

Research on the Application of Electronic Commerce in the Culture Industry Development in Nanchang City

Guanghua Li, Wen Chen^{1, a}

¹ Nanchang Institute of Science & Technology, Nanchang City, Jiangxi Province, China, 330008

^a email:

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Abstract. E-commerce is the result of the development of the Internet and it plays an increasingly important role in residents' daily lives. It is a new way to use electronic commerce to develop cultural industry. Facing the vigorous development of cultural industry at home and abroad, the development of Nanchang's cultural industry must have a clear positioning and feasible development strategy. Based on the author's experiences in learning and practice, the article first analyzes the advantages and disadvantages of electronic commerce in promoting the development of cultural industry in Nanchang, and then puts forward the development countermeasures. The research results of this paper have a certain role in promoting the transformation of the development of cultural industry in Nanchang city.

Introduction

Electronic commerce is a new economic activity of network, which is developing at an unprecedented speed. It has become an effective way to enhance the economic competitive power and realize global resource allocation in main developed countries. With the rapid development of the national economy and social undertakings in Nanchang, the use of electronic commerce to develop the cultural industry has owned the necessary economic foundation and technical conditions. Based on the convenience of electronic commerce, we can use online transactions, third-party trading platform and combination of traditional business to develop the electronic commerce trading of cultural goods. Nanchang municipal government should continue to improve the Internet infrastructure, and integrate regional advantages. At the same time, the cultural enterprises should strengthen information construction, brand promotion and so on to speed up the pace of participation in e-commerce[1].

Advantages and Disadvantages - Based on the Present Situation of the Development of Cultural Industry in Nanchang

According to the United Nations Educational, Scientific and Cultural Organization, cultural industry is a series of activities in accordance with the industrial standards of production, reproduction, storage and distribution of cultural products and services, it contains the game, animation, literature, music, film and television, publishing, software, fashion design, and many other industries and fields. Cultural industry is currently recognized as a sunrise industry or the future oriented industry. It has strategic significance to enhance comprehensive national strength, regional and urban competitiveness. Developing cultural industry is an important measure to speed

up the development of service industry, promote the adjustment of economic structure and upgrade the industrial structure, it is also an important way to flourish socialist culture, meet people's spiritual and cultural needs under the conditions of market economy. In recent years, cultural industry has acquired the government and the society's high attention and key support. For Nanchang, developing cultural industry will be conducive to fully explore the advantages of historical and cultural resources in Nanchang, optimize the industrial structure, enhance economic strength, expand employment, promote the harmonious development of economic and society[2]. Meanwhile, the development of cultural industries is also an urgent need to implement scientific outlook on development, build a "harmonious Nanchang" and serve the masses of the people.

The development of cultural industry in Nanchang has many advantages. First, good market system has created favorable environment for the development of cultural industry in Nanchang. Nanchang is the first city in the country to promote economic reform and develop the socialist market economy system. Currently, Nanchang has initially formed cultural markets which have considerable sizes and complete varieties, such as culture and entertainment market, book and newspaper market, audio and video products market and cultural relics and arts and crafts market. Second, strong cultural consumption demand is the engine of the development of cultural industry in Nanchang. Nanchang has a large population and has a huge potential for cultural consumption. Third, advanced production technology provides the guarantee for the development of cultural industry in Nanchang. Nanchang cultural production technology is at the forefront of the country in the field of the press, advertising, printing, audio and video production and tourism. On the one hand, the development of high technology has increased the scientific and technological content of the cultural industry. On the other hand, the introduction of new and high technology into the cultural industry promotes the development of the cultural and technological industry.

Of course, there are many problems in the development of Nanchang cultural industry. (1) Cultural industry concept needs to be updated. Compared with Beijing and Shanghai, which have strong planning and organization skills, the cultural industry awareness in Nanchang is relatively weak, the government does not pay enough attention and the society lacks fundamental services to host the cultural industry. (2) The reform of the management system of cultural industry lags behind. Currently, the reform of management system of Nanchang cultural industry lags behind the reform process of the whole national economy, all levels of government on the management of cultural enterprises and institutions still basically followed the fragmentation pattern under the planned economy, management method has a strong command of the planned color, economic and legal means are not institutional and normative enough. (3) The health cultural resources market allocation mode is not formed. The development of cultural industry needs a stable, multi-channel investment and financing system, however, the cultural industry investment in Nanchang now is mainly based on government investment and bank loans, social capital investment is very little. (4) The shortage of talents in cultural industries. The cultural industry is a kind of intelligence industry, It requires high quality talent to act as the leading role. Compared with Beijing and Shanghai, Nanchang is lack of influential cultural and artistic creation and media professionals, especially the cultural management personnel with higher cultural quality and market management ability. (5) The lack of scientific and technological content in the cultural industry. The application of high and new technology is an important way to enhance the competitiveness of the cultural industry, but at present, there is still a gap between the technical ability of Nanchang cultural industry and other big cities in China. Compared with the developed countries, the gap is even greater. (6) The scale benefits of the cultural industry is bad and market competitiveness and anti risk ability is not high. In addition to a small number of cultural industries in Nanchang, such as Nanchang daily newspaper

group, the city's cultural enterprises to achieve better economic efficiency is not much.

Countermeasure and Suggestions: Using Electronic Commerce to Boost the Innovation-driven Development of Cultural industry in Nanchang City

The cultural industry is a knowledge intensive service industry and is classified in the modern service industry. Cultural industry, especially modern creative cultural industry has intensive knowledge, high technology content, high added value, less pollution and can be developed and converted repeatedly and constantly[3]. The direct impetus of economic growth and the influence on social development have been paid more and more attention by the countries all over the world.

Facing the vigorous development of cultural industry at home and abroad, the development of Nanchang's cultural industry must have a clear positioning and feasible development strategy. The basic policy should be: based on local, have a global view, develop the cultural industry vigorously, adhere to the unity of social benefit and economic benefit; select the entrance to the development of the cultural industry, stress the effect of leader; Closely integrated with the development of modern science and technology, improve the scientific and technological content of the cultural industry; Adjust the layout of cultural industry, optimize cultural resource allocation, improve the scale economic benefits, establish an effective mechanism for the development of cultural industry. According to the current development trend of electronic commerce technology and cultural industry, the author puts forward the following strategies and suggestions for the innovation and development of Nanchang's cultural industry:

First, seriously implement the spirit of the "Eleventh Five-Year" period of the national cultural development planning outline, deploy the innovation and development of cultural industry in Nanchang city in 11th Five-Year, establish the medium and long term development goals of the innovation and development of the cultural industry in Nanchang, make full use of the innovation driven effect of network productivity, push the cultural industry in Nanchang into a high-level, high-tech, high-taste, efficient development track.

Second, build public service platform of network culture industry, cultivate the network culture market. It is necessary to build a large service platform of network cultural products and cultural production factors, make full use of the main role of enterprises in the development and application of electronic commerce, develop the circulation organization and circulation mode of modern cultural products, cultivate a number of large-scale cultural circulation enterprises and enterprise groups with prominent main business, high-awareness brand, strong radiation force, form the network culture market system with local characteristics in Nanchang and consumer oriented new cultural electronic business model, make it become the dominant force in the field of cultural circulation.

Third, adapt to the strategic needs of building innovative country and innovative cities, make full use of independent innovation abilities of chemical production enterprises and advantages of enterprise cluster innovation[4]. Establish a number of benchmarking enterprises with strong independent innovation, and make benchmarking enterprises as the core, construct cluster innovation bases for cultural industry in Nanchang. Through the enterprise agglomeration, develop the scale effect and chain effect of the cultural industry in Nanchang, develop the demonstration effect and radiation effect of enterprise innovation.

Fourth, establish the industry joint conference system of Guandong province's electronic commerce industry and cultural industry, study the technical and economic problems and policies and regulations of the combination of cultural industry and electronic commerce at regular intervals, accelerate the electronic, information, networking, virtual development process of cultural industry

Fifth, strengthen the protection of intellectual property rights of network culture, speed up the construction of the policy and regulation system of network culture. Protect intellectual property rights is the fundamental guarantee for the survival and development of the network culture industry, actively encourage authors register the copyright of the work of network cultural works timely, take measures to protect the intellectual property rights of the network cultural products according to law, strengthen the supervision of the animation market, crack down on all kinds of smuggling, piracy and piracy network cultural products.

Sixth, E-commerce industry and cultural industry should formulate cultural industry e-commerce standards jointly. Standard is the magic weapon to the world, the market tools for modern economic order and the interests redistribution, the embodiment of independent intellectual property rights. The network culture industry of Nanchang should occupy the strategic commanding point of the standard economy at the beginning, research, formulate and improve business standard and technical standard system of cultural electronic commerce[5].

Seventh, use the capital market to enhance the global competitiveness of the network cultural industry in Nanchang. Most modern cultural industries are capital intensive, technology intensive and knowledge intensive industries. Leveraging the capital market is the inevitable way to strengthen the Nanchang network culture industry, we should encourage and support those network culture enterprises who have high-quality asset, normative operations and strong growth come into market.

Eighth, Nanchang cultural industry should “Based on the province, Face the world”. Nanchang is a city with a long history of foreign exchanges and trade. On the basis of making full use of the advantages of the local cultural characteristics of Guangdong, encourage cultural products chain enterprises to make cross regional development, promote the qualified enterprises to do cross province and country chain business[6]. Network culture enterprises should develop multi lingual communication service platform and channel and occupy the overseas market to the maximum.

Ninth, establish and improve the network culture vocational training system, cultivate the compound talents of electronic commerce and cultural production. The development of network culture industry not only needs the science and technology talents of science and technology, but also the cultural and artistic talents of social science. Therefore, we should make great efforts to cultivate the compound talents of electronic commerce and cultural production to meet the talent needs of the booming network culture industry.

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