Discussion on the Development Model of Sharing Economy Based on Industry Integration Theory

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Abstract: As more and more areas are involved in the sharing economy, data security, circulation, sharing, and privacy protection issues are emerging. Blockchain technology is a new Internet architecture composed of various technologies and communication protocols to provide new methods and ideas for data circulation and sharing through its encrypted sharing and distributed ledger. Therefore, the integration of blockchain technology and Internet technology can subvert the traditional business model of sharing economy, innovate and develop models and provide new opportunities for the development of sharing economy.

1. Introduction

From the perspective of the adjustment of industrial structure, the new normal of Chinese economy analyzes the background and development of the sharing economy. Combined with the new opportunities brought by the new normal of Chinese economy, the sharing economy can increase the total supply of society, improve the utilization efficiency of resources, realize innovative consumption patterns and create job opportunities by exploring the scarcity of idle resources without increasing the total demand for resources. Especially with the theory of industry integration, the formation of development model of an efficient sharing economy has attract people's attention in the new era.

2. Analysis of Necessity of the Development of Sharing Economy

The sharing economy reinvests the idle economic resources of individuals into economic activities through the Internet platform, and exerts the economic value, ecological effects and social benefits of idle resources. The development of idle resources has increased the supply capacity and created greater economic value without increasing the consumption of new resources. At the same time, through the sharing method, the use right of idle resources is transferred instead of the transfer of ownership. The sustainable economic development model improves the utilization of resources and reduces the actual transaction costs. The Internet has brought a broader approach to the sharing economy. By creating new consumption methods, the sharing economy has fostered new consumption habits and created more employment opportunities for the society.

Under the new normal of economy, the sharing economy optimizes the ownership, production, circulation, distribution and consumption structure in the economic structure and promotes the sustainable development of the economy. The platform-based economic growth model, low-cost economic resource utilization and sustainable industrial development model realized by the sharing economy with the Internet and information technology, have brought important innovation drivers to the new normal of economy and are important approach for economic restructuring.

3. The Status and Dilemma of the Sharing Economy with the Theory of Industry Integration

3.1 Development status under the background of the Internet.

From a macro perspective, although there are various kinds of data in society in the Internet era, the collected data cannot be directly used without specific standards in the data information between the industries. The data needs further processing or translation, resulting in lack of accuracy in the

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original data. At the same time, the industry-integrated data sharing mechanism and communication mechanism of various industries are not clear, and data may be lost in the process of dissemination, which also affects the accuracy of data.

From a micro perspective, companies with data advantages are reluctant to disclose the data they have due to interest issues, because having more data means more profit opportunities and the data may contain privacy concerns about individuals or businesses. In the consideration of security, they are not willing to disclose data.

3.2 The development dilemma of the sharing economy in industry integration.

(1) The degree of informatization varies from industry to industry, and the basic data is seriously deficient. Industry integration data is the underlying technology foundation of the sharing economy, and the data source is the premise of the development of Internet technology. Therefore, the lack of industry basic data will affect the development of the sharing economy. At present, the Internet finance, logistics express, computer skills and other industries with Internet technology have relatively high degree of informationization and the basic data is relatively complete. The degree of informatization in education, medical care, transportation and industry is far lower than basic data requirements for the implementation of industrial integration.

(2) With over-reliance on the technical model, the sharing economy market is expected to be too high in 2016. In the context of the national economic supply side reform and the cold winter of the capital market, the sharing economy yields unusually brilliant results. The successful development model of sharing economy does not rely solely on Internet technology to analyze market demand with the data analysis to establish a business model, and integrate it with traditional industries. A successful sharing economic model still requires rigorous logic analysis and argumentation to bear the test of the market.

(3) Sharing economic data cannot guarantee security, and customer privacy faces the risk of leakage. The right to use goods in the traditional economy represents the full use right. It is obtained by people through purchase, and the owner of the goods can always use it alone. In the era of sharing economy, customers' information data is greatly controlled by others. As the owner of information, customers do not know where their information data will flow and how it will be used after being collected. There is a great information security risk.

4. Construction of Development Model of "Blockchain+Internet" Sharing Economy

4.1 Development advantage.

(1) Resource allocation is more reasonable. The traditional development model of sharing economy relies on the high-speed and low-cost information transmission of Internet technology to collect idle resources in society. Since it uses additional resources to create value, the cost of value creation is much less than the cost of providing products and services. Therefore, it is recognized by society. However, with the development of the sharing economy model, people realize that the value created by the sharing economy is mostly from the financial support and subsidies of enterprises. When enterprises stop subsidizing the sharing economy model, the sharing economy lacks drivers to make progress. There may emerge more problems than the traditional economic model.

(2) Credit information is more accurate. In the economic society, credit is one of the important reference tools for the two sides to implement decision-making, and is one of the cornerstones of economic and social development. The greater the amount involved in a market exchange or the longer the transaction time is, the greater the role of credit plays. Similarly, for the sharing economy, credit also has an important position. As the value of sharing services or products increases, the value of credit increases, and even it holds the key to operate the sharing economy.

(3) It is necessary to perfect the industrial ecosystem. The "blockchain+Internet" sharing economy model has the characteristics of decentralization. It can get rid of the dependence on the market oligarchy of traditional business model and rely on the block trading technology to complete

the market transaction. In addition, unlike the traditional sharing economy, the sharing economy integrated with the blockchain technology can realize the information sharing between industries, solve the problem of isolated islands in Internet technology information, and fully realize the healthy and transparent industrial development. In addition, the unique bitcoin electronic currency in the blockchain technology can achieve good cooperation between different countries and different industries. Relying on a decentralized electronic money system, it solves the problem of impeding the integration of the industry and the development of the world in terms of laws and exchange rates to realize the globalization of the sharing economy.

4.2 Construction Measures.

(1) Technical integration of blockchain and the Internet. First, the blockchain technology is used as the data collection technology of the Internet technology platform to break the data isolated island. The essence of blockchain technology is a distributed storage technology, which belongs to the underlying technology of computers. With the existing computer technology capabilities, as long as the program and interface conforming to the blockchain technology are developed based on the Internet platform, the blockchain technology and the Internet platform can be directly integrated to provide services, which will integrate blockchain technology and Internet technology. The open, non-falsified and traceable features of blockchain technology in data can ensure that the data collected by the Internet platform with blockchain technology is true and reliable.

Second, because the blockchain technology can test the data, the blockchain data is used as the data source of the Internet platform to protect data security. As one of the important factors restricting the sustainable development of the sharing economy, data privacy protection relies on the private key signature verification of blockchain technology to effectively protect data security. It is recommended that each industry set up its own blockchain alliance platform, and the enterprises in the industry will be added to the blockchain system in the form of nodes. Only the authorized economies are eligible to view the data.

Third, the stored data in the blockchain system can be freely traded on the Internet platform as an asset, thereby achieving the goal of combining the two technologies. For example, we can establish a data integration system. When a company uploads data into a blockchain system, it can get a certain amount of points based on the data value system. When a company wants to make a data query, it needs to deduct a certain amount of points. By combining data as an asset, the blockchain technology is integrated with Internet technology in a tradable manner.

(2) Government promotes the integration of blockchain technology and Internet technology First is to develop a unified standard for the development of industry data to provide the basis for the development of blockchain technology and Internet technology. At the same time, government needs to pay attention to the combination of industry, school and research in the development of industry data, encourage institutions of higher learning or scientific research institutions to cooperate with industries undergoing data transformation to form a benign development cycle of encountering difficulties, solving difficulties and discovering difficulties.

Second is to provide technical support and financial assistance for industry transformation. The government can provide technical support to industry transformation pioneers, including providing pioneering companies with the opportunity to study foreign advanced blockchain technology or Internet technology abroad, or inviting foreign Internet technology experts to the company to provide the latest technical explanations and technical assistance. At the same time, it can also provide state financial support for industry transformation, and provide research funding for R&D companies engaged in Internet technology or blockchain technology to ensure the continuity of their research.

Third is to introduce Internet and blockchain laws and regulations to strengthen data and information supervision. The government should encourage all industries and enterprises to actively develop blockchain technology and Internet technology, and realize the development of industry data as soon as possible. However, in the era of digital information, correct data supervision can ensure the security of data information to achieve better integration and healthy development of

"blockchain + Internet". For example, the government can set up a data protection department to specifically monitor the behavior of various industries in the process of data transformation to see if there are violations. The government also needs to classify and supervise the data. They can have an open attitude to the data collected by the Internet, and strictly regulate the private data contained in the blockchain technology.

(3) Enterprises promote the integration of blockchain technology and Internet technology. First is to implement internal data operation and management of the enterprise, and accelerate the construction of blockchain technology and Internet technology. It is recommended that in the implementation of data operation and management within the enterprise, pilot rectification can be carried out in non-key businesses or departments. After the non-key business or department has certain experience, it will be gradually transformed and upgraded to key businesses or departments.

Second is to strengthen the training of Internet technology talents and set up specialized data business departments. In order to develop blockchain technology and Internet technology and gradually realize integration of the two, enterprises must have talents as the foundation. Enterprises can cooperate with universities to cultivate professional blockchain technology or Internet technology-based composite talents. They can also directly recruit talents with Internet technology through social education and training institutions as a talent pool for enterprises. In addition, enterprises should also set up an independent department specializing in R&D, management and operation of Internet technology to accelerate the transformation of enterprise data.

5. Summary

In the transformation of the new normal of new economy, the sharing economy reflects the coordination, inclusiveness, openness and greenness of economic development to achieve the transition of economic structure reform and the application of the innovation-driven model. The sharing economy has an important role in promoting the exploration of industrial integration models, the cultivation and development of emerging formats. Under the new normal of economy, the sharing economy has maximized the new consumption patterns and new ways of utilizing resources in the market, which brings the best way for industry integration in traditional industrial upgrading and economic restructuring.

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