

Internet Economy and Real Economy: Integration and Development in the Global Economic Landscape

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Abstract: In the context of the accelerating evolution of the global economic pattern and the booming development of the Internet economy, exploring the relationship between the real economy and the Internet economy is of great necessity. The global economic structure is being reshaped, and the proportion of these two economies in the global economic system is constantly changing. Developed and developing countries have different development strategies for them, so it is crucial to analyze their status and development paths. This article reviews from three aspects. First, it elaborates on the concept, scope, importance, and limitations of the real economy. Second, it analyzes the forms, advantages, and risks of the Internet economy. Finally, it explores the development direction of their integration, such as how they can mutually promote each other. The significance of this review lies in helping countries accurately understand economic trends. It enables them to optimize resource allocation, formulate relevant policies, and enhance their core competitiveness in the global economic competition, thereby promoting high - quality and sustainable economic development.

Keywords: Real economy, Internet economy, Economy integration, The trend of economy developing.

1. Introduction

At a time when the global economic pattern is accelerating its evolution, the tide of the times is reshaping the world economic map with unprecedented impact. The internet economy is a new star rising sharply and rapidly in the 21st century. The speed of its development and the wide scope of its influence have profoundly reshaped the trajectory of economic development. When analyzing the global economic system in depth, one will find that the proportion of the Internet economy and the real economy is in a continuous dynamic change.

The developed country, who rely on its long-term accumulation of advanced technology and perfect infrastructure, actively explores and innovates in the field of Internet economy. They use their technology abundantly to progress in many areas such as digital science, e-commerce and artificial intelligence (AI). They see the internet economy as an engine to push their national economy to a high level.

Developing countries, on the other hand, have a trade-off between the development strategies of the real economy and the Internet economy based on their own industrial base and development needs. Developing countries clearly recognize that the real economy serves as the bedrock of the national economy, closely tied to employment and people's livelihoods. Thus, it is essential to constantly

reinforce and enhance the real economy. At the same time, they are acutely aware of the immense opportunities presented by the Internet economy. Therefore, they are actively exploring development models tailored to their own national circumstances, aiming to achieve a leap - frog development in this digital wave.

Exploring the internet economy and the real economy's status and the development path in the global economy is propitious to grasp the trend of the economy progressing accurately and have a significant meaning in setting relevant policies. This will not only help countries optimize resource allocation and promote sustainable economic development but also find their own position in the global economic competition and enhance their core competitiveness.

2. Real Economy

The real economy covers the production activities of traditional industries, is the core area of material and wealth production and exchange, and directly affects the construction of the material foundation of society and is the foundation of economic operation. In today's society, the real economy occupies a dominant position, which is directly related to the lifeblood of the country and the lives of the people, and is an indispensable part of economic development [1].

In daily life, the real economy usually appears in the form of currency and goods exchange, such as supermarkets, restaurants, clothing stores and other retail industries, the catering industry through its own channels to mark the corresponding price directly through the sales channel to consumers, to achieve the circulation of goods and material exchange. In the process of these value exchanges, there are salesmen or waiters to assist, so the real economy also includes the service industry. Taking the catering industry as an example, the ingredients are purchased by the restaurant in the form of agriculture and animal husbandry sales, and transported to the back kitchen of the restaurant through the transportation industry, and the chef is responsible for the process of cooking in the restaurant, the chef is responsible for the production of meals, and the waiter sometimes starts in the back kitchen, which also promotes the production of products and effectively promotes the development of the real economy. From this example, the real economy can be a material exchange, which meets people's needs for materials and greatly improves the quality and convenience of people's lives [2].

The real economy can also meet people's spiritual needs. For example, in video game stores, photo studios, movie theaters, tourist centers, etc., in these industries, people cannot buy physical objects with money, but an experience. For example, people in the cinema can buy a movie experience by buying tickets to watch a movie, or pay a sum of money to the tour guide to greatly improve the travel experience, etc., although people do not use money to trade for actual materials, but get a service, so the service industry is also a part of the real economy [3].

At the national level, the real economy is also very important, such as manufacturing, aerospace industry and other national core technologies or key resource-related industries. Taking the manufacturing industry as an example, it is not only the daily necessities of the people, but also the foundation of the country's core industry. For example, aerospace, marine engineering, energy extraction, etc., all require the manufacturing industry to master high-precision technology and a complete industrial chain. Countries with strong manufacturing industries can study relevant industrial chain technologies on their own, reduce the impact of external factors on the country's overall economy through self-sufficient industrial production, and ensure the smooth operation of the economy[4].

In terms of transactions, the real economy forms transactions through direct traditional paper money or electronic payment, so that consumers and producers can more intuitively experience the actual exchange or service between money and matter. Similarly, the real economy provides jobs for a large number of laborers, maintains social stability and sustainable development, and is the key core force to promote economic growth. It alleviates the economic pressure and burden of the society, and

at the same time ensures people's livelihood, so that workers of different levels can get employment opportunities. At the same time, the real economy also has a variety of means such as market supervision to strictly control the industry, and there is also a complete after-sales process for services, which can better protect the rights and interests of consumers.

However, the industrial structure of the real economy is relatively simple, and there are still certain limitations in a diversified society, and it is always faced with technology-related problems and market difficulties that still need to be solved. Secondly, in terms of population employment, the economy of various industries tends to be saturated, and with the increase in population, jobs are also tight, so most people have employment problems, which affects the economic source and income of the labor force, which will also promote people's desire to consume and slow down the economic cycle. Secondly, the real economy in the face of a large-scale financial crisis the ability to maintain value is weak, from the 20s milk depreciation to today's housing prices depreciation, can be seen the real economy weakness and price inflation. Moreover, the real economy is not flexible, and changes are still needed in terms of transformation and diversification.

3. Internet Economy

As an important part of the digital economy, the internet economy depends on internet technology to sketch many business activities including E-commerce, digital finance, the sharing economy and other emerging formats. In the field of e-commerce, Amazon, Taobao and other major websites provide trading platforms, enabling consumers to conveniently purchase items from all over the world on the Internet, breaking the problem of geographical restrictions [5]. Electronic payment methods such as Alipay are not only integrated into the real economy, but also provide a stable and reliable foundation for the rapid development of digital finance [6]. In terms of the sharing economy, services such as bicycle sharing and online rental loans are progressing day by day, providing great convenience for people's lives, and at the same time improving the utilization rate of resources and greatly reducing production costs.

The Internet economy has rich and diverse forms, has strong integration capabilities, and can be deeply integrated with many traditional industries to form new economic growth points. For example, the combination of the Internet and the retail industry in the traditional real economy has derived industries such as takeaway delivery, combining the convenience of online shopping with the intuitiveness of offline shopping, providing consumers with a new way of shopping. In terms of high-tech industries, the integration of the Internet and the manufacturing industry makes the manufacturing industry more intelligent, the arrangement of the industrial chain is more reasonable, and the high-precision computing of the Internet such as big data statistics and the high efficiency of the manufacturing industry are integrated, which quickly realizes the optimal allocation of resources and promotes the efficient operation of the economic cycle. It makes the intelligence and automation industry more rapid in development and mass production, which lays the foundation for the further improvement of the strength of the real economy [7].

It can be seen that the convenience of the Internet economy far exceeds that of the real economy, and it is more flexible than the real economy in the integration of industries. Secondly, the Internet economy has broken the traditional pattern of time and space, making economic development no longer limited by time and region, and further promoting the global economic cycle and the domestic economic cycle. For example, in times of natural disasters or epidemics, the Internet economy can still continue to operate through online offices and has excellent ability to adapt to the environment. It is another core economic development direction in addition to the real economy [8].

However, with the continuous development of the Internet economy, more risks and problems have been exposed. With the continuous development of the Internet economy, some traditional industries have been impacted, and more jobs have been replaced by Internet cloud computing,

making it more difficult for people to find employment. For example, with the rise of the e-commerce industry, the traditional retail industry has been greatly impacted, with sales falling sharply and some jobs reduced. In terms of personal information security, big data collects most of the personal information, which threatens personal privacy and data security, and once these data are abused or leaked, it will pose a great threat to personal and even social stability[9]. In other respects, the development of the Internet economy has exacerbated problems such as the digital divide, and the universal penetration of the Internet economy still needs to improve.

4. The Development Direction of the Intergration

In essence, the real economy is the cornerstone of the Internet economy, and the integration of the Internet economy with the real economy has further promoted the development of the real economy while developing itself. The two are interdependent and indispensable, although in terms of proportion, the Internet economy has caused some impact and impact on the real economy, but the real economy is also constantly developing, so the two are mutually promoting development. In the future, when the economic cycle is becoming more and more stable, the real economy and the Internet economy will be more deeply integrated to achieve economic synergy [10].

The real economy can use the Internet to expand sales channels, expand the scope of economic trading platforms, and at the same time, through the establishment of online and offline stores and online stores to enable goods to have broader sales channels. In terms of opening a platform, for example, traditional retail stores can list products in online stores, which can promote products to the whole country or even the world, and promote the integration of multiple fields of economy. In terms of the use of big data computing, Internet technology can be applied to the production and management of the real economy, optimize the industrial chain to improve industrial efficiency, increase the sales of goods while reducing production costs, and accurate calculations can also help to put forward more accurate improvement directions, so that the service industry and manufacturing industries in the real economy are more prosperous. In terms of security, the Internet can realize remote monitoring and security, improve the stability and safety of production, and reduce the frequency of failures [11].

While the Internet economy is based on the real economy, it can also reflect the feedback and problems of consumers or investors through the actual data of the market, so as to better improve the service quality and sales system. The high-end technology of the real economy can also be applied to the construction of the Internet to grasp the more accurate trend of the economy in order to better predict the future economic strategy. In addition, the Internet economy can solve the financing difficulties of the real economy with its own convenient and efficient financing characteristics, and combine them to achieve better economic benefits. The Internet can also use the network to help the real economy to publicize, such as advertising and other ways to stimulate consumers' desire to buy, so as to strengthen the real economy [12].

To sum up, in the future, the integration of online and offline economies has become an inevitable trend and will soon appear in many fields. For example, the opening of take-out services and dine-in services in the catering industry not only creates new jobs, solves the employment problem, increases the revenue of stores, but also makes it more convenient for people to choose the way they want to eat, making people's lives more convenient. In terms of high-tech industries, the integration of online and offline has promoted the development of intelligent manufacturing, and the online platform has concentrated problems through big data and solved problems through more refined calculations, providing customized production services for different projects, improving the added value of products, reducing the cost of design and trial and error, and accelerating the development and progress of technology.

The integration of the real economy and the Internet economy will inject new vitality into the development of the economy and promote the development of the economy to a higher quality and more sustainable development. Workers can live more comfortably, the government will also put forward more policies to promote economic development, the society will become more stable, and the market will also adjust the coordinated development of the two, so as to realize the transformation and upgrading of the economy and the development of the economic community.

5. Conclusion

In the context of the global economic development and the rapid rise of the Internet economy, this paper systematically expounds the proportion of the Internet economy and the real economy in the global economy, as well as the different emphases of developed and developing countries. This paper compares the importance of the two in the global economic development, and clarifies the trend of the common development of the real economy and the Internet economy in the future.

In the context of the accelerated evolution of the global economic pattern and the rapid development of the Internet economy, the relationship and development trend between the real economy and the Internet economy have attracted much attention. This paper provides an in-depth analysis of the changes in the share of the two in the global economic system, and points out that different economies have different priorities for them. As the foundation of economic operation, the real economy covers many fields and is of great significance to the country and people's livelihood, but there are problems such as a single industrial structure. Relying on Internet technology, the Internet economy has developed a variety of emerging business formats, which have the advantages of convenience and strong integration ability, but also bring risks such as employment and information security. However, the two are interdependent and mutually reinforcing, and deep integration is an inevitable trend in the future. The real economy expands channels and optimizes production management with the help of the Internet; The Internet economy improves services based on the feedback of the real economy and solves its financing problems. The integration of the two will promote high-quality and sustainable economic development, realize economic transformation and upgrading, and develop an economic community.

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