design, and provide relevant policy support from the aspects of the clarification and improvement of laws and regulations, the establishment of functional department support, R & D budget support, the establishment of scientific research institutions to provide intellectual support, personnel training, public popularization and training, loan support, tax incentives, and

the promotion of international cooperation, Accelerate the implementation of its digital national strategy.

Developed countries have a consensus on promoting digital national strategy, but the UK, Germany, the United States, Japan and South Korea have different characteristics in the direction and measures in the process of promoting digital national strategy. For example, the Japanese government said that it is not necessary to follow the concepts of "advanced manufacturing" and "industry 4.0" in the United States and Germany, but should recognize the advantages of Japanese manufacturing industry, deeply explore the most suitable strategy for Japan, and transform according to the actual needs to fully enjoy the advantages of Japan.

For China, we also need to base on the reality of Chinese digital development, comprehensively consider the advantages and disadvantages of "made in China", and actively promote the implementation of digital strategy in China. However, considering the industry differences and the feasibility of digital application, it is necessary to promote the digital process of different industries according to the "industry" conditions, and consider the characteristics and needs of producers and consumers in the industry, so as to help the development of industry digital economy with appropriate policy support and economic incentives. For example, a new business model of platform economy and sharing economy has emerged in the automobile industry, and mass customization is likely to become the dominant mode of automobile manufacturing; The chemical industry pursues the development of numerical control and intelligent products; The clothing industry, food industry and medical and health industry all have personalized and customized needs, but also have different emphasis. Therefore, it is necessary to adapt to

the "industry" conditions when promoting the digital transformation of different industries.

In the digital economy, with the integration of new technologies such as big data and cloud computing, Chinese economy is in a new stage of transformation from the demand side to the supply side. The focus of economic development brought by the reform has also shifted from the consumption field to the production field. The importance of talents in the field of artificial intelligence that cannot be replaced by technology is becoming more and more prominent. It will be difficult to find "technology + management" talents. The structural shortage of high-quality talents in the labor market has become the core bottleneck restricting the development of many Chinese enterprises. China is also facing a structural talent imbalance - the "overcapacity" of middle and low-end talents, while the "insufficient supply" of professional skilled talents, innovative technical talents and middle and high-end talents highlights the strong demand for high-level and scarce digital talents and cross-border professional talents. The connection between traditional occupations and the Internet must be the foundation of the digital economy, especially the manufacturing industry is the main battlefield of the digital economy in the future. To adapt to the development of digital economy, we need not only technical research talents, but also high-quality skilled talents who apply technology to practice.

Having high digital literacy has become an important factor in winning the job market. The research on the training mode of high-quality skilled talents is imperative. The government, schools and enterprises need to make the following responses in the training of high-quality skilled talents.

1.3.The way the digital economy affects export trade

Change the main body of export trade

The development of the digital economy has led to changes in the subjects of trade.

SCM processes can also be divided into two large groups: supply chain planning (SCP) and supply chain Execution (SCE). SCP includes strategic planning of the supply chain as business processes in its individual links. SCE: implementation of plans and operational management of supply chain links, such as transportation or storage.

Optimization of supply chain management includes tasks such as:

- Increase the planning horizon and shorten the planning period by obtaining timely and reliable information;
- Improve the quality of customer service due to the flexibility and efficiency of the delivery process;
- Cost reduction by ensuring optimal selection of purchased products and their suppliers, support of interaction with them in real time and, in general, identification of strategic counterparties;
- Reduction of production costs due to optimization of commodity flows and operational organization of information exchange between contractors ;
- Reduction of inventory costs by adjusting production volumes in accordance with demand. This task is consistent with the concept of Just-In-Time supply management ("just in time").

Real-time communication between supply chain participants allows to prevent the formation of "bottlenecks" in the production process.

The supply chain includes demand, production and distribution of goods, waste management, as well as transportation, storage and information technology. Supply chain management is based on a hierarchy of individual decisions, such as appointment; corporate strategy; business strategy, and in it - strategic, tactical and operational functions.

Supply chain management is defined by T.S. Larson and P. B. Sheri as the integration of business processes from the source of raw materials to the end user, along with services and information that add value to the customer.

Supply chain management is defined by an integrated approach to planning and managing the entire flow of information about raw materials, materials, products, services that arise and transform in the logistics and production processes of the enterprise, aimed at a measurable cumulative economic effect and represents a business strategy that predicts product sales at the right time; optimizes supply planning within the logistics network companies taking into account the forecast of sales, the manufacturer's supplies, the availability of waste, transport capacity, various restrictions and business rules; optimizes the planning of current stocks, as well as warranty and other stocks, taking into account the selected inventory management model for all categories of goods.

A composite definition of the supply chain, based on the generalization of the views of most of the world's experts and researchers, we can say the following: "The supply chain is three or more economic entities (companies or individuals) that are directly involved in the external and internal flows of products, services, financing and/or information from the source to the consumer"[2].

2.Data analysis of the impact of digital economy development on China's export trade.

During the reforms carried out over the next half century and openness, China has always followed the tactics of "going out to people", imitated openness and friendliness for everyone, and achieved remarkable achievements in the field of foreign trade. The role in promoting the development of the national economy is the rapid growth of foreign currency. China has become the world's largest trading country, the world's largest export trading country and the second largest import trading country.

2.1.Total export trade

Having high digital literacy has become an important factor in winning the job market. The research on the training mode of high-quality skilled talents is imperative. The government, schools and enterprises need to make the following responses in the training of high-quality skilled talents.

(1) Training objectives

The stimulation of digital economy to the digital transformation of various industry organizations may lead to the replacement of repetitive work by machines, equipment and automation systems. Similar to the work on the assembly line will be reduced, so we need talents to manage factories or maintain machines. Such talents emphasize that in addition to basic skills, they should also have advanced knowledge and skills such as communication and communication skills, information discrimination, analysis skills and innovative thinking skills.

(2) Cultivate ability

(a) Basic skills. Basic skills are a prerequisite for the development and application of higher skills.

① Master the basic knowledge of relevant laws and regulations, professional quality and professional skills.

② Learn digital skills related to yourself.

Digital ability skills mainly learn two aspects of knowledge and skills, namely, digital tool operation and digital media related knowledge and skills. The operational knowledge of digital tools involves consciously using digital tools in specific work, study and life, and learning to use digital equipment, related software, file storage and other operations; Digital media related knowledge and skills are related to the understanding of the use of network resources and the safe use.

(b) Advanced knowledge and skills.

① Communication and communication skills.

Through in-depth communication and cooperation on the social media platform, effectively communicate and understand the views of people from different cultural backgrounds, which is very important for the cooperation in the digital environment. This digital environment expands the virtual social network outside people's real environment, and can understand and communicate with each other from different angles, so as to achieve the success of communication.

② Information identification and analysis skills.

In the big data environment, the quantity and quality of all kinds of information are

huge, which requires information identification and analysis skills. Through accurate positioning and effective filtering, organize, analyze and evaluate information content to obtain useful information, which need to be integrated into personal digital information analysis ability.

③ Innovative thinking skills. Effectively discover and evaluate innovative thinking skills in professional and personal fields. All individuals should be able to use innovative thinking skills to effectively solve problems through digital tools and media used in learning and work.

④ "Technology + management" compound skills.

Digital economy should attach importance to the cultivation of "technology + management" compound skilled talents with experience, understanding of industry, understanding of market and overall vision. How will the digital market react, how long time it takes and the advanced nature of technology, and what the staff needs to do is to break the original boundaries, not only with professional and technical capabilities, but also understand the needs of the market, and understand the management of projects, product operations and so on.

(3) Cultivate the professional quality of the object

In vocational education, we should also pay attention to promoting the learning and improvement of digital ability by stimulating students' independent, independent and responsible attitude.

(a) Independent and independent attitude. Be able to independently find appropriate digital tools and media to obtain information from their own goals.

(b) Strong sense of responsibility. When using the data and information of others in the digital environment, we should consider the problems of moral quality, recognize the responsibility, establish a strong sense of social responsibility and have the courage to bear our own responsibility.

Five steps of enterprise digital talent team construction as following.

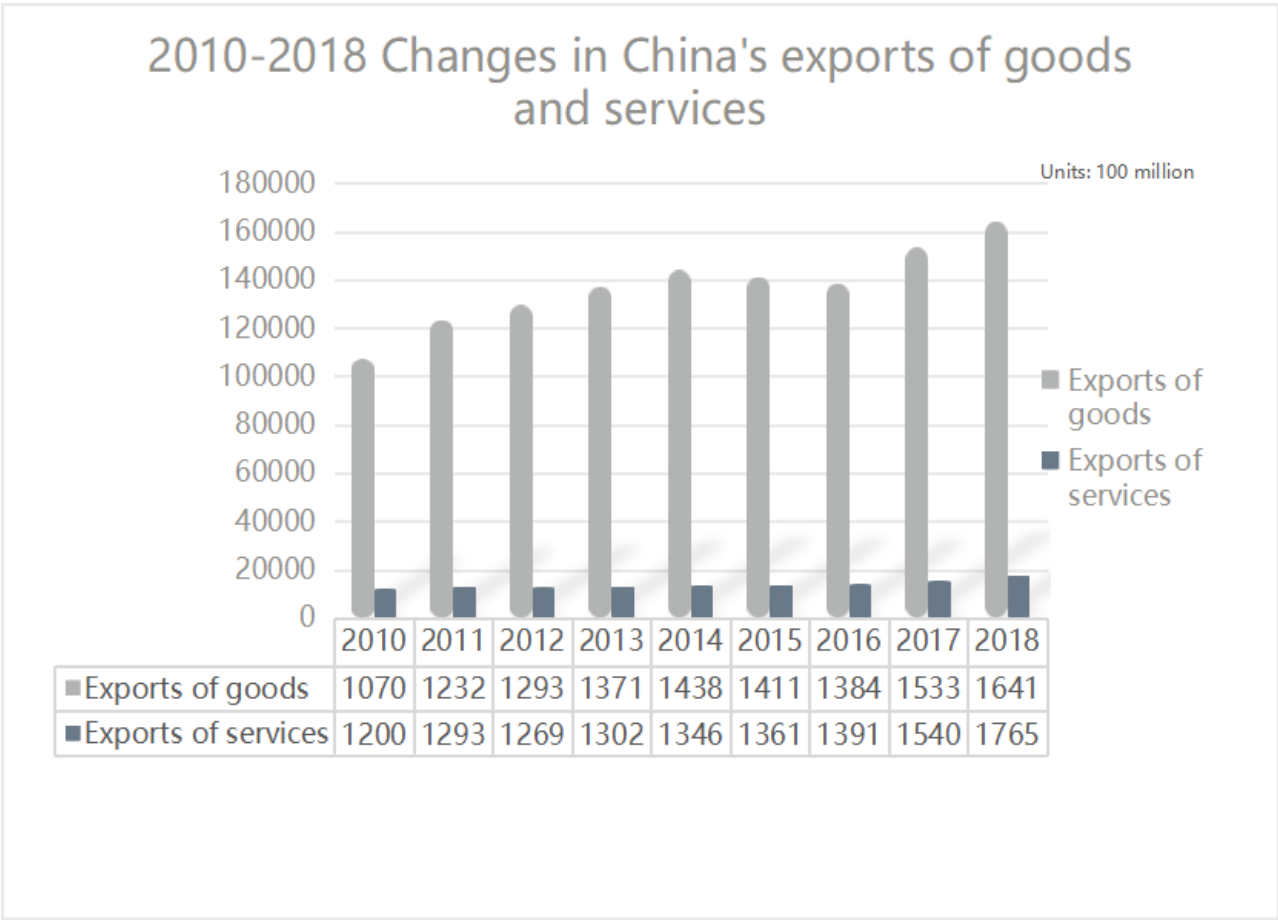


Figure 2.1 Changes in China's exports of goods and services from 2010 to 2018

Source: National Bureau of Statistics, Ministry of Commerce

As shown in Figure 2.1, China's exports of goods trade and services showed a steady development trend, with exports of goods declining slightly in 2015 and 2016 due to the

world economic situation. However, they reversed two consecutive years of decline in 2017. Facing the demand, strengthening the talent guarantee mechanism, creating a good ecological environment for talent development.

Talents should be "introduced" and "retained". There are many opportunities in the information age, which leads to the problem of brain drain in the process of transformation and development. Therefore, it is particularly important for enterprises to respect the law of talent development and create a good environment for talent growth. First of all, enterprises should establish a sound incentive mechanism, such as giving subsidies to high-level talents and providing life service guarantee for talents, so as to let talents innovate and create activities with ease, concentration and no worries. However, with the development of society and the improvement of people's living standards, in order to retain talents, we need to consider the needs of talents at a higher level, such as the needs of respect and self-worth realization. Especially for high-level knowledge-based and technical talents, the pleasure of work comes from the realization of their own value. Therefore, the incentive mechanism for high-level talents should comprehensively consider the model incentive, performance incentive, goal incentive, ideal incentive and other ways, so that they can obtain the sense of achievement, honor and pride of being recognized as self-worth and role models from the heart. Secondly, when building the talent team, enterprises should not only provide them with the material basis and conditions for innovation and entrepreneurship, but also have a fault-tolerant guarantee mechanism that includes failure and risk sharing. Enterprises should adhere to the principle of giving priority to the development of talents, try to set up a special fund for talent innovation and entrepreneurship, and implement the fault-tolerant exemption

policy. Thirdly, if enterprises want to retain talents, they should break the restrictions on the use of talents, get rid of the talent orientation of "only academic qualifications", stimulate the potential and creativity of talents to the maximum extent, match the ability with the position, and maximize the benefits of human resources. Finally, the society should create a good ecological environment for talent development, strengthen the propaganda of advanced models, establish a good academic atmosphere, promote the spirit of scientists, advocate truth-seeking and pragmatic, spread positive energy, build a high-quality corporate culture, and create a good atmosphere for talent development.

2.2.The mode of export trade

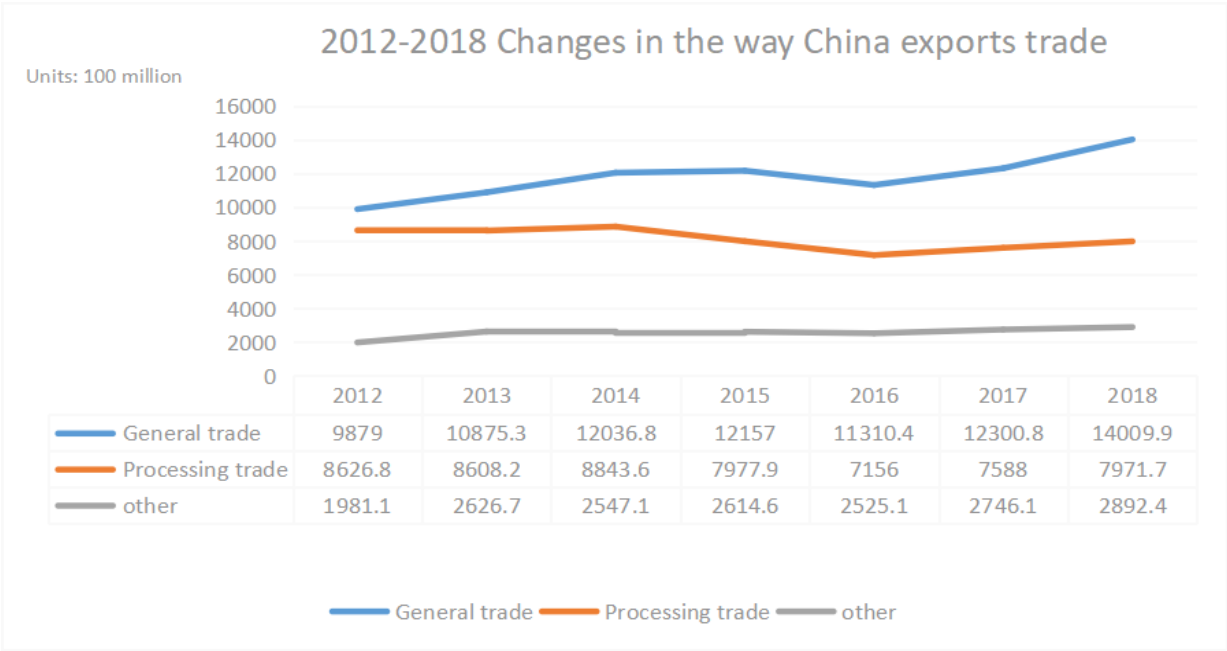


Figure 2.2 Chart of changes in the way China's export trade will change from 2012 to 2018

Source: Based on the relevant data published by the General Administration of Customs over the years

To explore the talent training methods and ways to adapt to the development of digital economy, first of all, we should study the current situation of talent demand in

the digital economy society through the investigation and interview of enterprises and the data collection and analysis of employment situation. Secondly, aiming at the current application of artificial intelligence, big data, Internet plus, Internet of things, cloud computing and block chain technology in digital economy, we analyze and study the knowledge and ability system of digital economy talents. Then, we should start from the government, enterprises and universities to explore the ways and means of talent training based on the development of digital economy.

Research on knowledge and capability system

At present, under the background of digital economy, artificial intelligence, big data, Internet plus, cloud computing, Internet of things, and Qu Kuailian technology have helped the digital economy, and have been widely applied in all walks of life. Its basic concepts, principle, development process, related terms and application scenarios are all knowledge that digital economic talents need to master. It plays an important role in the comprehensive quality of talents in digital economy. Understanding and mastering the basic concepts, development status, related technologies and applications in the fields of learning, work and life, such as artificial intelligence, big data, Internet plus, cloud computing, Internet of things, block chains, etc., can better meet the needs of digital economy and society, enhance work efficiency and user experience, and will be indispensable knowledge components of digital economy talents.

In addition, talents who can meet the needs of the development of digital economy should have the concept of data innovation and development, understand and master the basic methods and abilities of big data analysis and management, understand the new business model and enterprise management process based on digital economy, and be

familiar with artificial intelligence, big data and other application scenarios, Only in this way can we make greater contribution to the industrial upgrading based on digital economy.

2.3.Export commodity structure

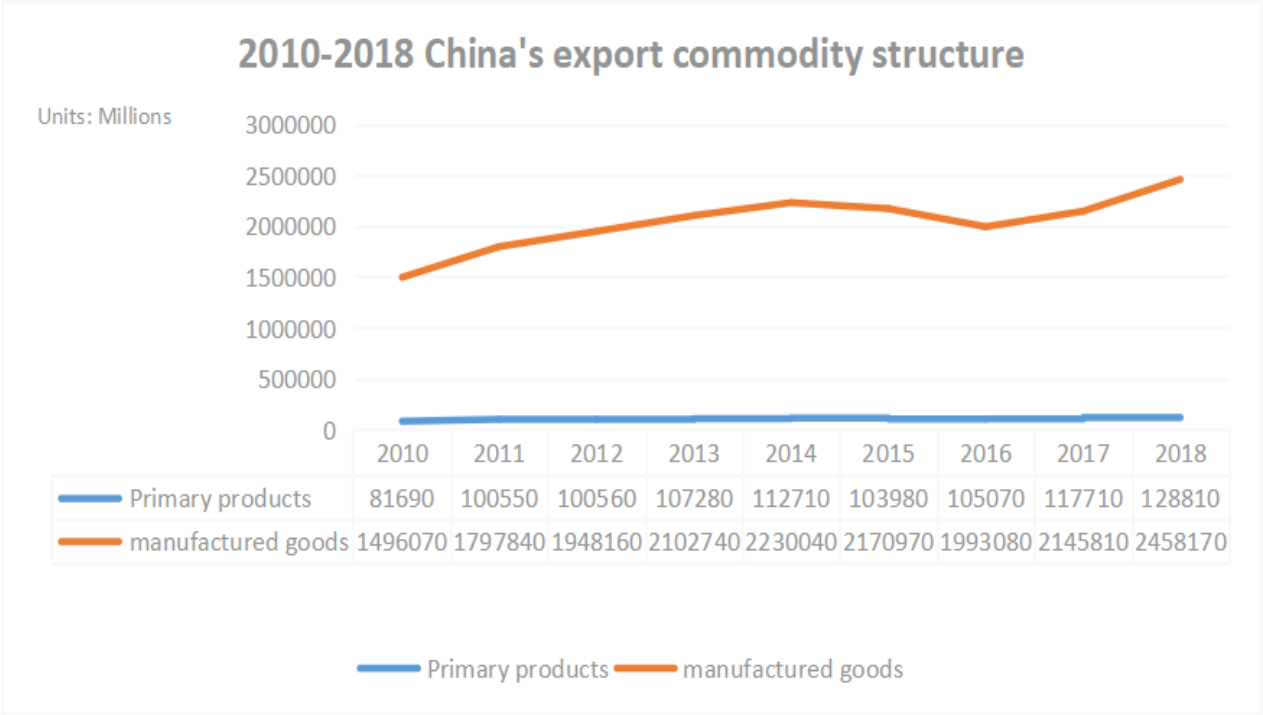


Figure 2.3 Chart of changes in the structure of China's export commodities from 2012 to 2018

Source: Based on the relevant data published by the General Administration of Customs over the years

Research on the training methods

In the digital economy talent training system, we should start from the government, enterprises and universities. The government should strengthen its efforts in policy, finance and basic education facilities, constantly improve the education and training system, and provide more and better training opportunities and ways. Enterprises should focus on providing sufficient support resources and sustainable development measures

for digital economy talents, create a positive and relaxed atmosphere, and encourage the improvement of talents.

For colleges and universities, first of all, we can try to improve teachers' knowledge and skills of digital economy. By letting teachers participate in training, learning, lectures and seminars of digital economy and related technologies, and through school enterprise cooperation projects, we can let teachers enter relevant enterprises to practice and improve teachers' digital economy literacy. At the student level, industry experts can be allowed to enter the campus, in the form of lectures and reports, so that students can understand the new situation, new situation and future development trend of digital economy, and cultivate students' digital economy literacy; Students' associations can be set up so that students who are interested in digital economy and related technologies can "form a group" to conduct research and discussion, so that they can have interest and direction in research; At the same time, the most important thing is to integrate the relevant knowledge of digital economy into the curriculum system. We can try to explore the general curriculum mode, reform the original public basic curriculum, integrate the knowledge and skills related to technology based on digital economy, such as artificial intelligence, big data, Internet plus, Internet of things, cloud computing, block chain, etc. It will be a good and feasible measure. In addition, it is necessary to establish ties with digital economy enterprises, let enterprises enter the campus, let teachers and students enter the enterprise, establish school enterprise cooperation projects, let colleges and universities deeply understand the specific needs of enterprises' digital economy talents, let enterprises participate in the talent training program and curriculum system of colleges and universities, so that college graduates

can deeply meet the needs of enterprises, It can alleviate the contradiction that college graduates are difficult to meet the requirements of employing enterprises and it is difficult for employing enterprises to recruit.

2.4.Export cross-border e-commerce

As the core element of digital economy, digital talents play an important role in the development of digital economy. Big data, robotics, artificial intelligence, virtual reality, science and technology finance and other cutting-edge disciplines have led to the strong rise of digital technology. Under the background of digital economy, the cultivation of scientific and technological innovation talents should conform to the development trend of digitalization, networking and intelligence, and cultivate talents with super innovation ability and innovative spirit through three major measures of "top-level design, industry university financial innovation and international cooperation" The ability of careful data thinking and analysis can lead the high-level scientific and technological innovation talents of digital economy, so as to promote the high-quality development of digital economy and digital trade“ Top level design, industry university innovation and international cooperation are described in detail as follows.

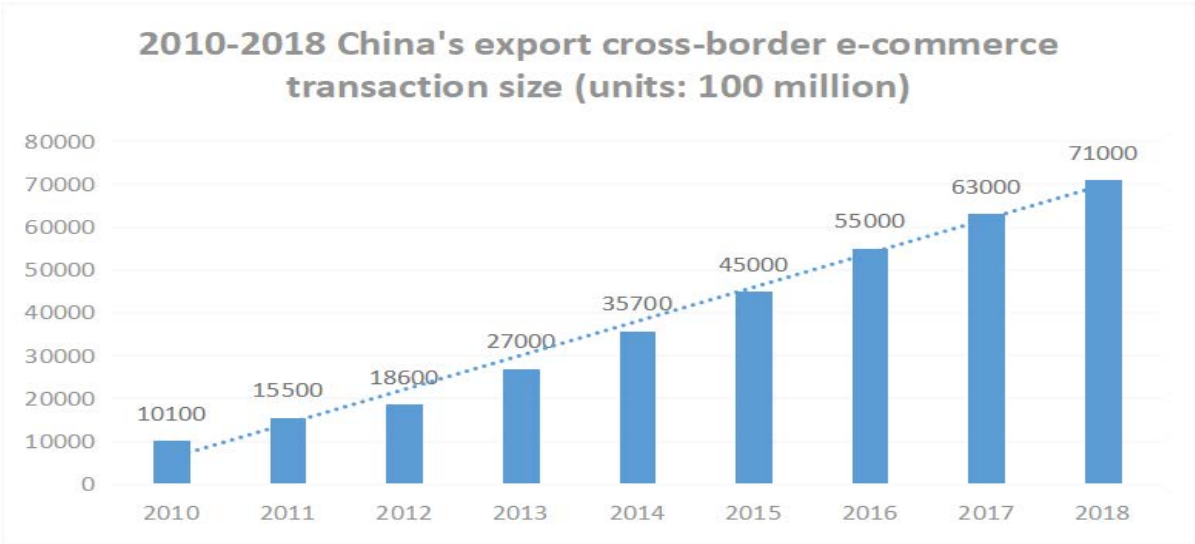


Figure 2.4 China's export cross-border e-commerce transaction size (in 100 million yuan)

Data source: E-commerce Research Center, China 2010-2018

As can be seen from Figure 2.4, from 2010 to 2018, china's export cross-border e-commerce transactions show a high-speed growth trend. In recent years, the world economy continues to be depressed, trade friction between China and other countries continues, China's foreign trade exports have been under more significant downward pressure, under the impetus of digital economic development strategy, cross-border e-commerce is for China to optimize the structure of export trade, promote the development of foreign exchange to inject new vitality. Finally, reshape the curriculum system and embed a new generation of digital economy technology. Promote the in-depth integration of digital economy with multi disciplines and multi majors, set up Digital Frontier courses such as introduction to big data, big data technology architecture and practice, artificial intelligence and machine learning, cloud computing and blockchain, and improve the ability of scientific and technological innovation talents to use new digital technologies; Through the emerging technologies such as "Internet plus", "Ai +", we will build a comprehensive, diversified and integrated science and technology curriculum system, providing frontiers of knowledge for the training of digital and technological innovation talents.

2.5. Conclusions

In order to better realize the stable and sustainable development of the digital economy of Belarus and China, it is necessary to strengthen the cultivation of high-quality talents, and form the theory, methods and tools of high-quality talents in the process of practice, We should improve and improve the theory and method tools to guide and support the cultivation of high-quality talents and improve the effect of talent cultivation. Therefore, the construction of theories, methods and tools for the cultivation of high-quality talents, especially innovative talents, is very important.

In Belarus and China, the next few decades will be not only a strategic opportunity to promote the development and prosperity of digital economy, but also a key period for the development of digital transformation.

At present, the basic part of the digital economy is showing a stable growth situation, with structural optimization. The speed of digital transformation of traditional industries is getting faster and faster, and the integration part has become the main engine of growth. However, China still faces many problems and bottlenecks in developing the digital economy. There are still many obstacles in the digital transformation. The core

technology and equipment are controlled by others. Digital talents can not meet the needs of the development of the digital economy. There is a shortage of digital talents. The original talent training mode has been challenged, and there is an urgent need to establish a new innovative talent training mode.

Under the digital economy, there are at least three types of talent demand: skilled talents, innovative talents and management talents.

3. Digitalization and its factual analysis of China's export trade.

Empirical Analysis of the Impact of Digital Economy Development on China's Export Trade

3.1. Sample selection

This article explores the impact of digital economy development on China's export trade by analyzing 30 Chinese provinces from 2000 to 2017 and dividing the 30 provinces into three parts: east, west, and central. The eastern region includes Beijing, Tianjin, Zhejiang, Jiangsu, Shanghai, Hebei, Liaoning, Shandong, Guangdong, Fujian, and Hainan. The central area comprises Shanxi, Hubei, Heilongjiang, Jilin, Hunan, Henan, Anhui, and Jiangxi. The western region includes Sichuan, Shaanxi, Yunnan, Ningxia, Guizhou, Qinghai, Inner Mongolia, Gansu, Chongqing, Guangxi, and Xinjiang.

Under the background of digital economy, in order to further promote the growth and development of innovative talents in China, on the one hand, the original training mode should be continuously improved, on the other hand, a "three-dimensional and diversified" innovative talent training mode should be constructed.

(1) The government implements the training mode of "endogenous + external introduction"

(a) Strengthen the top-level design and planning of the education system in economically underdeveloped areas.

At the policy level, the state should strengthen education and vocational training in underdeveloped areas, give financial subsidies to local governments and schools,

increase investment in education, expand the construction of basic education facilities, improve school teaching quality, improve the coverage and availability of high-quality educational resources, vigorously develop all kinds of Vocational and technical education, and gradually promote free vocational and technical education, We will provide special training for Internet plus, constantly improve the education and training system, and provide them with more and better educational opportunities and channels. Through school and vocational and technical education, master the skills of digital resource development and utilization, quickly convert their knowledge into productivity, jointly participate in the development of innovation and entrepreneurship projects, improve professional quality and innovation and entrepreneurship ability, and cultivate practical and innovative talents in line with the era of digital economy.

(b) Strengthen domestic regional and international cooperation in the cultivation of innovative talents.

At present, the distribution of innovative talents in China is unreasonable, showing a situation of strong in the East and weak in the West. Most provinces in Western China are extremely short of innovative talents, and lack of innovative resources and innovation power. Therefore, we should increase policy support for the western region, actively explore a new mode of cooperation in the western development to cultivate innovative talents, drive local economic development through innovation project cooperation and talent exchange, provide more innovation resources and development platform for innovative talents in the western region, and attract more excellent innovative talents.

Under the background of digital economy, innovative talent training mode should pay attention not only to domestic regional cooperation, but also to international

cooperation. The Internet connects the world as a whole and eliminates the distance in time and space. The emergence of big data technology, cloud computing and Internet of things technology further shortens the distance between China and other countries and provides a broader opportunity and vision for the cultivation of innovative talents in China. At present, local governments should rely on these platforms such as jointly developed scientific and technological innovation parks and industrial innovation bases, make full use of the exchanges and cooperation of various countries in financial capital and advanced technology, promote the cultivation and international transfer of innovative talents in China, and cultivate and introduce digital technology with broad international vision high quality innovative talents in line with the development needs of the digital economy era.

(2) Enterprises implement the "1 + 1 + n" innovative talent training mode

In this model, the first 1 is called "external 1", which is an expert representing the advanced level in the field of digital economy.

The second one is called "inner one", which represents the internal managers of the enterprise; N represents the team. Through this model, enterprises can let an external outstanding expert in the field of digital economy cultivate an internal excellent digital manager, and then cultivate an excellent team in the field of digital economy.

This mode of cultivating innovative talents in digital economy is not simply to introduce "airborne soldiers" from the outside, but to adopt a mode similar to "external mentors", because this mode does not allow external digital experts to replace internal personnel, but allows the two to cooperate, give full play to their respective advantages

and promote the integration of internal and external talents. External digital experts can bring new digital technology guidance and information to the enterprise, while insiders are familiar with the enterprise culture and operation mechanism, which can make the new talent training mode well integrated into the enterprise.

(a) Establish sustainable development strategy and fault tolerance mechanism.

If enterprises want to cultivate innovative talents, they can't be keen on short-term interests, because cultivating innovative talents requires continuous investment. If enterprises focus on short-term interests, they will not allow risk-taking behavior, let alone tolerate failure, so they can not ensure the sustainable development of enterprises. At the same time, in enterprises that pay attention to short-term interests, employees will not be encouraged to innovate. Employees' innovation may affect their time investment in their current work, and the work efficiency will inevitably be reduced, which will have a bad impact on the current interests of the enterprise. Moreover, cultivating innovative talents is not necessarily successful, and there will be risks. If they are not successful, they will cause losses in current interests, and the result is also not conducive to obtaining short-term interests. Therefore, enterprises must establish a sustainable development strategy, give sufficient resources to the innovative talent training team and support the innovative talent training activities.

In the process of cultivating innovative talents, enterprises should encourage digital economy experts and employees to dare to take risks and establish a fault-tolerant mechanism. No matter whether the innovation is successful or not, their behavior of daring to innovate and taking risks should be rewarded to a certain extent, and the reward is not only for the innovative achievements. Only in such an environment that encourages

innovation can we stimulate employees' practical creativity to the greatest extent. We should correctly look at the mistakes and failures in the training of innovative talents. They may cause economic losses, but if we can learn from the failures, we can avoid the recurrence of similar mistakes and ensure success next time.

(b) Catfish mechanism and mutual selection mechanism of officers and soldiers.

In the process of cultivating innovative talents, enterprises should not only provide innovative resources and establish fault-tolerant mechanism, but also give them some pressure, because everyone has inertia, especially when people lack external supervision, inertia will grow madly. Therefore, enterprises should combine the "catfish mechanism" with the "mutual selection of officers and soldiers", and put some competitive individuals into the innovative talent training team to accelerate the competition of team members and stimulate the morale of the team, so as to improve the overall innovation vitality of the team, whether external digital economy experts or internal employees, As long as you feel that your ability is not enough, you can replace it at any time and choose your own suitable leader and team. By creating a fair competition and positive atmosphere and combining external supervision with self-supervision, we can maintain the passion and innovation vitality of the whole innovative talent training team and improve the probability of successful innovative talent training.

(3) Colleges and universities implement the "integration" of industry, university and research to cultivate innovative talents

In the Internet era, the boundary is becoming more and more blurred. Enterprises, universities and scientific research institutes should be closely connected to form a whole

to effectively promote the integration of industry, University and research. In the government report of the two sessions in March 2018, Premier Li Keqiang proposed that in the digital economy era, "enterprises are encouraged to take the lead in implementing major science and technology projects, support scientific research institutes, universities and enterprises to integrate innovation, and accelerate the transformation and application of innovation achievements." in the executive meeting of the State Council in April 2018, Premier Li Keqiang further pointed out "It is decided to implement individual income tax preference for cash rewards obtained from the transformation of job-related scientific and technological achievements, so as to make innovative achievements better serve development and people's livelihood". Cultivating various innovative talents is always the first scientific research achievement of colleges and universities. We should actively promote the "integration" innovation of industry, University and research, comprehensively accelerate the transformation and application of digital technological innovation achievements and the cultivation of "mass entrepreneurship and innovation" talents in digital economy.

The first is "integration", that is, integration, which eliminates the "separation" phenomenon among enterprises, universities and scientific research institutes, so that they can integrate and develop. "Integration" is the concept of "collaboration", which is usually reflected in how enterprises, universities and scientific research institutes achieve collaboration in some specific digital projects or digital industries. The second is "communication", that is, "unimpeded". In reality, the complete integration of different institutions is feasible because they have different missions, goals and tasks. For example, enterprises do industrialization, universities do basic research, and scientific research

institutes basically do application research or technical research. Therefore, the key to realizing the process from digital technology to digital industrialization is to "connect".

In the past, "integrated innovation" and "collaborative innovation" often refer to taking technological innovation as the main body to realize the industrialization of technology from laboratory. Now, with the development of society to a new era, relying solely on technology itself to solve the obstacles has entered the "bottleneck". The integration innovation in the digital economy era is different from the integration innovation and collaborative innovation in the past. It requires to promote and realize the combination of things and people. Therefore, colleges and universities urgently need to cooperate with multiple institutions (such as enterprises, governments, scientific research institutes, etc.) to jointly build a variety of new models to support the "integration innovation" training of talents, and run schools in a network thinking and open platform way, So as to establish an open digital economy innovation talent training ecosystem.

(a) Build a platform and operation mechanism for financing innovative talents

To realize the accommodation of the cultivation of innovative talents in the digital economy, first of all, colleges and universities should cultivate excellent digital talents as much as possible and integrate with the outside. At the same time, professional digital industry management teams or excellent digital technology managers should be introduced from the outside (they are not completely recruited into the school, but run the school together with them, such as MBA special tutors) To integrate with colleges and universities. Secondly, digital scientific research and digital teaching should be able to integrate, build colleges and universities into human resources platforms for digital economy enterprises, and give preferential policies to enterprises that establish their own

innovative talent training centers in the college. For example, the professional degree and scientific degree education implemented by many colleges and universities now better promotes the combination of theory and practice. Finally, the integration of innovative talents in scientific research encourages enterprises and universities to jointly participate in the cultivation of innovative talents in digital economy. In this way, the digital technology innovative talents cultivated by universities are more in line with the needs of the development of digital economy and society, and cultivate the innovative talents needed in the new era.

(b) Integration of knowledge and thought

The innovation of knowledge reflects the integration of knowledge. It requires teachers to always pay attention to and teach in combination with the actual social situation. When doing research, they should take root in Chinese latest practice, write high-level papers and write them on the land of the motherland, so that the knowledge we create can "stand on the top of the sky" and realize the integration and achievement transformation. For example, in recent years, the school of management of Zhejiang University has continuously promoted cooperation and dialogue with enterprises that can lead the development trend of digital industry in the future, and established a series of digital joint research centers. The purpose is to take root in Chinese latest practice for research, and explore Chinese own digital economy innovative talent training mode through integration and innovation with leading enterprises in the field of digital economy. Colleges and universities are not only the cradle of cultivating innovative talents in the digital economy, but also the think tank and think tank leading social development. In order to meet the needs of the development of digital economy, we

should build the digital technology research platform of colleges and universities into a think tank platform, and constantly transform the digital innovation research results into practical ideas and methods. At the same time, we should also regularly hold a series of branded digital economy high-end forums and high-end international conferences. Through these forums or international conferences, we can better communicate and cooperate, so as to obtain more new innovative ideas and inject more fresh blood into the cultivation of innovative talents in digital economy.

3.2. Model Construction

Currently, international research on the digital economy is still in the mapping stage. There is no unified opinion on the measurement index of digital economy development. According to the theoretical analysis of digital economy development in the previous paper, this paper will explore Internet users, Internet infrastructure, and government support, and the model is set as follows.

$$EXP_{pt} = \alpha + \beta_1 IAR_{pt} + \beta_2 InYM_{pt} + \beta_3 GOV_{pt} + \beta_4 IPP_{pt} + \beta_5 InPGDP_{pt} + \beta_6 OPEN_{pt} + reg_p + year_t + u_{pt}$$

Where P represents different provinces (regions), t represents additional years, EXP represents the total export trade of the area, IAP represents the Internet penetration rate, YM represents the number of local CN domain names, GOV represents the share of science and technology expenditures in local fiscal costs, IPP represents the level of intellectual property protection, OPEN represents the trade openness of the region, and PGDP represents the per capita gross product. reg_p denotes the fixed effect on provinces and $year_t$ indicates the fixed effect on years, u_{pt} random interference terms.

3.3. Description of variables

The transition to digital manufacturing and e-commerce involves the reuse of asset and acquisition management (SCM) as a supply chain management tool and to determine the focus of changes that should occur under the influence of changes. Considering the changes that are already caused by IT technologies - changes in the structure of the company, the boundaries of the company/sector/industry, the set of core competencies, business models and business strategies, and then in electronic form (i.e. -ScM) these facts reveal the strategic meaning of integrating business processes into a single digital financial infrastructure.

It is necessary to develop a set of new technologies used in e-SCM, including RFID, mobile applications, big data, cloud services, Internet of Things, blockchain, 3D printing and other digital technologies, as well as supply chain innovations and Analytical tools. Solutions and technologies for optimizing automation processes and increasing efficiency. The world's largest consultants and software integrators also note a significant increase in the use of new digital technologies, which will largely determine the development of logistics and SRM in the future. Future.

Analysis of the report on trends in the development of equipment and DRM until 2030 for consulting, analytical and large IT companies reveals the following global trends that emphasize the importance of research in the field of digital development of logistics and DRM. :

Big data combined with automation technologies: Blockchain, IoT, AR/VR, ML, AI will be used to improve logistics efficiency. Using big data will change logistics analysis. The role of predictive and predictive analysis will increase.

Cloud services will support flexible and dynamic delivery (Agile).

- The transport robot market will cover 2020 and beyond.

More and more companies will find their own digital technology solutions for last-mile logistics.

The problems with autonomous delivery (self-driving cars) will become clearer.

- The Internet of Things will expand the delivery service.
- Logistics service providers will increase the popularity of mobile applications.

Chatbots and robots will be used to manage most delivery operations.

- Logistics security and cybersecurity will be the top priorities in the field of logistics technologies.

Large-scale digitalization, which ultimately affects not only all sectors of the country's economy, but also the social sphere, requires a certain understanding of the basics of how to create an appropriate "framework" (application platform) using a systematic approach. to the problem of digital transformation. In most sectors of the world economy, the main digital technologies defining the continuum of the digital environment of e-SCM are BigData (big data analytics), IoT (Internet of Things), Blockchain technology (distributed registry systems), CloudServices (cloud services). Services, Artificial Intelligence (ArtificialIntelligence), Augmented/VirtualReality (Augmented/Virtual Reality), MachineLearning (machine learning).

What is happening today with the digital transformation of individual processes/operations, business units, enterprises, organizations and supply chains in general in industry, trade, and the service sector, can not be called anything else than "digital chaos".

The process of digital transformation of the supply chain should include various design solutions related to the formation of the structure of the communication network (multiparty network), especially using blockchain technology, an integrated supply chain planning system, an ecosystem of digital twins, as well as in the control room (SupplyChainControlTower). Table 3.1 presents the logistics world trend radar, in which social and technological trends are grouped by levels and presented. At present, the basic part of the digital economy is showing a stable growth situation, with structural optimization. The speed of digital transformation of traditional industries is getting faster and faster, and the integration part has become the main engine of growth. However, China still faces many problems and bottlenecks in developing the digital economy. There are still many obstacles in the digital transformation. The core technology and equipment are controlled by others. Digital talents can not meet the needs of the development of the digital economy. There is a shortage of digital talents. The original talent training mode has been challenged, and there is an urgent need to establish a new innovative talent training mode.

Under the digital economy, there are at least three types of talent demand: skilled talents, innovative talents and management talents.

Descriptive statistics of each variable

For the explanatory variables, the maximum value of total export trade is 42043.95. The minimum value is 9.2736, indicating that there is still a particular gap in the level of export trade among Chinese provinces; for the explanatory variables, the maximum and minimum values of Internet penetration rate are 0.78 and 0.0051064, respectively. The total value of the number of Internet sites is 777464, and the minimum

value is 133. The maximum value of the percentage of science and technology expenditure is 0.0721085. The minimum value is 0.0000105, indicating that the policy support provided by the government for technological innovation varies significantly between regions; the maximum value of the level of intellectual property protection is 0.4744843, indicating that the protection of intellectual property in some provinces is still inadequate. The top-level of intellectual property protection is 0.4744843, meaning that some areas are still not well protected.

Let's look at the example of a small dental clinic, which approach to choose.

The dental clinic has been operating on the market for five years. For the last three years, its profit has been steadily growing by 5%.

The clinic has 10 dental chairs.

In 2020, the clinic took out a bank loan to purchase premises in the city center. The room is located in a passageway, not far from the metro.

In this case, it makes sense to evaluate the value of the business using all three approaches: cost-based, profitable and comparative. Expensive, because the clinic has a lot of expensive property — a building, equipment. Profitable, because its profit is steadily growing and it has a good forecast: a favorable location. Comparative, because there is information on the market about the sale of similar companies with which you can compare the clinic.

In order to better realize the stable and sustainable development of the digital economy of Belarus and China, it is necessary to strengthen the cultivation of highquality talents, and form the theory, methods and tools of high-quality talents in the process of practice, We should improve and improve the theory and method tools to

guide and support the cultivation of high-quality talents and improve the effect of talent cultivation. Therefore, the construction of theories, methods and tools for the cultivation of high-quality talents, especially innovative talents, is very important. In Belarus and China, the next few decades will be not only a strategic opportunity to promote the development and prosperity of digital economy, but also a key period for the development of digital transformation. At present, the basic part of the digital economy is showing a stable growth situation, with structural optimization. The speed of digital transformation of traditional industries is getting faster and faster, and the integration part has become the main engine of growth. However, China still faces many problems and bottlenecks in developing the digital economy. There are still many obstacles in the digital transformation. The core technology and equipment are controlled by others. Digital talents can not meet the needs of the development of the digital economy. There is a shortage of digital talents. The original talent training mode has been challenged, and there is an urgent need to establish a new innovative talent training mode. Under the digital economy, there are at least three types of talent demand: skilled talents, innovative talents and management talents.

It happens that not all methods are suitable. This calculation will be less accurate, because it will not be possible to compare the data.

3.4. Analysis of empirical results

To ensure the validity of the subsequent empirical results, we use calculating the variance inflation factor to measure the degree of multicollinearity of the regression model. After calculation, the mean VIF value of the model is less than 10. According to

the judgment criterion proposed by Hair (1995), when $0 < \text{VIF} < 10$, it can be considered that there is no multicollinearity. Therefore, the empirical model in this paper passes the multicollinearity test.

(1) Improve the guarantee mechanism

Under the background of the development of digital economy, the cultivation of innovative talents often needs to first have an ideal guarantee mechanism, strive to create more ideal conditions for the cultivation of innovative talents, and ensure the orderly implementation of all work. For example, the training needs of innovative talents in the digital economy need to be clarified in advance. With the help of the digital economy development expert committee, the demand for innovative talents faced by the current and future digital economy development needs to be analyzed in detail, so as to provide reference for the corresponding training modes and objectives of innovative talents, Avoid serious hidden dangers in the cultivation of innovative talents. In addition, in the training of innovative talents in digital economy, it is often necessary to build an ideal development mechanism for corresponding talents. For example, the evaluation criteria for corresponding professional titles need to be clarified, which can promote relevant innovative talents to have a clearer direction in the development. Of course, in order to better maintain the orderly operation of innovative talent training mode under the background of digital economy, it is often necessary to focus on the vigorous investment of funds to ensure that relevant work can have sufficient financial support and avoid affecting the follow-up work due to limitations in this regard.

(2) Strengthen regional integration

In the context of the future development of digital economy, in order to promote the training of innovative talents with stronger effectiveness, we often need to pay attention to the development level of different regions at the present stage, strive to strengthen the integration between various regions, and finally realize the effective training of innovative talents in digital economy with the help of mutual cooperation and complementarity. In the future, the cultivation of innovative talents in digital economy should be committed to promoting the balanced development of various regions, so as to achieve the effective satisfaction of the number of innovative talents in digital economy to the greatest extent. At present, there are obvious regional differences and urban-rural differences in the development of Chinese digital economy. This difference is also obvious in the aspect of innovative talents, which should become an important focus of talent training in the future. For example, the Yangtze River Delta and other regions with relatively developed digital economy and a large number of innovative talents must be relatively mature in the training mechanism of innovative talents and have richer experience. In this way, the advanced experience and advanced training mode of these regions can be used as a template to promote in other regions of the country and strengthen mutual integration, Finally, realize the common development of innovative talents in digital economy in all regions of the country.

(3) Continuously improve the training level

With the continuous development of Chinese digital economy, its requirements for innovative talents are not only expressed in quantity, but also put forward higher requirements in the quality and quality of innovative talents. Therefore, it is necessary to

continuously improve the training level of innovative talents in digital economy, which is in line with the current development trend of digital economy. From the perspective of colleges and universities, we should strive to build high-level professional schools in the future, pay attention to the reasonable setting of professional disciplines of digital economy, promote them to be based on the digital economy, realize the effective training of innovative talents, and avoid the lack and lag of colleges and universities in education, which will affect the development level of corresponding talents. In addition, for various scientific research institutes, they need to improve their own level. They not only need to have high scientific research ability, but also need to use the old to bring the new and collaborative research to finally improve the comprehensive ability of innovative talents in digital economy.

(4) Create a high-level platform for cultivating innovative talents in digital economy

In order to enable the talents trained by schools and scientific research institutes to integrate into social development in time, on the one hand, we should build a high-level school, which can further adjust and optimize the structure of some disciplines and majors in Colleges and universities, especially digital disciplines, focus on the construction of digital disciplines with advantages and characteristics, and enhance the training of digital professionals. Support the construction of a national "double first-class" University, create a domestic high-level university of digital disciplines, publicly recruit heads of digital disciplines and departments around the world, speed up the construction of a university leadership operation mechanism in line with international

standards, and enhance the strength of university leadership team.

On the other hand, we should establish high-quality scientific research institutes, encourage and support the establishment of a digital economy innovative talent research institute integrating military and civilian, actively promote the transformation of scientific and technological achievements of military innovative talents, deepen the construction of a digital economy innovative talent management pilot area, accelerate the formation of an internationally competitive digital economy "mass entrepreneurship and innovation" Talent Gathering and talent incentive mechanism, and accelerate the development of innovative developers Construction of talent teams such as makers. At the same time, the purpose of building high-level scientific research institutes in central cities, such as the West Lake Higher Research Institute (now renamed West Lake University) and Zhijiang laboratory in Hangzhou, is to create a world-class research university and scientific research institutes, strive to create a national laboratory, strive to become an innovation base with a world-leading level, and strive to create innovative talents, innovative elements Innovation ability and other aspects are at the leading level in China, and jointly promote the construction and operation of digital economy innovation talent platform.

(5) Strengthen the construction of innovative talent team of entrepreneurs in digital economy

Organize leading entrepreneurs of digital economy industry to study and investigate abroad, conduct docking cooperation with foreign enterprises with rich experience in digital economy, establish digital economy entrepreneur strategy consultation meeting,

carry out digital economy entrepreneur inheritance action, and use their experience to cultivate more excellent digital economy innovation talents. Encourage and support leading digital economy enterprises to integrate digital technology, digital market and digital innovation talents, optimize the overall layout of digital economy innovation talents, establish more digital economy innovation talent incubators, and improve the ability of entrepreneurs in operation, management and training innovative talents in the digital economy era by means of learning by doing and interactive learning, Create a good atmosphere for enterprises to cultivate innovative talents and encourage employees to innovate.

In order to develop and expand the innovative talent team of entrepreneurs in the digital economy, we should comprehensively use tools such as digital industry fund and government procurement to provide corresponding support services in the application of innovative talent training projects in the digital economy, the construction of innovative talent team and the docking of digital economy industries, and establish an effective evaluation mechanism for innovative talents of entrepreneurs, Encourage and recommend those excellent digital entrepreneurs to work part-time in Colleges and universities and scientific research institutes.

In the digital economy, with the integration of new technologies such as big data and cloud computing, Chinese economy is in a new stage of transformation from the demand side to the supply side. The focus of economic development brought by the reform has also shifted from the consumption field to the production field. The importance of talents in the field of artificial intelligence that cannot be replaced by technology is becoming more and more prominent. It will be difficult to find "technology + management" talents. The structural shortage of high-quality talents in the labor market has become the core bottleneck restricting the development of many Chinese enterprises. China is also facing

a structural talent imbalance - the "overcapacity" of middle and low-end talents, while the "insufficient supply" of professional skilled talents, innovative technical talents and middle and high-end talents highlights the strong demand for high-level and scarce digital talents and cross-border professional talents. The connection between traditional occupations and the Internet must be the foundation of the digital economy, especially the manufacturing industry is the main battlefield of the digital economy in the future. To adapt to the development of digital economy, we need not only technical research talents, but also high-quality skilled talents who apply technology to practice.

Having high digital literacy has become an important factor in winning the job market. The research on the training mode of high-quality skilled talents is imperative. The government, schools and enterprises need to make the following responses in the training of high-quality skilled talents.

Training objectives

The stimulation of digital economy to the digital transformation of various industry organizations may lead to the replacement of repetitive work by machines, equipment and automation systems. Similar to the work on the assembly line will be reduced, so we need talents to manage factories or maintain machines. Such talents emphasize that in addition to basic skills, they should also have advanced knowledge and skills such as communication and communication skills, information discrimination, analysis skills and innovative thinking skills.

Cultivate ability

(a) Basic skills. Basic skills are a prerequisite for the development and application of higher skills.

① Master the basic knowledge of relevant laws and regulations, professional quality and professional skills.

② Learn digital skills related to yourself.

Digital ability skills mainly learn two aspects of knowledge and skills, namely, digital tool operation and digital media related knowledge and skills. The operational knowledge of digital tools involves consciously using digital tools in specific work, study and life, and learning to use digital equipment, related software, file storage and other operations; Digital media related knowledge and skills are related to the understanding of

the use of network resources and the safe use.

Advanced knowledge and skills.

Communication and communication skills.

Through in-depth communication and cooperation on the social media platform, effectively communicate and understand the views of people from different cultural backgrounds, which is very important for the cooperation in the digital environment. This digital environment expands the virtual social network outside people's real environment, and can understand and communicate with each other from different angles, so as to achieve the success of communication.

Information identification and analysis skills.

In the big data environment, the quantity and quality of all kinds of information are huge, which requires information identification and analysis skills. Through accurate positioning and effective filtering, organize, analyze and evaluate information content to obtain useful information, which need to be integrated into personal digital information analysis ability.

Innovative thinking skills. Effectively discover and evaluate innovative thinking skills in professional and personal fields. All individuals should be able to use innovative thinking skills to effectively solve problems through digital tools and media used in learning and work.

"Technology + management" compound skills.

Digital economy should attach importance to the cultivation of "technology + management" compound skilled talents with experience, understanding of industry, understanding of market and overall vision. How will the digital market react, how long time it takes and the advanced nature of technology, and what the staff needs to do is to break the original boundaries, not only with professional and technical capabilities, but also understand the needs of the market, and understand the management of projects, product operations and so on.

Cultivate the professional quality of the object

In vocational education, we should also pay attention to promoting the learning and improvement of digital ability by stimulating students' independent, independent and responsible attitude.

(a) Independent and independent attitude. Be able to independently find appropriate digital tools and media to obtain information from their own goals.

(b) Strong sense of responsibility. When using the data and information of others in the digital environment, we should consider the problems of moral quality, recognize the responsibility, establish a strong sense of social responsibility and have the courage to bear our own responsibility.

3.5. Robustness test

The concept of "big data" was first proposed in 1980 by the famous American predictor Alvin Toffler, who in his book "The Third Wave" called Big Data "the musical rhythm of the third wave." In September 2008, an article "Big Data: Science in the Petabyte Era" was published in the journal Nature, and the term "big data" began to spread. After rapid growth in recent years, the world has been overwhelmed by a wave of big data.

Global data production in the world is divided into five main regions, namely China, USA, EMEA (Europe, Middle East, Africa), APJxC (Japan and Asia Pacific) and other regions.

By 2025, China's data growth is expected to reach 48.6 ZB, or 27.8% of the global volume, making it the largest data circle in the country. According to the data published in the IDC White Paper, statistical indicators from various countries and regions of the world indicate a large growth trend. In the future, China will become the world's largest data producer and a leader in the data market.

Western developed countries, such as Europe and America, are more likely to explore the use of big data-based technologies. 3PL suppliers are at the forefront of logistics digitalization and digital transformation of supply chains in the world.

According to the regression results of the model after replacing the variables, the

directionality and significance of the core explanatory variables in the original base model did not change significantly, indicating the robustness of the regression results in the original base model.

4. Conclusions

Project management requires the creation of an integrated information system, since the project management process involves the exchange of information at different levels of management.

Information systems also include means and technologies for collecting, storing, processing and distributing information obtained as a result of project management for all functions of the management process and in the interests of all project participants according to their capabilities and responsibilities.

Digitalization of the logistics industry is a matter of competition between companies operating in this market, therefore, the support of technology development by all counterparties in this market benefits all companies participating in the market.

The main differences between project management information systems from others, for example. Corporate information systems are basically corporate information systems designed to support individual actions. Such systems were developed by corporate divisions. When the project management information system collects data from many departments and organizations related to a specific project.

The information system should provide data collection and processing for decision-making regarding goals, priorities, strategic planning and approval of project financing, achievement of control points, mediation and approval of final project results.

In order to plan and monitor the progress of the project, as well as to provide

decision makers with the necessary and adequate information, the project information model should be updated and maintained. They should also provide and support the planning of work packages, the organization and control of the execution of work, the analysis and progress of the project, as well as the management of the closure of the project.

The innovation of knowledge reflects the integration of knowledge. It requires teachers to always pay attention to and teach in combination with the actual social situation. When doing research, they should take root in Chinese latest practice, write high-level papers and write them on the land of the motherland, so that the knowledge we create can "stand on the top of the sky" and realize the integration and achievement transformation. For example, in recent years, the school of management of Zhejiang University has continuously promoted cooperation and dialogue with enterprises that can lead the development trend of digital industry in the future, and established a series of digital joint research centers. The purpose is to take root in Chinese latest practice for research, and explore Chinese own digital economy innovative talent training mode through integration and innovation with leading enterprises in the field of digital economy. Colleges and universities are not only the cradle of cultivating innovative talents in the digital economy, but also the think tank and think tank leading social development. In order to meet the needs of the development of digital economy, we should build the digital technology research platform of colleges and universities into a think tank platform, and constantly transform the digital innovation research results into practical ideas and methods. At the same time, we should also regularly hold a series of branded digital economy high-end forums and high-end international conferences. Through these forums or international conferences, we can better communicate and cooperate, so as to obtain more new innovative ideas and inject more fresh blood into the cultivation of innovative talents in digital economy.

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