Analysis on the Mechanism of Standardized Development of Ceramic Culture Service Industry

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Abstract—The standardized development of the cultural service industry has become an important symbol of the development of the industry. The formation and evolution analysis of its standardized development plays an important role in exploring the development law of the ceramic cultural service industry and promoting the sustained growth of regional economic activities. This study explores the basic characteristics of ceramic culture service industry, analyzes the formation mechanism of standardized development of ceramic culture service industry, and studies the effects of standardized development of ceramic culture service industry.

Keywords—ceramic culture service industry, standardized development, mechanism analysis

I. INTRODUCTION

Although the world economy has increased at present, the growth rate has declined overall and the global economy has been steadily adjusted. As many developed countries have entered the post-industrialization era, and a few developing countries are focusing on developing low-end manufacturing industries, China's domestic environment, resources and labor advantages have gradually weakened, and the advantages of foreign capital have gradually disappeared. A small number of high-end foreign manufacturing and cultural services have gradually returned to China. The trend in developed countries has led to a decline in domestic production efficiency and a decline in domestic economic growth. This factor is also the key factor leading to a structural deceleration in the country and a medium-speed economic development. Under the background of this economic development situation, China accelerates the development of cultural service industry and the modernization of industrial structure, and promotes the continuous improvement of production efficiency and faster economic growth. As far as regional economic development is concerned, the rapid development of Jiangxi's cultural service industry can only be promoted by continuously promoting the gradual evolution and development of ceramic cultural service industry. Jiangxi provincial Party Committee and provincial government have realized the important role of ceramic culture service industry in regional economic development. The governments at all levels have further strengthened the deployment of ceramic culture service industry and gradually established the basic principles of standardized development. The formation and development of ceramic culture service industry and related industries are the result of the interaction of different factors. Therefore, it is necessary to analyze the formation of related factors and their effects.

II. FORMATION MECHANISM OF STANDARDIZED DEVELOPMENT OF CERAMIC CULTURE SERVICE INDUSTRY

Generally speaking, the concept of ceramic culture service industry is relative to the traditional culture service industry, mainly refers to the ceramic culture service industry level after reaching a certain stage of development, the formation of ceramic culture and creativity, Internet, modern management and other innovative technology, creative thinking, the use of ceramic culture service industry operation, organization mode. The gradual development of industrial clusters that can serve modern cultural life and cultural products. Compared with the traditional culture service industry, many basic characteristics of ceramic culture service industry are the same, such as the heterogeneity of the services provided, and the characteristics of consumption and production at the same time. At the same time, ceramic culture service industry has many special attributes, including: high efficiency[1]. Compared with the traditional culture service industry, the efficiency of the ceramic culture service industry is much higher, and it can also provide conditions for other industries to improve efficiency, personalized, according to customer, market and problem characteristics to provide personalized services; interactive, in the whole process of service, customer participation, service There is a lot of interaction between staff and customers in this process. The standardized development of ceramic culture service industry is composed of various subjects such as scientific research institutions, companies, educational and training institutions, intermediary institutions and their interaction[2].

In fact, the standardized development of ceramic culture service industry is a flow economy system which is composed of many colleges, companies, scientific research institutions, intermediary qualifications and other subjects and their complicated connections. This system has the characteristics of imbalance, openness, nonlinear fluctuation and action. From the perspective of economic network, the structure of standardized development can be divided into three different levels according to the relationship and importance between the activities of different subjects: firstly, the communication and cooperation between the companies and the competitive organizations in the standardized development of the company and the relationship chain network; secondly, the standardized development of the company, scientific research units, intermediary groups The flow and dissemination of information, knowledge and resources among organizations, educational and training institutions; the third is the control, guidance, internal constituents and external interaction and communication of various institutions constituting
standardized development by government units outside the system.

The force between the actors of the first layer of network is mostly from the association and interaction between companies, because the interaction between different enterprises is the most critical activity in the standardized development network, and the key core of the standardized development is the "core layer"[3].

The main body of the second layer network includes intermediary organizations, scientific research units, and educational training institutions. The above-mentioned bodies are not the direct producers in the standardized development network. They provide various services such as manpower, technology, capital, training and consultation for the core network enterprises, and promote the flow of information, knowledge and resources from the bottom to the front. So this layer network is called "auxiliary layer".

The mechanism of the third layer network is the interaction between different government units, institutions, departments and the internal and external environment of the system. The external environment mainly includes the social, political, cultural, market and social environment outside the standardized development. Compared with the inter-agent interaction within the system, the information, knowledge and resource transfer between the core network and the external network are the important factors influencing the formation and development of standardization[4].

The elements of standardized development of ceramic culture service industry can be divided into the following three types: first, enterprises, including peers, competition, complementary enterprises and enterprises in the supply chain network; second, intermediary agencies; third, public service institutions, including research, training and education institutions. The essence of the influence of the standardized development of cultural service industry is the construction of economic network and the flow and transformation of the factors based on it. The circulation of different elements is an important factor to construct the structure of elements and gradually form, evolve and develop. The categories and contents of factor flow mainly include people, things, technology, information and capital flow.

When economic flows converge and merge with each other, the main interface of economic flows will gradually be formed. If there is a marginal benefit shared by each other, through integration, intersection and integration, the corresponding industries will generate new business opportunities and create space conducive to their development. For example, on the interface of commodity and manpower flow, there is the demand for personnel consumption, commodity and capital supply and capital flow. If the flow of people is strong, that is to say, when the popularity is sufficient, commodity flow will generate market opportunities conducive to development. By sharing the marginal benefits of the interface and promoting integration, the retail industry will thus develop effectively. In fact, if the interface of different economic flows exists to share the marginal benefits, it can become the conditions to promote the formation and development of ceramic cultural service industry, and gradually build the agglomeration area of cultural service industry[5].

In fact, the agglomeration system of cultural service industry is also the intersection area of different economic flows. Interface integration and integration are not only limited to two types of economic flows, but also may be carried out in three or more economic flow interfaces. For example, in the interface of three different economic flows, including people, capital and information, the high-level service organizations including the company headquarters can be integrated. Therefore, the agglomeration system of cultural service industry can not only include the industrial attributes of the main cultural service industry, but also show a variety of formats because of the differences in attributes and scales.

The formation of standardized development of ceramics cultural service industry also has the following characteristics: first, information is the most active element, from the geographical level, there is a close relationship between the companies that constitute standardized development, and the related social network relationship will promote the rapid flow of information; second, the main products in the system. Third, public service organizations are the main exporters of the flow of people, and provide multi-layer manpower for domestic and foreign enterprises. Fourth, the flow of capital is mostly concentrated in the flow of leading standardized development industries and outside the system, and the system exchanges funds through the export of services. Fifth, technical fluid is now subordinate to two aspects, standardized distribution. The technology innovation or technology import of enterprises, as well as the joint work of internal scientific research, educational units and companies, can promote technology transfer and diffusion.

The evolutionary power of Jingdezhen ceramic culture industry cluster is also contradictory from the philosophical source. Jingdezhen ceramic culture Industrial cluster, as a form of production organization, is essentially a reflection of the contradiction between productive forces and production relations. Therefore, in order to build Jingdezhen ceramic culture industrial cluster, it is necessary to deal with the contradiction between internal productive forces and production relations, and to constantly change the internal productive relations in order to meet the needs of the development of cluster productive forces. Modern production function theory considers that the materialized form of production relations is all kinds of production functions. Changing the production relationship is to recalculate and adjust the original production function. The adjustment of the variable and organization of production function plays a direct role in restricting and promoting the development of Jingdezhen ceramic culture industry cluster. The evolution of Jingdezhen ceramic culture industry cluster is to adjust the production function constantly and establish a new production function which is in harmony with the intra-group productivity, thus building a new production relationship and promoting the development of Jingdezhen ceramic culture industry cluster.

The transformation of production function is bound to lead to reconfiguration of resources. Whether the coordination between production function and productivity is the key to whether productivity can be truly manifested. The adjustment of production function and whether the change is correct requires the verification of productive forces at the practical level.
Jingdezhen ceramic culture industry cluster pursues more innovative growth and development, and needs to constantly change production function according to the actual development of internal productive forces and future development trends, in order to adapt to the new requirements of the development of productive forces. Jingdezhen ceramic cultural industry cluster also needs to improve its competitiveness. Internally, the promotion of the competitiveness of Jingdezhen ceramic culture industry cluster is to optimize the allocation of resources and enhance the ability of technological innovation. But the improvement of the competitiveness of Jingdezhen ceramic culture industry cluster cannot be separated from the most essential contradiction of production function and productivity. Of course, dealing with the relationship between production function and productivity is ultimately to establish a technological innovation-oriented Jingdezhen ceramic culture industry cluster development model.

III. ANALYSIS OF THE EFFECT OF STANDARDIZED DEVELOPMENT OF CERAMIC CULTURE SERVICE INDUSTRY

The standardized development of ceramic culture service industry mainly relies on the following three effects: local market or market proximity effect, price index or cost of living effect, local competition or market congestion effect.

First, the local market effect can promote the gradual development and upgrading of the manufacturing industry.

Ceramic culture service industry contains a variety of high-end elements, and the agglomeration of such industries will promote skilled technicians, high-tech and other resources into the agglomeration area; moreover, there are relatively perfect market networks, infrastructure facilities, a large number of factor resources, developed resource flows in the shared areas of enterprises in this industry, which will help. The reduction of production cost of cultural service enterprises provides significant economies of scale for the cluster. As far as the development and upgrading of manufacturing industry is concerned, the agglomeration of ceramic culture service industry can provide sufficient high-end elements, and promote the development and upgrading of manufacturing industry by enhancing the degree of specialization of the industry, shaping and maintaining the core competitiveness and strengthening the learning effect.

Second, the price index effect will promote the upgrading of manufacturing industry.

Price index effect is a new economic geography concept, which refers to the impact of company location distribution on consumer living costs in the region. Because there are many types of goods produced in the agglomeration area of enterprises, the types of goods obtained from other places are small, the scale is small, the transportation cost is low, the price of goods is low, and the living cost of consumers is low. Because of the large number of standardized development of ceramic cultural service enterprises in the local area, there will be more "low-cost and high-quality" services and commodities in the region. Consumers will have lower costs of obtaining high-quality services and products. Employees, especially relatively high-end talents, are more willing to stay in the local service enterprises and play a role in the development of manufacturing enterprises. Promoting role.

Third, the market congestion effect will promote the upgrading of manufacturing industry.

The relationship between the reserve and cultivation of entrepreneurs and the competitive advantage of industry is more obvious, and entrepreneurs play an irreplaceable role in the development of industry. Especially, the quantity and quality of entrepreneurs in ceramic industry, which is facing the transformation of traditional industry, determine the future development space of the industry. With their own advantages, entrepreneurs can fundamentally provide a new perspective of innovation and entrepreneurship for the development of the ceramic industry and its internal enterprises, and even change the development model of the ceramic industry, and re-establish the direction of development of the ceramic industry. Therefore, the ceramic industry must pay attention to the reserve and cultivation of entrepreneurial talents, which is the key to cultivate the core competitiveness of the ceramic industry.

Talents in the ceramic industry must be fully respected. The value of entrepreneurial talents should be fully demonstrated. Entrepreneurial talents play an important role in technological innovation and knowledge spillover, and can provide strong technical support for the development of ceramic industry. Therefore, the ceramic industry must formulate a variety of incentive mechanisms for entrepreneurs to stimulate the enthusiasm of entrepreneurs, so that they can be more enthusiastic to participate in the development of the ceramic industry in the work, for the development of the ceramic industry to provide continuous help.

The pioneering talents in ceramic industry have the characteristics that they cannot be duplicated and irreplaceable. The cultivation of entrepreneurs in ceramic industry requires great efforts from the ceramic industry management departments and the entrepreneurs themselves. Entrepreneurs must constantly learn, update existing knowledge, accumulate more working skills, be able to grasp the vitals of the future development of the ceramic industry, foresee the problems in the future development and formulate plans. The cooperation between entrepreneurial talents can reveal the innovation value of ceramic industry faster. Entrepreneurs in the industry are often hard to imitate and reproduce. Because they grasp the knowledge, technology and other starting point is higher, more scientific and perfect, many of the presentation of knowledge with more professional characteristics. At the same time, the growth process of entrepreneurs is also unique, different entrepreneurs have different education, work, experience, cannot imitate and copy. In a word, the difficult replication and irreplaceable of entrepreneurs is an important condition for ceramic industry to form a unique competitive advantage. From the characteristics of the ceramic industry, the ceramic industry must pay more attention to the introduction, training and reserve of entrepreneurial talents. Only through a large number of human, material and financial input, can the ceramic industry gradually cultivate industrial entrepreneurs.
A large number of ceramic cultural service enterprises gathered in a certain place will further intensify the competition of production factors, especially high-end production factors and resources, that is to say, the competition of local manufacturing market, capital, skilled workers and other resources will be further intensified, resulting in higher pressure on cultural service enterprises and enterprise regulations. The higher the level of standardized development, the more enterprises converge in the region, the more intense the competition. In order to avoid being eliminated, cultural service enterprises must continue to innovate. As a result, it will inevitably lead to continuous innovation service for cultural service enterprises and try to enhance their competitiveness. Cultural service products are the products that must be invested in the manufacturing process, and the corresponding competitive effects of enterprises are bound to benefit the development and upgrading of enterprises. Firstly, this competition will reduce the cost of outsourcing services which are worthless or of lower value. Therefore, manufacturing enterprises will be more inclined to outsource non-core services which are worthless or of lower value to their counterparts and devote more energy to core business and superior business so as to strengthen their core business. Technology, knowledge content, enhance core competitiveness, help manufacturing enterprises in the value chain to get more profits, and then upgrade. The second is to enhance the heterogeneity of manufacturing products and enhance the competitiveness of products in the industry. In order to win more markets, enterprises in the cultural service industry must improve service quality, improve the level of specialization, improve the heterogeneity of commodities, endow products with higher added value, create more profits for enterprises, and enhance the competitiveness of enterprises.

The standardized development and development of ceramic culture service industry can promote the overall strength and competitiveness of ceramic culture service industry. It is also an important issue that must be solved in the process of economic transformation. Existing studies have shown that the development of ceramic culture service industry usually interacts within a specific spatial scope, such as the rapid flow and diffusion of service resources and knowledge. In other words, from the spatial perspective, the competitiveness of ceramic culture service industry also interacts with each other, and this spatial effect is empty. Inter autocorrelation.

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REFERENCES