

## Research on the Innovation of the Development Path of e-Commerce Service Industry Spatial Agglomeration in Liaoning Province

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**Keywords:** Industry spatial agglomeration, Development path, E-commerce service

**Abstract:** The rapid development of e-commerce changes the basic elements of economic activities such as business models and transaction methods, and plays a prominent role in the transformation and upgrading of the global economy. Among them, the agglomeration of companies and organizations that provide e-commerce services in geographic space is an inevitable trend. Strengthening the construction of e-commerce industry agglomeration space, building e-commerce industry agglomeration carriers, and promoting cross-border integration of e-commerce have become effective measures to enhance economic competitiveness. Starting from the perspective of spatial agglomeration, this article expands the research field of e-commerce service industry, and at the same time, with the support of the development of regional spatial agglomeration of e-commerce service industry, explores the role and driving factors of e-commerce service industry spatial agglomeration on economic development. Development and regional agglomeration development provide an effective reference.

### 1. Introduction

Due to its important significance in promoting the growth of the national economy and promoting social and economic changes, governments of all countries have begun to pay attention to the development of the e-commerce service industry. One of the main measures is the construction of e-commerce service industry clusters, making it convenient for e-commerce companies. , Quick access to various resources and professional services, play a positive role in promoting the development of the regional economy. At the same time, related enterprises can share infrastructure and reduce costs. Cooperation and competition between enterprises can promote the continuous emergence of innovation, and ultimately achieve complementary advantages and common development. At present, some spontaneously formed e-commerce service industry clusters have played an important role in enhancing the competitiveness of local industries and stimulating regional economic growth, but there are also outstanding problems, such as the agglomeration effect of the cluster is not obvious, and the development momentum is insufficient. The lack of scientific policy support and strategic goals has led to the phenomenon of recession in agglomeration areas. Therefore, how to promote the formation of e-commerce service industry clusters and promote the healthy development of e-commerce service industry clusters is an important topic worthy of in-depth study.

### 2. The Concept of Spatial Agglomeration of e-Commerce Service Industry

The basic element module is the basic module of the spatial agglomeration system and the key component of the e-commerce service industry to realize the spatial agglomeration. The integrated location, infrastructure, service companies and application companies, and industry supporting elements in a specific area form an e-commerce service economy with regional characteristics through agglomeration.

The spatial agglomeration area of the e-commerce service industry is generally established in an area with obvious comprehensive location advantages, located in a regional economic center or transportation hub, which is conducive to the formation of a multi-directional transportation

network connecting aviation, railway, highway, etc. Distribution capabilities provide convenient geographical conditions for the development of e-commerce services. In addition, the typical industries and core industries where the agglomeration area is located can provide the agglomeration area with the supply of e-commerce products and promote the agglomeration and interaction of application enterprises in related industries or industries.

The agglomeration area has one-stop commercial, living and other supporting facilities, and provides supporting services such as commercial offices, hotels and restaurants, residential apartments, and leisure and entertainment. Sufficient and complete living supporting services will attract more service companies and application companies to settle in the agglomeration area, and promote the multi-directional development of the agglomeration area. At the same time, the e-commerce service industry cluster provides basic hardware technology and powerful network management services to ensure fiber-to-the-home, high-speed broadband, and high-speed operation of e-commerce business. Realize the “smart” application in specific projects such as management, service, transaction, logistics, enterprise, community security and property support, and complete the construction of a high-speed, extensive, integrated, and secure information system.

Service companies provide public operation services, which can solve a series of problems in the development of e-commerce such as “sources of goods, training, promotion, recruitment, procurement, photography, design, logistics, market consulting”, etc., and provide professional Visual processing services, advertising planning services, brand packaging services and e-commerce agency operation services, etc. The agglomeration area centralizes the management of these e-commerce service companies, which can give play to the advantages of agglomeration, make e-commerce services more precise and large-scale, and improve the brand effect.

### **3. The Formation Path of Spatial Agglomeration of e-Commerce Service Industry**

The government policy guidance model is a model in which the government formulates corresponding policies and systems according to regional industrial development plans and economic strength, cultivates and supports related enterprises in places with comprehensive location advantages, and supports and guides their subsequent development. A scientific policy system is an important driving force for the rapid development of e-commerce in agglomeration areas, including taxation policies, immigration policies, and talent policies. The advantage of the government policy guidance model is that the government can give more policy support and preferential treatment, establish and improve electronic payment systems, intellectual property protection, operator information technology standards, etc., and create a good atmosphere that supports the healthy development of e-commerce enterprises. The government's policy guidance can break through the country's restrictions on land, coordinate business units, scientific research institutions, and service companies, artificially promote the establishment and implementation of corporate e-commerce projects, provide necessary industry specifications and development supervision, and finally form e-commerce services Industrial space agglomeration area.

The leading enterprise-driven model can also be referred to as the embedded spatial agglomeration model. It exists in cities with a certain economic foundation. On the basis of core service advantages, the value chain is driven by leading enterprises and supported by the government planning system. The pattern formed. Leading enterprises are an important driver of the overall strength of an agglomeration area and a carrier of regional economic transformation and upgrading. Leading companies can establish standards for improving quality and building brands, provide sample examples for other companies, and play the role of governing growth poles, spread from the periphery of the growth poles and further promote the economic development of agglomeration areas. The advantage of the leading enterprise-driven model is that the leading enterprise has sufficient strength, strong economic support, can carry out technological innovation, realize the rapid production of enterprises, and finally form a service industry cluster. Leading enterprises have the financial ability to be responsible for their own profits and losses, and can guarantee and coordinate cooperation with other enterprises. Leading enterprises have the

responsibilities and responsibilities, and can use technological innovation as the main driving force to promote the innovation and development of enterprises. Leading enterprises can respond quickly according to the market environment, adopt various measures such as policy supervision, market supervision, and industry self-discipline to accelerate the adjustment of the e-commerce industrial structure, optimize the industrial structure, and enhance the innovation vitality of the industry.

The SME concentration model can also be called the endogenous agglomeration model. The superior resource element conditions are the leading factors for its development. The SMEs in the agglomeration area make full use of their respective resource advantages to form competition, cooperation and specialization based on market demand. The pattern of the horizontal relationship of the division of labor. The high-tech industry characteristics of the e-commerce service industry determine its relatively strong dependence on industry norms and technical standards. With the rapid development of big data, cloud computing, and Internet of Things technology, the industry barriers and technical barriers of the e-commerce service industry have dropped significantly, and small and medium-sized enterprises have begun to increase significantly, and a certain service industry cluster area has been formed. The advantages of the concentration model of SMEs are manifested in the fact that agglomeration allows enterprises to participate in the whole process of the service industry and connect with consumers, which can further shorten the supply cycle of traditional enterprises, form a healthy competition model, save economic investment, improve operating efficiency, and concentrate advantages. Resource development enterprise core business.

#### **4. Development Path of Spatial Agglomeration of e-Commerce Service Industry**

Leading enterprises have certain social responsibilities and can take the initiative to strengthen industry self-discipline and accelerate the joint reorganization of the e-commerce industry. Give full play to the leading role of leading enterprises, and continue to extend the economic development of the surrounding growth pole regions, so as to promote the common progress of the entire agglomeration area. With the improvement of consumption level and the change of consumption concept, the current consumer demand is increasingly diversified and individualized, and the traditional enterprise organization method has been unable to adapt to the current consumer demand. This requires leading companies to change the original linear coordinated single mode to achieve cross-business, cross-department, and cross-field coordinated development with regional e-commerce service companies. On the one hand, the realization of coordinated development can play the leading role of leading enterprises; on the other hand, e-commerce service enterprises in the region can learn from the development model of leading enterprises, and can realize rapid learning and copying, providing protection for the development of regional small enterprises, and then driving the entire Upgrade of e-commerce service level in agglomeration areas.

The government is an important external driving force for the spatial agglomeration of e-commerce service industry, and it needs to regulate and guide the development of e-commerce in the agglomeration area in a planned way. The government plan should be coordinated with the market plan. While supporting the leading enterprises to become bigger and stronger, the specialization of small and medium-sized enterprises should not be neglected. The government should gradually guide scattered small and medium-sized enterprises to gather in the unified planned industrial zone, improve the spatial layout of e-commerce industry, share public service facilities, and realize the optimal allocation of resources and the spatial agglomeration of production factors. In addition, the government promotes the sustainable development of the e-commerce service industry in the agglomeration area and realizes the agglomeration economy by attracting investment and formulating plans. In the initial stage of the development of the e-commerce service industry, the government mainly proceeded from the overall situation of the e-commerce service industry, relying on the formulation of industrial park support policies and fund subsidies to support the development of the regional e-commerce service industry. In order to better promote the innovation and spatial agglomeration of e-commerce services, the government needs to formulate entrepreneurial support plans and policy combinations, implement differentiated funding subsidy strategies for e-commerce incubators and venture capital companies, increase the utilization rate of

subsidies, and give full play to entrepreneurial funds. Leverage benefits. By increasing the number of venture capital companies in the agglomeration area, improving the entrepreneurial environment and promoting the spatial agglomeration of service companies.

With the advent of the new economic era, the e-commerce main body is no longer a “zero-sum game” competition relationship where one party gains and the other loses, but a “positive sum game” competition relationship that tends to both parties' gains. Through specific measures such as inter-regional e-commerce investment, inter-regional consumption areas, and inter-regional e-commerce product bundling, establish a cooperative and competitive relationship in the e-commerce service industry. In order to improve the service competitiveness of the agglomeration area, it is necessary to continuously cultivate the awareness of competition and cooperation among service companies in the agglomeration area, and attract more e-commerce service companies to gather in a unified industrial area with the advantages of transaction costs and trust mechanisms. The upstream and downstream enterprises of the industrial chain solve the shortcomings of a single enterprise in terms of cost, capital, technology, etc. through strategic alliances, joint development, and shared technology, strengthen the ability of enterprises to resist risks, achieve complementary advantages, accelerate the diffusion and transfer of technical services, and jointly develop New products, improve innovation capabilities, and promote the sharing of product results.

## **5. Conclusion**

E-commerce service industry is the core of modern service industry, the foundation of promoting the application of e-commerce, and an important force supporting the innovative development of e-commerce. With the continuous deepening of e-commerce applications, the development of the e-commerce service industry presents the following characteristics: artificial intelligence and virtual reality technology have a wider range of applications; consumers' multi-channel shopping methods are more common; mobile e-commerce models have become mainstream models; e-commerce The demand for individualized services is becoming more and more obvious. The e-commerce service industry accounts for an increasing proportion of the modern service industry. It will further promote the development of the e-commerce industry and improve the efficiency and quality of the national economy. Under the current service economy background, studying the spatial agglomeration of the e-commerce service industry can promote the integration of the network economy and the real economy, change the economic growth mode, optimize the industrial structure, and improve the regional comprehensive economic competitiveness.

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