



Research on the Practical Path of Live E-commerce Empowering Rural Revitalization in the Digital Economy

Jiaojiao Zhang^{1,a}, Yanhua Yang^{2,b*}, Bo Bai^{3,c}

¹Guizhou Vocational and Technical College of Industry,
Guiyang City, Guizhou Province, China

²Guizhou University of Engineering Science, Bijie City, Guizhou Province, China

³Anshun University, Anshun City, Guizhou Province, China

^a674728086@qq.com, ^b*351512421@qq.com, ^c893888322@qq.com

Abstract. With the deep integration of the digital economy and rural economy, live e-commerce has become a core carrier for empowering rural revitalization, effectively connecting the supply of rural characteristic products with urban consumer demand. Based on the theoretical perspective of "digital empowerment - industrial upgrading - rural revitalization", this paper sorts out relevant literatures on the digital economy and rural revitalization, and the empowerment mechanism of live e-commerce, clarifies the internal logic of live e-commerce empowering rural revitalization, and constructs a three-dimensional empowerment mechanism including technological empowerment, market empowerment, and subject empowerment. It proposes targeted practical paths from five dimensions: digital infrastructure upgrading, subject capacity building, industrial chain integration, brand building, and policy guarantee, and analyzes in-depth challenges and multi-subject collaborative response strategies. The research shows that live e-commerce can break the temporal and spatial constraints of rural economic development, but its empowerment effect is restricted by factors such as insufficient infrastructure, talent shortage, and weak supply chain. Only through the joint promotion of the government, market, and society can the empowering role of live e-commerce be fully exerted, helping rural revitalization achieve high-quality development.

Keywords: Digital Economy; Live E-commerce; Rural Revitalization; Empowerment Mechanism; Practical Path.

1 Introduction

The report of the 20th National Congress of the Communist Party of China clearly puts forward "accelerating the construction of a Digital China" and "comprehensively promoting rural revitalization", pointing out the direction for the integration of the digital economy and rural development. Against the background of the continuous expansion of the digital economy scale, as a new digital consumption format, live e-commerce has broken the traditional rural product sales model with advantages such

as low threshold, strong interactivity, and wide coverage, and has become a key link connecting the supply of rural characteristic products with urban consumer demand. Data from the Ministry of Commerce shows that in 2023, the transaction volume of rural live e-commerce in China exceeded 300 billion yuan, driving more than 20 million farmers to increase their income, fully demonstrating its practical value in empowering rural revitalization. However, the current live e-commerce empowering rural revitalization still faces practical constraints such as unbalanced construction of rural digital infrastructure, shortage of professional live broadcast talents, weak agricultural product supply chain, and homogeneous product competition, which restrict the further release of the empowerment effect. Although existing studies have paid attention to the connection between the digital economy and rural revitalization and the empowering role of live e-commerce, the analysis of the internal mechanism of live e-commerce empowering rural revitalization is not in-depth enough, the research on practical paths lacks systematic consideration, and the discussion on the multi-subject collaborative promotion mechanism is insufficient. Based on this, this paper takes "digital empowerment - industrial upgrading - rural revitalization" as the theoretical logic, constructs a three-dimensional empowerment mechanism of live e-commerce, proposes targeted practical paths, and deeply discusses the challenges in practice and collaborative response strategies, aiming to enrich the theoretical system of the digital economy empowering rural revitalization and provide scientific reference for local governments and rural subjects to carry out relevant practices. This paper adopts a combination of literature research method and induction-deduction method, and its research innovations are mainly reflected in constructing a multi-dimensional integrated empowerment mechanism framework, strengthening the systematic design of practical paths, and improving the multi-subject collaborative promotion mechanism.

2 Literature Review

2.1 Research on the Digital Economy and Rural Revitalization

The development of the digital economy can be traced back to the 1990s^[1]. Scholars mostly start with indicators from two aspects: "internet development"^[2] and "digital financial inclusion"^[3]. The digital economy has a strong factor aggregation effect, which is conducive to improving the efficiency of resource allocation. In the new development context, it is necessary to give full play to the advantages and functions of digital platforms, promote the reasonable distribution of social wealth, practice social fairness and justice, and continuously improve the level of social welfare^[4]. Rural industrial revitalization is the foundation of rural economic development and the primary task of the rural revitalization strategy^[5]. The digital economy should be closely linked to the industrial prosperity, targeted poverty alleviation, and talent revitalization required for rural revitalization^[6]. Promoting the development of rural tourism and the income obtained thereby will drive rural development^[7-9]. Technological innovation can be used as a path for the digital economy to empower high-quality economic development^[10]. Such path mechanisms also include entrepreneurial activi-

ty^[11], internet popularization^[12], and resource allocation efficiency^[13]. The path mechanisms of the digital economy empowering rural industrial revitalization include technological innovation, production efficiency improvement, human capital, industrial transformation^[14], and industrial structure optimization^[15]. The digital economy has brought new growth points to the rural economy and new ways for farmers to increase their income^[16]. The digital economy has a significant empowering effect on the integrated development of urban and rural areas, and the empowering effect in the eastern region is significantly better than that in the western and central regions. With the functions of technological empowerment, concept transformation, and social innovation, live e-commerce has brought positive help to rural revitalization. It drives rural economic development by creating a network environment, complementing regional advantages, promoting a sound competitive pattern, enriching product types, and increasing product value^[17]. The 2023 Central No. 1 Document proposes to further implement the digital rural action and promote the R&D and promotion of digital application scenarios. With the rapid development of digital information technologies such as the internet, big data, and 5G, the digital economy can significantly promote the transformation, upgrading, and rationalization of China's industrial structure, and has become an important driving force for promoting rural economic and social development and rural revitalization.

2.2 Research on Live E-commerce Empowering Rural Revitalization

Existing research on live e-commerce empowering rural revitalization mainly focuses on practical experience and problem countermeasures. In terms of practical experience, Zhou^[18] summarized the model of common prosperity workshops and common prosperity colleges in Quzhou, Zhejiang, and pointed out that the combination of live e-commerce and rural characteristic industries is an effective path to promote rural revitalization; Zhao^[19] proposed paths such as establishing a diversified talent training system and optimizing rural digital infrastructure and logistics system to help e-commerce live broadcast empower rural revitalization; Zeng^[20] took Nanchang City as an example and found that the live e-commerce empowerment model has achieved remarkable results in improving farmers' skills and promoting agricultural product sales. In terms of problem countermeasures, Wu^[21] pointed out that live e-commerce empowering rural revitalization is facing major problems such as insufficient infrastructure, talent shortage, and weak supply chain, and proposed corresponding countermeasures such as strengthening infrastructure construction and cultivating professional talents; Ouyang^[22] from the perspective of consumer behavior, pointed out that the homogeneous competition of agricultural products in live e-commerce will reduce consumers' purchase intention, and proposed the path of agricultural product brand building; Wang^[23] analyzed the current practical difficulties faced by rural e-commerce, such as homogeneous market subjects, shortage of professional talents, and weak infrastructure, and proposed countermeasures such as deepening "internet + self-media" marketing and strengthening talent construction; Zhang^[24] aimed at the problems of shortage of professional talents and weak brand influence in rural e-commerce live broadcasts in Shaanxi Province, and proposed innovative strategies

such as building a professional talent system and improving the effect of digital empowerment.

2.3 Literature Commentary

In summary, existing research has laid a solid foundation for this study, but there are still deficiencies in three aspects: first, the research on the empowerment mechanism of live e-commerce is not in-depth enough, mostly staying at the single-dimensional effect analysis, and failing to clarify the multi-dimensional internal logic and interactive relationship of live e-commerce empowering rural revitalization; second, the research on practical paths lacks systematic design, and fails to build a comprehensive path system combining the development laws of live e-commerce and the actual needs of rural revitalization; third, the research on the joint promotion mechanism of the government, market, and society is insufficient, which is difficult to support the sustainable development of live e-commerce empowering rural revitalization. This paper will conduct in-depth research around the above deficiencies to make up for the weak links of existing research.

3 Three-Dimensional Mechanism of Live E-commerce Empowering Rural Revitalization

Based on the digital empowerment theory and industrial chain upgrading theory, this paper constructs a three-dimensional empowerment mechanism of live e-commerce empowering rural revitalization, including three core dimensions: technological empowerment, market empowerment, and subject empowerment. The three dimensions are interrelated and mutually promoting, forming a complete empowerment system of "technology as the foundation-market as the driving force-subject as the guarantee". Among them, technological empowerment provides basic support for live e-commerce to empower rural revitalization, breaking the temporal and spatial constraints through digital technology; market empowerment is the core driving force, improving rural economic benefits through channel expansion and cost optimization; subject empowerment is the key guarantee, strengthening the endogenous development capacity of rural areas through talent training and quality improvement. The three work together to promote the high-quality development of rural revitalization.

3.1 Technological Empowerment

Technological empowerment is the basic support for live e-commerce to empower rural revitalization, mainly relying on digital technologies such as big data, cloud computing, and mobile internet. On the one hand, digital technology has broken the temporal and spatial constraints of rural product sales. Traditional rural product sales are limited by region and time, while live e-commerce can realize real-time interaction between rural producers and urban consumers through live broadcast platforms, expanding the sales scope of rural products from local to national; on the other hand,

digital technology has improved the efficiency of the rural product supply chain. By analyzing consumer demand through big data technology, rural producers can adjust production plans in a timely manner, achieve accurate matching of supply and demand, and reduce the inventory pressure of agricultural products. In addition, the application of the internet of things technology can realize the whole-process monitoring of agricultural product production, provide technical support for product quality traceability, and enhance consumer trust.

3.2 Market Empowerment

Market empowerment is the core driving force for live e-commerce to empower rural revitalization, mainly reflected in expanding market demand and reducing transaction costs. First, live e-commerce has expanded the market demand for rural products. The interactive and experiential characteristics of live broadcasts can fully display the characteristics and advantages of rural products, stimulate consumers' purchase desire, and expand the market share of rural products; second, live e-commerce has reduced the transaction costs of rural products. By eliminating intermediate links such as wholesalers and retailers, rural producers can directly face consumers, reduce the circulation costs of agricultural products, and then increase farmers' income. At the same time, live e-commerce can drive the development of related industries such as rural tourism and folk culture, realizing diversified income increase in the rural economy.

3.3 Subject Empowerment

Subject empowerment is the key guarantee for live e-commerce to empower rural revitalization, mainly focusing on the cultivation of rural live broadcast subjects and the improvement of digital literacy. On the one hand, live e-commerce has cultivated a number of rural digital talents, such as village broadcasters and live broadcast operation personnel. These talents are familiar with local rural resources and have professional live broadcast skills, which can effectively promote the development of rural live e-commerce; on the other hand, live e-commerce has improved farmers' digital literacy. By participating in live e-commerce, farmers have mastered digital technologies such as mobile phone operation, live broadcast management, and online payment, and their ability to adapt to the digital economy has been significantly improved. In addition, the development of live e-commerce has attracted the return of young people to their hometowns, injected new vitality into the countryside, and strengthened the endogenous development motivation of the countryside.

4 Practical Paths of Live E-commerce Empowering Rural Revitalization

Based on the three-dimensional empowerment mechanism and existing research results, this paper proposes five practical paths for live e-commerce to empower rural

revitalization. Each path is interrelated and mutually promoting, forming a complete path system.

4.1 Upgrading Digital Infrastructure

Digital infrastructure is the basic support for live e-commerce to empower rural revitalization, and it is necessary to build a gradient upgrading system based on regional differences. First, strengthen the basic shortcomings in the underdeveloped western regions, increase the intensity of central fiscal transfer payments, promote the extension of 5G networks to towns and key administrative villages, reduce the broadband use costs of farmers and agricultural enterprises, and promote the integrated construction of rural digital infrastructure with transportation, logistics and other infrastructure; second, improve the depth of technology application in the developed eastern regions, encourage the development of rural digital economy platforms, integrate data resources such as production, sales, and logistics, and promote the in-depth application of big data, internet of things and other technologies in agricultural production, supply chain management and other links; finally, establish a cross-regional collaborative construction mechanism for digital infrastructure, and promote the sharing of digital technology experience and resources through east-west counterpart support, industrial cooperation and other methods, so as to narrow the regional digital divide.

4.2 Cultivating Subject Capabilities

Talent is the key to the development of rural live e-commerce, and it is necessary to build a multi-level rural digital talent training system of "local cultivation + external introduction + platform support". First, accurately cultivate local live broadcast talents, carry out differentiated live broadcast skills training for different groups such as farmers, village cadres, and returning college students, focus on improving the local talents' ability to integrate local resources and live broadcast operation capabilities, and establish an incentive mechanism for local talents to provide entrepreneurial subsidies and policy support for excellent local anchors; second, target the introduction of professional talents, formulate differentiated talent introduction policies, attract professional talents such as MCN institutions, live broadcast operation teams, and data analysts to the countryside, and encourage urban talents to carry out cooperative entrepreneurship with rural subjects; finally, strengthen the school-local-enterprise collaborative training, promote the establishment of cooperative relations between colleges and universities, vocational colleges and rural enterprises, live broadcast platforms, set up live e-commerce related majors, carry out order-based talent training, and build a talent exchange platform to promote the exchange and learning between rural talents and urban professional talents.

4.3 Integrating Industrial Chains

Industrial chain integration is the core path to enhance the competitiveness of rural live e-commerce, and it is necessary to build a full-chain digital integration system of

"production - processing - sales - service". First, promote the standardization and digital transformation of agricultural production, establish a whole-process monitoring system for agricultural product production relying on the internet of things technology, formulate production standards for regional characteristic agricultural products, improve the quality stability of agricultural products, and encourage the development of order agriculture to accurately connect production demand according to live broadcast sales data; second, strengthen the construction of the agricultural product processing system, support rural areas to build agricultural product deep processing bases, develop high-value-added processed products, extend the agricultural industrial chain, and improve the ability of products to resist market risks; finally, improve the digital management system of the supply chain, build county-level production warehouses and village-level collection points, construct a cold chain logistics network covering urban and rural areas, optimize inventory management and logistics distribution paths using big data technology, reduce circulation costs, and improve supply chain response efficiency.

4.4 Building Characteristic Brands

Brand building is an important path to enhance the market competitiveness of rural products, and it is necessary to build a multi-level coordinated development brand system of "regional public brand - enterprise brand - product brand". First, strengthen the cultivation and management of regional public brands, local governments take the lead in integrating regional characteristic agricultural resources, register regional public brands, formulate brand access standards and quality supervision systems, strengthen brand certification and endorsement, and improve the visibility and credibility of regional public brands; second, support enterprises and farmers to cultivate their own brands, encourage agricultural enterprises to increase investment in product R&D and innovation, improve product packaging design and quality, cultivate a number of enterprise brands and product brands with market influence, and guide small farmers to develop in groups through cooperatives and other forms to share brand resources; finally, innovate brand promotion models, carry out immersive and scenario-based brand promotion activities relying on digital channels such as live broadcast platforms and social media, and tell brand stories combined with rural culture and folk customs to enhance the emotional value and cultural connotation of the brand.

4.5 Improving Policy Guarantees

Policy guarantee is an important support for the development of rural live e-commerce, and it is necessary to build a comprehensive policy support system of "incentive guidance - supervision and regulation - collaborative promotion". First, increase the intensity of precise financial support, set up a special fund for rural live e-commerce, provide financial subsidies for the construction of rural live broadcast infrastructure, talent training, brand building, etc., and guide financial institutions to innovate credit products to provide low-interest loans, credit loans and other financial

support for rural live e-commerce subjects; second, improve the supervision and service system, establish a traceability mechanism for the quality of live e-commerce products, strengthen the supervision of live broadcast promotion, product quality, after-sales service and other links, crack down on illegal acts such as false promotion and shoddy products, standardize the market order, and build a public service platform for rural live e-commerce to provide one-stop services such as policy consultation, technical guidance, and intellectual property protection; finally, improve the multi-department collaborative mechanism, establish a linked working mechanism among departments such as commerce, agriculture and rural areas, development and reform, and finance, clarify the division of responsibilities of each department, form a joint force for policy implementation, and encourage industry associations, live broadcast platforms, social organizations, etc. to participate in the development of rural live e-commerce, building a collaborative promotion pattern led by the government, dominated by the market, and participated by the society.

5 In-depth Challenges and Collaborative Response Strategies

5.1 Main In-depth Challenges

5.1.1 Solidification of Multi-dimensional Digital Divide.

Although remarkable progress has been made in the construction of rural digital infrastructure in China, the digital divide has shifted from the traditional access divide to a multi-dimensional divide of "access - use - capability", and there is a risk of solidification. From the regional dimension, the gap between underdeveloped western regions and developed eastern regions in terms of digital infrastructure quality and depth of technology application is still significant; from the subject dimension, the digital literacy of groups such as the elderly in rural areas and low-income farmers is generally low, making it difficult for them to proficiently master live e-commerce operation skills; from the application dimension, rural live e-commerce mostly stays at the simple product sales level, and there is a large gap in high-end application fields such as big data precision marketing and digital supply chain management. This multi-dimensional digital divide not only restricts the full release of the empowering effect of live e-commerce, but also may exacerbate the development imbalance within rural areas.

5.1.2 Imbalance between Talent Supply and Demand and Difficulty in Retention.

The development of rural live e-commerce is facing a significant structural contradiction between talent supply and demand, as well as a talent retention dilemma. From the perspective of demand structure, rural live e-commerce not only needs front-end marketing talents such as anchors, but also back-end professional talents such as live broadcast operation, data analysis, supply chain management, and brand planning. However, the current rural talent supply is mostly concentrated on front-end anchors, and there is a serious shortage of back-end professional talents; from the

perspective of talent quality, although locally trained live broadcast talents are familiar with local resources, they lack professional operation and management capabilities, while externally introduced professional talents have professional skills but insufficient adaptability to rural resources and market demand; from the perspective of retention, the income level, public services, and development space in rural areas are all backward compared with cities, making it difficult to attract and retain professional talents.

5.1.3 Fragmented Supply Chain and Insufficient Collaboration.

The rural agricultural product supply chain system presents a fragmented characteristic, and the collaboration among various links is insufficient, which has become a core bottleneck restricting live e-commerce from empowering rural revitalization. From the production link, rural agricultural production is dominated by small farmers, with small production scale and low standardization level, making it difficult to form a stable product supply; from the processing link, there are few rural agricultural product processing enterprises, with small scale and low technical level, mostly focusing on primary processing, and lacking high-value-added deep processing products; from the logistics link, the rural cold chain logistics infrastructure is backward, and the logistics network coverage is not comprehensive, leading to a high loss rate of fresh agricultural products during transportation; from the collaboration link, there is a lack of effective collaboration mechanisms among production, processing, logistics, sales and other links, and the problem of information asymmetry is prominent.

5.1.4 Shallow Industrial Integration and Homogenization.

At present, the integration of live e-commerce and rural industries presents a shallow characteristic, and there is a risk of homogenization lock-in. From the perspective of integration depth, the integration of live e-commerce and rural industries mostly stays at the shallow model of "live broadcast + product sales", and fails to achieve in-depth integration with formats such as agricultural production, rural cultural tourism, and folk culture; from the perspective of product supply, most agricultural products sold by rural live e-commerce are primary products, with a single variety and indistinct characteristics, resulting in serious homogeneous competition; from the perspective of development model, some regions blindly follow the trend to develop live e-commerce, lacking in-depth excavation and accurate positioning of local resource endowments, forming a homogeneous development model, which is difficult to achieve sustainable development.

5.2 Multi-subject Collaborative Response Strategies

5.2.1 Government Leadership and Basic Guarantee.

The government should play a leading role, focus on the multi-dimensional digital divide, and build a comprehensive basic guarantee system. First, implement the digital infrastructure quality improvement project, increase capital investment in underdeveloped western regions, promote the full extension of 5G networks and gigabit

broadband to rural areas, and improve the quality of digital infrastructure; second, carry out targeted digital literacy improvement actions, and carry out differentiated digital skills training according to the needs of different rural groups; third, establish a regional collaborative development mechanism, and promote the transfer of digital technology, talents, and experience from developed eastern regions to underdeveloped western regions through east-west cooperation, urban-rural pairing assistance and other methods; fourth, improve the rural public service system, and enhance the level of rural education, medical care, culture and other public services to provide basic guarantee for talent retention.

5.2.2 Market-led Collaborative Empowerment.

Market subjects should play a leading role, focus on the contradiction between talent supply and demand and the fragmentation of the supply chain, and build an efficient collaborative system. First, build a diversified talent introduction and training system. Live broadcast platforms, MCN institutions and other market subjects should strengthen cooperation with rural areas, carry out professional talent services in rural areas, and jointly carry out order-based talent training with colleges and universities and vocational colleges; second, establish a talent incentive and retention mechanism. Enterprises should improve the income level of rural live e-commerce talents, and improve the promotion channels and career development space; third, build an integrated collaborative platform for the supply chain. Leading enterprises should play a leading role, integrate resources such as small farmers, processing enterprises, and logistics enterprises, and establish a supply chain model of "enterprise + cooperative + farmer"; fourth, promote the digital upgrading of the supply chain, and build a supply chain management platform using big data, internet of things and other technologies to improve supply chain efficiency and stability.

5.2.3 Social Participation and Integrated Empowerment.

Social organizations should play a bridge role, focus on the shallow industrial integration and homogenization, and build a diversified empowerment system. First, promote the in-depth integration of live e-commerce and rural diversified formats. Industry associations, scientific research institutions, etc. should strengthen the research on rural resource endowments, and guide rural areas to develop integrated formats such as "live broadcast + rural tourism" and "live broadcast + folk culture" in combination with local characteristics; second, strengthen brand cultivation and empowerment services. Industry associations should take the lead in formulating standards for regional characteristic agricultural products and carry out brand certification and promotion activities; third, build an exchange and cooperation platform to organize exchanges and cooperation between rural live e-commerce subjects and urban enterprises and live broadcast platforms; fourth, strengthen industry self-discipline. Industry associations should formulate live e-commerce industry norms and guide rural live e-commerce subjects to operate in good faith.

5.2.4 Multi-subject Collaborative Linkage.

To address the in-depth challenges of live e-commerce empowering rural revitalization, it is necessary to build a guarantee mechanism for the collaborative linkage of the government, market, and society. First, establish a collaborative decision-making mechanism, and set up a collaborative development committee composed of government departments, industry associations, enterprise representatives, rural subjects, etc.; second, improve the collaborative incentive mechanism. The government should formulate incentive policies to commend and reward market subjects and social organizations that have made outstanding contributions; third, build a collaborative supervision mechanism, and establish a multi-dimensional supervision system combining government supervision, industry self-discipline, and social supervision; fourth, build a collaborative service platform, integrate the service resources of the government, market, and society, and provide one-stop services for rural live e-commerce subjects.

6 Conclusion and Outlook

In the context of the digital economy, live e-commerce has become an important carrier for empowering rural revitalization. Based on the theoretical perspective of "digital empowerment - industrial upgrading - rural revitalization", this paper constructs a three-dimensional empowerment mechanism of live e-commerce including technological empowerment, market empowerment, and subject empowerment, proposes five practical paths of digital infrastructure upgrading, subject capacity building, industrial chain integration, brand building, and policy guarantee, and puts forward specific strategies to address in-depth challenges from the perspective of multi-subject collaboration between the government, market, and society.

The research shows that live e-commerce can break the temporal and spatial constraints of rural economic development, expand the market space of rural products, and improve farmers' income levels, but its empowerment effect is restricted by factors such as unbalanced construction of digital infrastructure, shortage of professional talents, weak agricultural product supply chain, and homogeneous competition. Only through the joint promotion of the government, market, and society can the empowering role of live e-commerce be fully exerted, helping rural revitalization achieve high-quality development.

Due to the limitations of research conditions, this paper still has certain deficiencies: first, the quantitative analysis of live e-commerce empowering rural revitalization is insufficient. Future research can construct a quantitative indicator system and use panel data, structural equation models and other methods to quantitatively analyze the effect and influencing factors of live e-commerce empowering rural revitalization; second, the discussion on the application of emerging technologies (such as artificial intelligence and metaverse) in rural live e-commerce is insufficient. Future research can focus on the integrated development of emerging technologies and rural live e-commerce, and explore new empowerment models and paths. Looking forward to the future, with the continuous development of digital technology and the continuous

improvement of the multi-subject collaborative mechanism, live e-commerce will play a greater empowering role in rural revitalization and promote the high-quality development of the rural economy.

Funding

This work was supported by: 1.Humanities and Social Sciences Project of Guizhou Provincial Department of Education (Grant No. 2025RW89); 2.Doctoral Fund of Guizhou Industry Polytechnic College (Grant No. 2024-rc-05); 3.Theoretical Innovation Project of Guizhou Social Science Association (Joint Project) (Grant No. GZLCLH-2024-145).

References

1. Zhang H, Shi L. Digital Economy: A New Driving Force in the New Era[J]. Journal of Beijing Jiaotong University (Social Sciences Edition), 2019, 18(02): 10-22.
2. Huang Q H, Yu Y Z, Zhang S L. Internet Development and Manufacturing Productivity Improvement: Internal Mechanism and Chinese Experience[J]. China Industrial Economics, 2019(08): 5-23.
3. Barefoot K, Curtis D, Jolliff W, et al. Defining and Measuring the Digital Economy[R]. US Department of Commerce Bureau of Economic Analysis, Washington, DC, 2018.
4. Sun J. Digital Platform Monopoly and the Construction of Digital Competition Rules[J]. Science of Law (Journal of Northwest University of Political Science and Law), 2021, 39(04): 63-76.
5. Jiang C Y. New Development Pattern, Common Prosperity and Rural Industrial Revitalization[J]. Journal of Nanjing Agricultural University (Social Sciences Edition), 2022, 22(01): 1-11+22.
6. Zhao Z, Jia Y, Danlei Z, et al. The Assistance of Digital Economy to the Revitalization of Rural China[C]. 2019 4th International Conference on Social Sciences and Economic Development (ICSSSED 2019). Atlantis Press, 2019: 702-704.
7. Cai K X, Yang H, Mazuozhenmo. Rural Tourism: A Path Choice for Realizing the Rural Revitalization Strategy[J]. Rural Economy, 2018(09): 22-27.
8. Yang J, Yang R, Chen M H, et al. Effects of Rural Revitalization on Rural Tourism[J]. Journal of Hospitality and Tourism Management, 2021, 47: 35-45.
9. Teece D J. Profiting from Innovation in the Digital Economy: Enabling Technologies, Standards, and Licensing Models in the Wireless World[J]. Research Policy, 2018, 47(8): 1367-1387.
10. Song Y. Digital Economy, Technological Innovation and High-Quality Economic Development: Based on Provincial Panel Data[J]. Guizhou Social Sciences, 2022(12): 105-112.
11. Cao J F, Han Y L. An Empirical Test of the Impact of Digital Economy on High-Quality Urban Economic Development[J]. Statistics & Decision, 2022(16): 82-86.
12. Zhao T, Zhang Z, Liang S K. Digital Economy, Entrepreneurial Activity and High-Quality Development - Empirical Evidence from Chinese Cities[J]. Management World, 2022, 36(10): 65-76.
13. Ding S, Li R J. Digital Economy, Resource Allocation Efficiency and High-Quality Urban Development[J]. Zhejiang Social Sciences, 2022(08): 11-21.

14. Wan S W, Tang K. Research on the Mechanism and Path of Digital Economy Promoting Rural Industrial Revitalization[J]. Academic Journal of Zhongzhou, 2022(03): 29-36.
15. He L H, Wang F, Wang C M. How Does the Digital Economy Drive Rural Revitalization in China?[J]. Inquiry into Economic Issues, 2022(04): 1-18.
16. Sun W T, Liu Z B. Digital Economy, Urbanization and Farmers' Income Increase - An Empirical Test Based on the Yangtze River Economic Belt[J]. Inquiry into Economic Issues, 2022(03): 1-14.
17. Fu C B, Sun M Y. Innovative Paths of E-commerce Live Broadcasting Empowering Rural Revitalization - A Field Survey Based on G Village in Central Henan[J]. Social Governance, 2021(09): 76-83.
18. Zhou P, Zhou C. Practical Exploration of Live E-commerce Empowering Rural Revitalization in the Context of Digital Economy - Taking the Model of Common Prosperity Workshops and Common Prosperity Colleges in Quzhou City, Zhejiang Province as an Example[J]. China Business & Trade, 2025, 34(07): 27-30.
19. Zhao X Y, Shi X C. Research on the Path of E-commerce Live Broadcasting Empowering Rural Revitalization under the Internet Celebrity Economy[J]. Modern Business Research, 2025(15): 13-15.
20. Zeng J. Research on Strategies of Live E-commerce Empowering Rural Revitalization in Nanchang City under the Background of Digital Economy[J]. National Circulation Economy, 2025(07): 37-40.
21. Wu N F. Research on Strategies of Live E-commerce Promoting Rural Revitalization in the Digital Economy Era[J]. National Circulation Economy, 2025(01): 28-31.
22. Ouyang Z J. Multi-modal Intelligent Matching System Drives the E-commerce Transformation of Geographical Indication Products - Based on the Practical Exploration of Luotian, Hubei[J]. Knowledge Economy, 2025(32): 31-34.
23. Wang J H. Research on Rural E-commerce Empowering Rural Revitalization in the Digital Economy Era[J]. Journal of Guangxi Agriculture, 2025, 40(04): 48-53.
24. Zhang C H, Wang Y F, Chen Z Y, et al. Research on Innovative Strategies of E-commerce Live Broadcasting Assisting Agriculture from the Perspective of Rural Revitalization - Taking Shaanxi Province as an Example[J]. Business Exhibition Economy, 2025(13): 28-31.

Open Access This chapter is licensed under the terms of the Creative Commons Attribution-NonCommercial 4.0 International License (<http://creativecommons.org/licenses/by-nc/4.0/>), which permits any noncommercial use, sharing, adaptation, distribution and reproduction in any medium or format, as long as you give appropriate credit to the original author(s) and the source, provide a link to the Creative Commons license and indicate if changes were made.

The images or other third party material in this chapter are included in the chapter's Creative Commons license, unless indicated otherwise in a credit line to the material. If material is not included in the chapter's Creative Commons license and your intended use is not permitted by statutory regulation or exceeds the permitted use, you will need to obtain permission directly from the copyright holder.

