WEP Warwick Evans Publishing

International Journal of Social Sciences and Public Administration

ISSN: 3005-9836 (Print), ISSN: 3005-9585 (Online)
Volume 10, Number 10, Year 2026
DOI: https://doi.org/10.62051/ijsspa.v10n10.06



The Mechanism and Realization Path of Digital Industry Cluster Empowering High-quality Development of Digital Trade

Fei Hu, Jie Yang

School of International Economics and Trade, Anhui University of Finance & Economics, Bengbu, China

ABSTRACT

The high-quality development of digital trade empowered by digital industrial clusters is conducive to accelerating the construction of the new development pattern, promoting China's acceleration towards a trade power and promoting regional innovation-driven development. Digital industry cluster can expand the trading objects of digital trade, improve the quality of digital trade trading objects, promote the diversification of export markets of digital trade enterprises, shape digital trade brands with international influence, give birth to new formats and models of digital trade, and improve the development efficiency of digital trade. The realization path of digital industry cluster empowering the high-quality development of digital trade includes: strengthening the strategic planning of digital industry cluster construction; giving full play to the positive role of digital industry clusters in promoting digital technology innovation, enhancing the development potential of digital trade and promoting the regional coordinated development of digital trade; promoting the coordinated development of various digital trade enterprises in the digital industry cluster.

KEYWORDS

Digital Industry Cluster; Digital Trade; High-quality Development; Implementation Path.

1. INTRODUCTION

In recent years, with the gradual deepening of population aging, China's labor costs have shown a clear upward trend, and the traditional kinetic energy of foreign trade growth has gradually weakened. In order to promote the transformation and upgrading of foreign trade, China should accelerate the pace of digital transformation of trade and vigorously develop digital trade. At present, digital trade has become an important part of global trade. It is the fastest growing and most promising trade form in global trade, and it is also the focus of competition among countries around the world. "Report on China's Development of Digital Trade 2024" points out that digital trade is a "new engine" for building a trade power, and digital trade includes digital ordering trade and digital delivery trade, and the former refers to international transactions conducted by receiving or placing orders through computer networks, and the latter refers to international transactions delivered remotely through computer networks[1]. "Opinions of the General Office of the Central Committee of the Communist Party of China and the General Office of the State Council on the Reform, Innovation and Development of Digital Trade" has strategically deployed the development path of China's digital product trade, digital service trade, digital technology trade, digital subscription trade and the cultivation of digital trade operators[2].

According to relevant literature, "driven by digital-real integration, digital industry cluster is an industrial agglomeration phenomenon based on the deep interaction between reality and digital space and relying on the platform governance model to achieve efficient matching of complementary related

Content from this work may be used under the terms of CC BY-NC 4.0 licence (https://creativecommons.org/licenses/by-nc/4.0/).
Published by Warwick Evans Publishing.

enterprises and related institutions"[3]. With the accelerating pace of the construction of digital industrial clusters, the impact of digital industrial clusters on the development of China's digital trade has become increasingly prominent. In this context, it is necessary for the academic community to conduct in-depth discussions on the mechanism and realization path of digital industry clusters to empower the high-quality development of digital trade. On the one hand, the research in this paper helps to clarify the logical mechanism of digital industrial clusters empowering the high-quality development of digital trade. On the other hand, it can provide guidance and reference for promoting the high-quality development of digital trade and accelerating the move towards a trade power.

2. THE STRATEGIC SIGNIFICANCE OF DIGITAL INDUSTRY CLUSTER EMPOWERING HIGH-QUALITY DEVELOPMENT OF DIGITAL TRADE

2.1 It Is Helpful to Speed up the Construction of the New Development Pattern

The high-quality development of foreign trade is an important basis for improving the level of international circulation and it is the cornerstone of building the new development pattern. The construction of digital industry cluster is helpful to promote the division and cooperation of enterprises and related institutions in the digital industry chain, and promote the innovation of digital technology. With the acceleration of digital technology innovation, the application of digital technology in foreign trade activities will be increasingly improved, and the application scenarios will be increasingly diversified. This will help promote the digital transformation of foreign trade and promote the development of digital ordering trade. On the other hand, the iteration and upgrading of digital technology helps to increase the types of digital products, digital services and digital technology, improve the quality of digital products, digital services and digital technology, and thus help to enhance the competitive advantage of digital delivery trade in the world market. The development of digital order trade and digital delivery trade will help expand the scale of international circulation and the quality of international circulation, promote high-level opening to the outside world, and help accelerate the construction of the new development pattern. In short, the high-quality development of digital trade empowered by digital industrial clusters can provide solid support for accelerating the construction of the new development pattern.

2.2 It Is Helpful to Promote China to Accelerate Its Move towards Trade Power

Since the reform and opening up, China's industry has been integrated into the global value chain, and the pace of industrial internationalization has been accelerating. However, the status of China's industry in the global value chain still needs to be further improved. Chinese enterprises have relatively weak control over the high value-added links in the global value chain such as R&D and marketing, and most enterprises are only participants in the global value chain, and foreign trade needs to improve quality and efficiency. In recent years, the integration of digital technology and foreign trade activities has been continuously improved, and becoming a digital trade power is inevitable requirement for building a trade power. On the other hand, the uncertainties and instability factors in the current world economic development are increasing, the geopolitical risks are intensifying, the resistance factors of economic globalization are increasing, and the development space of traditional goods trade and service trade is squeezed. In this context, accelerating the construction of digital industrial clusters can inject strong momentum into the development of digital trade and promote the sustainable development of digital trade. Based on this, this paper believes that giving full play to the empowering effect of digital industrial clusters on the high-quality development of digital trade will help open up new space for foreign trade development and cultivate new kinetic energy for foreign trade development, which is an important strategic path for China to accelerate its progress towards a trade power.

2.3 It Is Helpful to Promote Regional Innovation-driven Development

In an open economy, technological progress is not only affected by local R&D resources, innovation environment and other factors, but also by foreign trade activities. Import and export trade is of great significance for promoting technological innovation. As an increasingly important part of foreign trade, the high-quality development of digital trade is helpful to shape the new momentum of regional economic development and promote the transformation of economic development mode. The mechanism of high-quality development of digital trade to promote regional innovation-driven development mainly includes: firstly, it helps digital trade enterprises to actively learn global advanced technology and shorten the gap with global cutting-edge technology; secondly, the technological progress of digital trade enterprises will have a technology spillover effect on upstream and downstream enterprises in the industrial chain, which will promote the technological progress of upstream and downstream enterprises in the industrial chain; thirdly, the technological innovation of digital trade enterprises will provide reference and demonstration for the technological innovation of non-trade enterprises, produce significant demonstration effect, and help non-trade enterprises to accelerate the pace of technological innovation. Therefore, it can be seen that giving full play to the empowering effect of digital industrial clusters on the high-quality development of digital trade will help to improve the innovation level of enterprises, accelerate the pace of regional technological innovation, and then help to improve the innovation-driven development level of regional economy.

3. THE MECHANISM OF DIGITAL INDUSTRY CLUSTER EMPOWERING HIGH-QUALITY DEVELOPMENT OF DIGITAL TRADE

3.1 Digital Industry Cluster Helps to Increase the Types of Transaction Objects of Digital Trade

Digital technology is an important force in cultivating emerging export industries. For example, with the help of digital technology and platform, the pace of China's digital cultural industry going global is constantly accelerating[4]. The continuous innovation of transaction objects of digital trade is an important driving force for the high-quality development of digital trade, and the development of digital technology innovation is an important support for promoting the innovation of digital trade transaction objects. On the one hand, the construction of digital industry cluster will promote the efficient flow of innovation resources between enterprises and related institutions, help enterprises and related institutions to realize the complementary advantages of innovation resources, and create a dynamic innovation ecosystem. On the other hand, it will promote the efficient flow of explicit knowledge and tacit knowledge in the field of digital technology among relevant subjects in the cluster, leading to the generation of technology spillover effect. The continuous improvement of the innovation ecosystem and the technology spillover effect help to spawn new digital technologies, and the continuous emergence of new digital technologies will promote the innovation of the transaction objects of digital trade. This is conducive to creating new areas and new tracks for digital trade competition, building new advantages in digital trade competition, and expanding the growth space of digital trade.

3.2 Digital Industry Cluster Helps to Improve the Quality of Transaction Objects of Digital Trade

Digital product trade, digital service trade and digital technology trade are important components of digital trade. The quality of products, services and technologies is a key determinant of the development level of digital product trade, digital service trade and digital technology trade. Continuously improving the quality of trading objects is an inevitable choice and solid support for achieving high-quality development of digital trade. The construction of digital industry cluster is

conducive to the birth of new digital technology, the promotion of human capital accumulation in the digital field, the promotion of business model reform of digital trade enterprises, and the optimization of the ecosystem of digital trade development, which can provide a strong endogenous driving force for improving the quality of digital products, digital services and digital technology. The improvement of the quality of digital products, digital services and digital technologies will help promote the core competitiveness of digital trade enterprises, improve the profitability of digital trade enterprises, and help the high-quality development of digital trade.

3.3 The Construction of Digital Industry Cluster Is Helpful to Promote the Diversification of Export Market of Digital Trade Enterprises

With the increasing uncertainties in global economic development and the increasingly fierce international competition, it is an inevitable requirement for the high-quality development of digital trade to enhance the diversification of enterprise export markets. The mechanism of digital industry cluster to promote the diversification of export market of digital trade enterprises includes: firstly, digital industry cluster enhances the ability of digital trade enterprises to open up new export markets. Digital industry cluster helps to promote the development of digital technology innovation, consolidate the technical foundation of digital trade development, reduce the search cost and market development cost of international market information, and reduce information asymmetry. This helps to reduce the cost of enterprises to open up new markets, and provides a solid support for digital trade enterprises to implement export market diversification strategy; secondly, digital industrial clusters have enhanced the responsiveness of digital trading enterprises to the diversified needs of the global market. With the continuous improvement of the economic development level of all countries in the world, the demand structure of global consumers is constantly upgrading, and personalized demand has gradually become a trend. Digital industry clusters help to generate new digital products, digital services and digital technologies, enhance the responsiveness of digital trade enterprises to consumer demand in different countries and regions, promote high-quality matching of supply and demand, enhance the export potential of digital products, digital services and digital technologies to different countries and regions, and help enterprises to open up new export markets for digital products, digital services and digital technologies.

3.4 Digital Industry Cluster Helps to Shape Digital Trade Brands with International Influence

Under the surging wave of “digital revolution”, countries pay more and more attention to the development of digital trade, and the international competition in the field of digital trade is becoming increasingly fierce. Building a brand with international influence is the proper meaning of the high-quality development of digital trade, and it is also an important support for the high-quality development of the digital industry. The empowering effect of digital industry cluster on digital trade brand is mainly reflected in the following aspects: firstly, digital industry cluster helps to improve the quality of digital products, digital services and digital technology, promote the innovation of digital products, digital services and digital technology export types, and enhance the international competitive advantage of digital products, digital services and digital technology, so as to lay a solid foundation for digital trade enterprises to shape brand image and enhance brand value in the global market; secondly, the digital industry cluster helps to gather brand building resources, form a joint force of brand building, improve the brand management ability of enterprises in the cluster, optimize the brand management strategy of enterprises, which helps to enhance the international market share of digital products, digital services and digital technology, and enhance the international influence of digital trade brands; thirdly, the new digital technology spawned by digital industrial clusters helps to promote the digital transformation of enterprises’ international marketing and help build digital trade brands. Relevant research shows that digitization is an important new feature of the way to

"going global" of Chinese brands, and the in-depth application of data is conducive to accelerating the pace of brand going global, helping brand promotion and improving advertising effectiveness[5].

3.5 Digital Industry Cluster Is Conducive to the Birth of New Formats and New Models of Digital Trade

The continuous innovation of formats and models will help expand the growth space of digital trade, build a diversified competitive advantage of digital trade enterprises, and improve the development potential of digital trade. The improvement of the integration of digital technology and different industries and the increasing diversification of digital technology application scenarios are important engines for the birth of new formats and new models of digital trade. The construction of digital industry cluster is helpful to increase the innovation resources and innovation subjects in the field of digital technology and drive the innovation of digital technology. The digital industry has the characteristics of high permeability, and the use of digital technology to increase the all-round and full-chain transformation of traditional industries will help promote the deep integration of digital technology with agriculture, manufacturing and service industries, break the industrial boundary, promote industrial transformation, expand the application scenarios of digital technology[6], promote business model innovation, promote trade process change, and give birth to new trade industries. For example, the gradual formation of the "cloud economy" ecosystem has promoted the innovative development of service outsourcing, resulting in new formats and new models of digital trade such as crowdsourcing, cloud outsourcing and platform subcontracting[7]. It can be seen that the digital industry cluster is an important force driving the mode and format innovation of digital trade.

3.6 Digital Industry Cluster Helps to Improve the Development Efficiency of Digital Trade

Improving quality and efficiency is the proper meaning of realizing the high-quality development of digital trade. Under the background that countries around the world pay more and more attention to digital trade and digital trade has gradually become the dominant form of international trade, China should actively promote digital trade to take the road of innovation-driven development. In the digital industry cluster, the agglomeration of various entities and related institutions involved in digital trade is of great significance for improving the development efficiency of digital trade. The construction of digital industry cluster will produce the following beneficial economic effects: firstly, digital industry cluster helps to promote digital technology innovation, expand the application scenarios of digital technology in the traditional trade field, promote the digital transformation of trade, and cultivate and strengthen the competitive advantages of digital products, digital services and digital technology. This will help digital trade enterprises to expand their export scale and achieve internal economies of scale; secondly, the digital industry cluster will promote the development of the industry in which the digital trade enterprises are located, promote the exchange of knowledge and technology among various digital trade enterprises, expand the knowledge stock of the industry, and accelerate the technological progress of the industry, which will lead to the generation of external economies of scale; thirdly, the digital industry cluster will promote the increase of the cumulative output of digital trade enterprises, which will make the digital trade enterprises accumulate more experience and knowledge in all aspects of the value chain, such as R&D, production and marketing. This will produce a significant experience curve effect. Internal economies of scale effect, external economies of scale effect and experience curve effect will help digital trade enterprises reduce operating costs and improve operating efficiency, cultivate new international competitive advantages of digital trade enterprises, and under the effect of cyclic cumulative effect, the international competitive advantages of digital trade enterprises will continue to increase. This will promote the digital trade business entities to take the road of innovation and development, and improve the development efficiency of digital trade.

4. THE REALIZATION PATH OF DIGITAL INDUSTRY CLUSTER EMPOWERING HIGH-QUALITY DEVELOPMENT OF DIGITAL TRADE

4.1 Strengthening the Strategic Planning of Digital Industry Cluster Construction

Driven by the rapid development of the digital economy and related policies, various regions in China are paying more and more attention to the construction of digital industrial clusters, and the number of digital industrial clusters is increasing. The construction of digital industry cluster has become an important way to cultivate new competitive advantages in the field of digital economy in various regions. In order to improve the role of digital industrial clusters in promoting the high-quality development of digital trade, all regions should strengthen the strategic planning of digital industrial cluster construction. Specifically, on the one hand, each region should promote the construction of digital industrial clusters according to the characteristics of factor endowments and leading industries in the region, and promote the construction of digital industrial clusters to take a differentiated development path; on the other hand, each region should design and implement effective financial policy and talent policy, and constantly improve the support policy system and institutional environment for the high-quality development of digital industrial clusters.

4.2 Using Digital Industry Cluster to Actively Promote Digital Technology Innovation

Digital technology innovation is the cornerstone of the high-quality development of digital trade, and it is the key support to promote the innovation of transaction objects, formats and models of digital trade. In recent years, China's digital economy has shown an accelerating development trend, the level of digital industrialization has been continuously improved, and the pace of new digital infrastructure construction has been accelerating, but the original innovation ability of key core digital technologies still needs to be further improved. The construction of digital industry cluster is helpful to strengthen the collaborative innovation among the innovation subjects in the cluster, promote the diffusion of digital technology, and improve the allocation efficiency of digital innovation elements, so as to help realize the breakthrough innovation of key core digital technology[8]. In recent years, some regions in China have actively promoted digital technology innovation by strengthening the construction of digital industry clusters, and digital industry clusters have become a new driving force for digital technology innovation. For example, Changchun City has accelerated the development of key digital industrial clusters, actively promoted the research and development of key core technologies in the field of artificial intelligence, and accelerated the pace of R&D and application of artificial intelligence large model[9]. In the future, all regions should further improve the construction level and quality of digital industrial clusters, optimize the innovation environment within the cluster, create a dynamic regional innovation ecosystem, and promote the in-depth cooperation of digital industrial enterprises in all aspects of the innovation chain, so as to promote the continuous improvement of the innovation ability of digital technology. The continuous improvement of the innovation ability of digital technology, especially the key core digital technology, is conducive to promoting the digital transformation of trade, enhancing the international competitive advantages of digital products, digital services and digital technology, and building the endogenous driving force for the high-quality development of digital trade.

4.3 Using Digital Industry Cluster to Enhance the Development Potential of Digital Trade

Promoting the digital transformation of trade is an important driving force for the development of digital ordering trade. There are two ways to improve the development potential of digital ordering trade by using digital industrial clusters. Firstly, in the digital industrial cluster, all regions should actively promote the deep integration of digital technology with agriculture and manufacturing

industry, actively apply digital technologies such as big data, cloud computing and blockchain, promote the digital transformation of traditional goods trade, promote the export of agricultural products and manufacturing products, and promote the development of digital ordering trade. Secondly, considering that digital ordering service trade mainly includes transportation service trade, tourism service trade, construction service trade, maintenance and repair service trade, and processing service trade[10], in the digital industry cluster, all regions should vigorously promote the deep integration of digital technology with transportation industry, tourism industry, construction service industry, maintenance and repair service industry and processing service industry, and promote the development of online cross-border transactions in these service industries, so as to promote the development of digital ordering service trade.

Actively developing digital delivery trade is an important way to improve the development level of digital trade. In recent years, with the gradual improvement of the integration of digital technology and industrial development, the importance of digital technology to the industry has become increasingly prominent. For example, relevant studies have shown that online literature, online games, and film and television have become the "troika" that drives Chinese culture going global[11]. With the accelerating pace of digital transformation of global trade and the increasing number of digital products, digital services and digital technologies involved in international trade, digital delivery trade has become an important force driving the development of global trade. Under the realistic background that digital trade has gradually become the dominant form of international trade, all regions in China should vigorously promote digital technology innovation by strengthening the construction of digital industrial clusters. On this basis, on the one hand, all regions in China should actively promote the export of digital technologies such as communication, Internet of Things, cloud computing, artificial intelligence, blockchain and satellite navigation[2]. On the other hand, all regions in China should promote the deep integration of digital technology with various industries such as financial industry, insurance industry, education industry and cultural industry, continuously increase the types of digital products and digital services, improve the quality of digital products and digital services, and build and strengthen the new international competitive advantages of digital products and digital services. Obviously, giving full play to the role of digital industry clusters in promoting digital ordering trade and digital delivery trade will help to enhance the development potential of digital trade and help the high-quality development of digital trade.

4.4 Using Digital Industry Cluster to Promote Regional Coordinated Development of Digital Trade

For a long time, the development level of digital trade in the central and western regions and northeast regions has lagged behind that in the eastern regions in China. This is not conducive to the full and coordinated development of China's digital trade. The construction of digital industry cluster is of great significance to promote the development of digital trade in the central and western regions and northeast regions in China. On the one hand, it helps to promote digital technology innovation in the central and western regions and the northeast regions, and consolidate the foundation for the development of digital trade in the central and western regions and the northeast regions. On the other hand, it helps to cultivate and strengthen the business entities of digital trade in the central and western regions and the northeast regions. Relevant research shows that China's top 100 digital trade enterprises are mainly concentrated in Beijing, Shanghai, Guangdong and Zhejiang[12]. At present, there are relatively few large-scale digital trade enterprises in the central and western regions and northeast regions in China. Obviously, this is not conducive to the sustainable development of digital trade in the central and western regions and northeast regions in China. Through the construction of high-level digital industrial clusters, the central and western regions and the northeast regions can improve the ability of digital trade enterprises to open up the international market and improve the transnational operation ability of digital trade enterprises. This will help the digital trade in the central and western regions and the northeast regions to achieve leapfrog development, promote the regional

coordinated development of digital trade, and strengthen the overall international competitive advantage of China's digital trade.

4.5 Actively Promoting the Coordinated Development of Various Digital Trade Enterprises in the Digital Industry Cluster

Digital trade enterprises are the bearers of digital trade. Promoting the coordinated development of various digital trade enterprises is an important micro-foundation for achieving high-quality development of digital trade. With the rapid development of digital economy, the number of digital trade enterprises in China is increasing day by day. However, there are still some outstanding problems that need to be solved urgently in the development of digital trade enterprises in China. For example, the international competitiveness of large digital trade enterprises is not very strong, and the core competitiveness of small and medium-sized digital trade enterprises needs to be further shaped. Based on this, each region can actively promote the construction of digital industrial clusters, give full play to the effects of specialization, technological innovation, and external economic effects, and build a good ecosystem for the development of digital trade enterprises. On this basis, on the one hand, each region should encourage large-scale digital trade enterprises to become bigger and stronger, and constantly improve the influence and internationalization level of large-scale digital trade enterprises in the global market, so that they can become the "leader" of digital trade enterprises going global. On the other hand, each region should constantly strengthen the core competitiveness of small and medium-sized digital trade enterprises, encourage small and medium-sized digital trade enterprises to implement differentiated competition strategies, so as to promote the coordinated development of various digital trade enterprises and stimulate the vitality of various market players in digital trade.

5. CONCLUSION

With the gradual improvement of the integration of digital technology and international trade, the application scenarios of digital technology in international trade are increasingly diversified. Digital trade has become the most promising trade form and the new focus of global trade competition. Becoming a digital trade power is the necessary way to become a trade power. In this context, how to accelerate the development of digital trade, thus promoting trade transformation and upgrading and building new advantages in trade competition is an important practical problem that all regions in China need to think about. Digital industry cluster is helpful to improve the quality and efficiency of digital trade, and enhance the level of innovative development of digital trade. Actively promoting the construction of digital industry cluster is a key new path to promote the high-quality development of digital trade. All regions in China should actively promote the construction of digital industrial clusters, and constantly improve the construction level and construction quality of digital industrial clusters, so as to give full play to the empowering effect of digital industrial clusters on the high-quality development of digital trade.

ACKNOWLEDGMENTS

Fund Project: The Key Scientific Research Project of Colleges and Universities in Anhui Province "Research on the Assessment of Influence Effects of Population Aging on High-quality Economic Development, Mechanism Identification and Countermeasures"(2023AH050220).

REFERENCES

[1] Ministry of Commerce of the People's Republic of China. (2024). Report on China's development of digital trade 2024 [Report].

https://fms.mofcom.gov.cn/cms_files/filemanager/10364010/attach/20249/d54a62e9ce31430aa0054a1d59fc0abf.pdf?fileName=%E4%B8%AD%E5%9B%BD%E6%95%B0%E5%AD%97%E8%B4%B8%E6%98%93%E5%8F%91%E5%B1%95%E6%8A%A5%E5%91%8A2024.pdf. (In Chinese)

[2] General Office of the Central Committee of the Communist Party of China, & General Office of the State Council. (2024, November 29). Opinions of the General Office of the Central Committee of the Communist Party of China and the General Office of the State Council on the reform, innovation and development of digital trade. People's Daily, p. 001. (In Chinese)

[3] Li, T. J., & Li, W. (2025). Development of digital industry cluster: Reshaping competitive advantage and policy paradigm reconstruction. Economist, 2, 35–44. (In Chinese)

[4] Xu, Z., B, X. L., Lu, H. D., et al. (2025, February 27). Riding the wind and sailing forward: Observation of Chinese digital culture "going global". Guangming Daily, p. 007. (In Chinese)

[5] Wang, J. L. (2025, February 7). Chinese brands are showing new characteristics in going global. People's Daily Overseas Edition, p. 003. (In Chinese)

[6] Huang, X. (2025, March 28). Releasing the stronger momentum of the digital industry. Economic Daily, p. 006. (In Chinese)

[7] Liu, M. (2024, September 19). Ministry of Commerce: The rapid development of China's digital trade presents three major characteristics. Securities Daily, p. A02. (In Chinese)

[8] Shi, L., Yang, Z., & Qian, G. M. (2025). Digital industrial cluster policy and radical innovation in key core technologies. China Industrial Economics, 1, 100–117. (In Chinese)

[9] Song, L. (2024, February 22). Make every effort to build a hundred billion-level digital industry cluster. Changchun Daily, p. 002. (In Chinese)

[10] Gao, X. Y., Wang, M. Z., & Jia, H. Q. (2023). Research on the measurement of digital trade: From focusing on the actual digital delivered services to the full coverage of digital trade. Statistical Research, 40(11), 17–28. (In Chinese)

[11] Yin, K., Zhang, H. Y., Li, M. L., et al. (2024, September 26). The trend of digital publishing will "blow" from Hainan to the world. China Press Publication Radio Film and Television Journal, p. 001. (In Chinese)

[12] Zhang, W. J. (2024, September 27). 2024 top 100 national digital trade enterprises released a total operating income of more than 10 trillion yuan. China Electronics News, p. 004. (In Chinese)