

Research on the Rural Sharing Economy Development Based on the Integration of Internet and Economy

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Abstract: In recent years, the Internet has played an important role in the process of transforming traditional industries and innovating business models and industrial patterns. Many industries and enterprises have joined the action of "Internet Plus" one after another. Therefore, it is necessary to actively embrace the form of Internet economy, give full play to the effect of the leading, integration, and innovation driving role of the Internet to the rural economic development in order to promote the rapid development of rural economy. Based on the author's study and practical experience, this paper first analyzes the main viewpoints of the theory of sharing economy, then discusses the development basis of rural sharing economy, and finally puts forward the development countermeasures of rural sharing economy.

1. Introduction

"Sharing economy" is a new mode of economic development in the era of "Internet Plus", which has aroused wide attention in the world. In March 2015, Premier Li Keqiang put forward the concept and thinking of the "Internet Plus" for the first time in his government working report, and in July of the same year, the "Internet Plus Action Guidance" issued by the State Council requires that by 2018, the development pattern of coordination and interaction between the network economy and the real economy should be basically formed[1]. Therefore, how to make use of Internet platform to promote the development of sharing economy in rural areas, especially in remote areas, and how to make full use of funds and prosper rural economy have become an important subject in front of party committees and government departments at all levels.

2. Main Viewpoints of Sharing Economy Theory Based on the Integration of Internet and Economy

The rise and development of "Didi Taxi" and "Meituan Take-out" symbolize the development of urban sharing economy, the change of urban residents' life style and consumption concept, and the economic and cultural effects brought by the development of sharing economy. The development of urban sharing economy undoubtedly provides an opportunity for the development of rural modernization. Sharing economy, also known as profit share, refers to a form of payment of profits that workers participate in the sharing of enterprise net income, and it has long existed in the economic life of human beings. Until now, the sharing economy has retained its original distribution function in the collection of natural harvests and agricultural activities in many places. The earliest theoretical analysis of the sharing economy was German economist Tu Neng. He believes that wages should not be equal to the necessary means of subsistence, but should also include a portion of the surplus value, and that every worker should be the owner of the business and earn the return of the investment on the usual wage basis. The international conference on profit sharing, held in Paris in 1889, defined the profit-sharing economy as a freely signed agreement that employees accept shares of profits at a predetermined fixed rate. Since the end of the nineteenth century, the sharing system has been applied in enterprise management. With the rapid development of capitalist economy, economic crisis occurred frequently, which caused great damage to capitalist production. The fiscal and monetary policy measures of Keynesian theory could not help in the face of this "stagnation expansion". so the theory of sharing economy came into being. The concept of "sharing

system" is put forward by western economists, but the understanding of sharing system is different because of their different opinions. Two representative ideas are as follows[2].

3. The Development Foundation of Rural Sharing Economy

The essence of sharing economy is to realize the benefit sharing of producers and consumers through the change of the relationship between the ownership and the right to use of goods. From the life exhibition of agricultural machinery in agricultural production, the rural areas already have the foundation of sharing economy. This kind of development foundation is manifested in many aspects. Firstly, the key point of the whole development process of agricultural machinery production cooperation lies in the significance of agricultural machinery production and the distinction between the direct right to use agricultural machinery and the indirect right to use agricultural machinery[3]. The production meaning of the agricultural machinery that villagers endow with constitutes the basic premise of villagers' mutual economic assistance. Only when the agricultural machinery acts as a means of production that can satisfy the economic interests of the owner and the villagers who purchase the service of agricultural machinery, the change of the relationship between the ownership and the right to use may take place. The division between the direct and indirect use right of agricultural machinery is also the essence, usage right sharing, of sharing economic development. Furthermore, although the ownership of agricultural machinery is monopolized or shared and the ownership and direct use of agricultural machinery is separated or not are not decided by villagers' economic mutual assistance and cooperation, they actually increase the complexity of economic mutual aid of agricultural machinery as a medium, and provides many possible forms for the development of sharing economy. On the one hand, ownership sharing of agricultural machinery is itself a form of sharing economy. On the other hand, when a villager monopolizes ownership of agricultural machinery, he may borrow money from other villagers to purchase agricultural machinery because of his financial ability to pay. Other villagers have no ownership of farm machinery, but accumulate human feelings because of providing the villagers with financial support[4]. Whether or not the two parties involved in this incident have a clear sense of accumulating human feelings, in the context of rural society, the accumulation of human feelings is bound to be used in other production and life in the future. In this sense, the sharing of agricultural machinery as the medium of economic cooperation is reflected in this kind of deferred "benefit" sharing.

The mutual economic cooperation of agricultural machinery not only shows the possibility of the development of rural sharing economy, but also enriches the existing research on sharing economy by emphasizing the main body of sharing and the type of goods. Under the development trend of urban sharing economy, can rural areas take advantage of this opportunity to realize the docking with urban sharing economy development based on the existing development basis of sharing economy? This requires exploring the link between the rural sharing economy and the city. Looking at the development process of economic mutual cooperation based on agricultural machinery, the sharing interaction based on agricultural machinery is not confined to the rural areas, but has the potential to expand the development, that is, to realize the docking with the urban shared economic development, which is mainly reflected in the external relevance of agricultural machinery development. As far as the life exhibition of agricultural machinery as a subject, the agricultural machinery has the possibility of cyclic evolution that commodities change into villagers' possessions, and then into commodities. The main body of the conversion process of material attributes not only includes villagers, but also includes the country and market. The market subdivides the type of agricultural machinery, orientates the villagers' production demand, and then establishes the connection with the countryside based on the agricultural machinery. At the same time, the market price for agricultural machinery makes it impossible for every villager to purchase agricultural machinery, which provides the basis for the subsequent ownership sharing of agricultural machinery, and the sharing economy caused by the direct and indirect ownership separated from agricultural machinery.

4. Countermeasures for the Development of Rural Sharing Economy

4.1 Forming a consensus on the integration and development of the internet and the real economy

Breaking the traditional thinking formula and path dependence, fully recognizing that integration and innovation are the essence of the "Internet Plus", and establishing a new concept of industrial development, which is led by intelligent manufacturing and intelligent service lead to reexamining the market, users, products and services and the entire industrial chain with Internet thinking. Analyzing concrete cases, learning from advanced experience, discussing deeply the Internet development pattern of tradition, including the factor conformity utilization way, the production organization way, the technology innovation way and the subversive change brought by marketing business model, and recognizing the emergence of a large number of new industries, new business type, new technologies and new models are the new engine for promoting economic growth and structure optimization.

4.2 Improving the construction of rural Internet infrastructure

Establishing free Internet center or making use of idle resources can provide farmers with more Internet access, establishing second-hand commodity trading platform can promote the sharing of idle computers, mobile phones, fresh fruits and vegetables between urban and rural areas, and working with communication operators can develop innovative services such as preferential mobile network prices for rural households and Internet packages sharing at leisure time. It should focus on promoting industrial broadband construction, organically linking the information infrastructure construction plan with the development of intelligent manufacturing industry in key industrial parks, and further solving the problem of supporting information infrastructure in key parks[5]. Implementing the "enterprise communication" project of industrial information infrastructure, promoting the establishment of high-bandwidth dedicated services opened by conditional industrial and productive service enterprises, and encouraging enterprise equipment, products and supply chain to access the Internet can realize the connectivity of smart devices, machines, processes, data and people and reduce the cost of enterprise network construction and usage. Supporting key parks to explore and open dedicated Internet communication channels and meeting the bandwidth requirements of enterprises outsourcing, cross-border e-commerce, information services, equipment manufacturing and other industries in the park can promote the development of new business type of information industry.

Encouraging software developers to design mobile phone applications that are closer to farmers' needs can attract more attention and use of farmers. Local governments can realize the sharing and optimizing allocation of information and resources among functional departments, and to achieve energy reduction and efficiency gains by means of Internet platform. It can promote the sharing of idle books, images and network resources among regions, urban and rural schools, and improve the learning environment of left-behind children while enhancing the ability of rural areas to obtain information and fresh information. Furthermore, it should share time and services in exchange for free accommodation, tickets and transportation, invite tourists, volunteers, e-commerce companies and enterprises with high knowledge background to train farmers, especially strengthen the popularization of Internet knowledge among rural youth and provide relevant extracurricular guidance.

4.3 Paying attention to the introduction of talents

Firstly, it should introduce Internet economic leaders. For instance, it should set up Internet technology talents innovation fund, and adopt the measure of teams introduction and core talent driving to introduce the Internet leading talents and composite talents. At the same time, it should improve the working mechanism of attracting, retaining, using and serving talents, and give priority support in the aspects of project start-up, living allowance, purchase subsidy and so on. Secondly, it should cultivate Internet economy professional and technical personnel. For instance, it should encourage institutions of higher learning, secondary vocational schools and social training

institutions to set up training courses for Internet professionals and technical personnel, establish practical training bases for the integration of the Internet and physical industries, and combine enterprise to carry out relevant professional and technical training in joint enterprises. Thirdly, it should build all kinds of talent exchange and cooperation platform. For instance, it should let the talents who are proficient in Internet technology connect with industrialists and communicate with each other, create a resonance of ideas, and help various industries and enterprises find a way to integrate into the Internet through Internet salons, seminars, and trade fairs.

4.4 Strengthening legislation and regulation

On the one hand, the sharing economy subverts the traditional mode of operation of the economy, so the state and government must establish a sound and complete legal system, a regulatory system, and a tax system in order to effectively mitigate the impact on traditional industries and enterprises. On the other hand, the existing administrative regulations of our country can not be fully applied to the sharing economy, which is a new mode of "Internet Plus Economy". It is urgent to introduce new regulations and establish a certification body independent of the platform. Only by establishing personal credit system and insurance claim system can we increase the confidence of the whole people including rural consumers in the sharing economy and ensure the healthy and orderly development of the sharing economy in the future.

5. Conclusion

Workers share the profits of collective economy according to the proportion of labor input while gaining the earned income, and this process accelerates the pace of prosperity. This process is accorded with the national conditions of our country and the public opinion. Using the Internet platform to practice innovation and entrepreneurship, promoting reasonably the rational use and flow of idle resources between urban and rural areas, and adopting various effective supervision and supervision measures will be conducive to narrowing the differences between urban and rural areas, and beneficial to the mutual benefit of urban and rural residents and the healthy and sustainable development of the whole society.

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