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Research on the High-quality Development Strategy of Agricultural Enterprises under the Background of Digital Economy

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Abstract

Under the background of digital economy, digital technology continues to penetrate into various fields, and the rapid development of digital economy has also accelerated the transformation of agricultural enterprises. From the background of digital economy, the high-quality development of agricultural enterprises is the main body of research, explores the transformation of high-quality models of agricultural enterprises, and through the investigation and analysis of the main contradictions and problems existing in the current agricultural enterprises, it is determined that agricultural enterprises have problems such as single marketing channels, imperfect logistics system, and shortage of professional talents. It proposes measures such as developing a new model of the Internet to expand marketing channels, improve logistics infrastructure construction, establish a brand image and increase the expansion of professional talents, accelerate the transformation and upgrading of agricultural enterprises, enhance the competitiveness of enterprises, and provide a certain theoretical basis and reference significance for the high-quality development of agricultural enterprises.

Keywords

Digital economy, agricultural enterprises, marketing channels, professionals

Introduction

In the new round of information technology revolution development, the digital economy came into being. Kapoor believes that digital finance can promote economic growth, and its characteristics such as speed, high penetration, and sustainability make the digital economy particularly important in many fields [1]. As an integral part of the agricultural economy, the importance of agricultural enterprises in promoting agricultural development is self-evident. Relying on the digital economy, agricultural enterprises have promoted the deep integration of agricultural economic industries, and the use of new digital economic means in various aspects of agricultural production, processing, storage, transportation, and sales can make the production of agricultural enterprises faster and more efficient, while avoiding the information blockage of traditional sales, reducing product storage and transportation risks, which is conducive to reducing the cost of enterprises, thereby promoting the high-quality development of agricultural enterprises.

1. The development status of agricultural enterprises under the background of digital economy

Don Tapscott first proposed the concept of the "digital economy" in 1996 [2]. With the concept of "digital economy", a large number of outstanding agricultural enterprises have emerged, which have carried out digital transformation in agricultural production, processing, sales and other fields, and achieved impressive results. Henderson et al. (2005) found that the world's largest agribusinesses are more inclined to adopt internet marketing models to gain a larger sales market [3]. Batte and Ernst (2007) found through the survey that agricultural enterprises can get more benefits by using

the Internet sales model [4], the service of online sales prices is lower, and the respondents are also willing to use online to buy agricultural enterprise products, mainly because it is more convenient to save time and convenience. However, for most agricultural enterprises, they are still in a relatively backward business model. Most of the sales models of agricultural enterprises are in the offline, enterprises through the production of agricultural products, and package sales to wholesale merchants, wholesale merchants to the retailer households, retail households and then turn to scattered customers, this sales model is undoubtedly to increase the cost of sales and sales difficulties, for the final retail user experience can not get real feedback. At the same time, the blockage of information technology also leads to enterprises in the acquisition, transmission of effective information is very inconvenient, enterprise information is not perfect, backward data technology seriously restricts the rapid development of agricultural enterprises, can not achieve network procurement and network sales, resulting in blind production, can not quickly adapt to changes in market demand, resulting in reduced economic benefits of enterprises. Information blockages can also lead to a decline in the ability of agribusiness to combat external risks, increasing the risk of transportation and storage. Although in recent years, with the rise of the "digital economy", the information risk of various countries has gradually decreased, but it has not been able to achieve the sustainable and high-quality development of agricultural enterprises. These problems have seriously affected the rapid development of agricultural enterprises, and the problem of information blockage must be solved as the primary problem of high-quality development of agricultural enterprises.

2. Problems in the development of agricultural enterprises

2.1 Agricultural enterprises are backward in marketing and have a single scope of operation

Nowadays, the Internet economy has spread throughout all walks of life, and agricultural enterprises want to develop rapidly, relying on traditional marketing models can no longer cope with rapid market changes. Traditional agricultural enterprises have a long innovation and investment cycle, narrow sales channels, and unstable return cycles can be solved accordingly on the Internet online platform. Mcguire believes that the Internet model enables enterprises to continuously explore the new situation in the future and make forward-looking research and development in the process of development [5]. With the construction of Internet infrastructure has become more and more mature, some enterprises have quickly found corresponding opportunities to cater to the law of market changes and made corresponding changes, and online sales through Internet platforms are the general trend. However, the Internet marketing methods of traditional agricultural enterprises started late, resulting in the lack of corresponding Internet talents, which has certain resistance to the development of Internet online consumption platforms, and most agricultural enterprises usually pay more attention to agricultural technology innovation and agricultural productivity improvement, ignoring the improvement of agricultural product marketing capabilities, the consumer groups faced are still offline consumers of traditional agricultural enterprises, although the production efficiency and production methods of agricultural enterprises have been transformed, but the sales of agricultural products have not been substantially increased. As a result, the shortcomings of unsalable agricultural products and low yields of agricultural enterprises have also emerged, resulting in the economic benefits of agricultural enterprises not being able to achieve the expected goals.

2.2 The construction of logistics infrastructure in agricultural enterprises is not perfect

The key to the development of agricultural enterprises in the context of digital economy lies in the improvement of the logistics distribution system, which needs to have logistics and distribution conditions that match online sales on the Internet and achieve an online and offline integrated sales model. Jiong et al. (2013) through research and research [6], it is found that the sales link is the weak link in the development of agricultural enterprises, and the main influencing factors when agricultural enterprise managers have insufficient understanding of Internet sales and high logistics costs. Mentzer believes that modern logistics, as a subordinate concept, needs to include both physical distribution and customer marketing [7]. Although the rapid development of science and technology in various countries today, the corresponding facilities are constantly improving, but for the remote mountainous areas and poor areas of the supporting infrastructure still can not be solved, which led to the agricultural enterprise product sales can not be delivered in time, to enterprises and customers to bring greater losses, while most of the agricultural products have perishability, rural residents are relatively scattered characteristics, increase the difficulty of logistics distribution, agricultural logistics enterprises are not willing to set up corresponding service sites in rural areas, there is not enough cold chain, Cold storage as a storage, online and offline business disconnection, resulting in agricultural products produced by agricultural enterprises in the market price is slightly higher, the competitiveness is weak, is bound to increase the difficulty of agricultural enterprises to operate.

2.3 Agricultural enterprises lack digital talents and weak information processing capabilities

With the continuous development and improvement of the "digital economy", agricultural enterprises in various

countries for the construction of interconnection equipment is constantly improving, but there are still many agricultural enterprises have not been able to grasp the current trend of digital development, for modern agricultural enterprises, want to follow the progress of the times, to cope with the changing needs of the market, from the production of agricultural products, processing, storage, transportation, sales of all aspects need to apply modern digital network technology to improve, and as a digital business personnel is particularly important. Marler believes that the development of digital human capital is to use the open interactive management of network information technology to break the original old model and reflect more of the new model of information openness [8]. Most of the internal personnel of traditional agricultural enterprises have a deep understanding of the agricultural industry, but they have little contact with digital processing, which has caused a relative shortage of digital talents in agricultural enterprises, the senior management of agricultural enterprises has insufficient understanding of modern information technology, the sense of competition in enterprises is weak, it is difficult to promote the cultivation of enterprise talents and the improvement of personnel quality, insufficient investment in digital resources, unable to accurately locate the sales positioning of agricultural products, and at the same time limited by rural and remote areas, unable to meet the needs of high-quality talents. Digital business capabilities need to be improved.

3. Suggestions and countermeasures for the development of agricultural enterprises

3.1 Broaden the marketing channels of agricultural enterprises

Under the wave of global digital economy, the development of a new model of Internet marketing is the trend of the times. Poole et al. found that relying on modern information technology and Internet marketing models have greatly improved the problem of traditional agricultural information fluency [9]. Therefore, agricultural enterprises should first quickly find the positioning of enterprises, introduce corresponding digital technologies, develop and cultivate corresponding scientific and technological talents, improve the construction of a complete set of marketing infrastructure, adopt a new marketing model combined with new Marketing of the Internet on the basis of the original traditional marketing, match online and offline, accelerate the construction of the sales system, and at the same time establish a brand marketing concept, develop internal characteristic products, enhance the influence and competitiveness of enterprise products, and explore new markets by improving the level of digital application. Respond to changing market demands.

3.2 Improve the logistics distribution system

Stritto and Schiraldi (2013) through the introduction of Internet marketing model to the supply of agricultural enterprises [10], first of all, to determine the various environmental factors and uncertainties within the agricultural enterprises, assess the corresponding logistics capabilities, formulate the corresponding logistics supply chain strategy, to achieve long-term stable development of the logistics supply chain. The development of logistics infrastructure construction is an important link to ensure the combination of online and offline enterprises, enterprises should establish corresponding logistics distribution stations in rural and remote areas, as well as optimize the logistics cold chain transportation system, the combination of information technology and professional technology, through the continuous improvement of the existing logistics system, can accelerate logistics and transportation costs and timely update logistics information, to ensure that customers and enterprises property is not damaged, reduce enterprise costs.

3.3 Increase the construction of digital talent teams

Under the new marketing mode of the Internet, traditional agricultural enterprises want to keep pace with the times and follow market changes to develop agricultural enterprises that combine digitalization and traditionalization, and must increase the introduction of digital talents, improve internal training and guidance, encourage and attract talents through policy subsidies and salary increases, promote cooperation between enterprises and universities, and establish corporate culture and perfect human resources system, so as to further enhance the core competitiveness of enterprises.

Epilogue

Since the "digital economy" was first proposed, it has been recognized by various countries and industries, which is a manifestation of the development of the times. Nowadays, the problems of single marketing channels, backward organizational structure, lack of talents, and low degree of Internet application of agricultural enterprises are still very serious. As an important part of the agricultural economy, agricultural enterprises should keep pace with the times in improving the economic benefits and technical efficiency of enterprises, fully combine the advantages of the Internet, create a new model of online and offline combination, and improve the logistics and distribution system, improve the construction of agricultural infrastructure, establish brand awareness, create corporate culture, and absorb more talents. Through many measures, we will realize the comprehensive transformation and upgrading of agricultural enterprises, adapt to changes in market demand, and promote the rapid development of agricultural enterprises.

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