

## INTERNAL AND EXTERNAL FACTORS AFFECTING CHINESE DIGITAL PLATFORM INNOVATION

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The rapid development of the digital economy has benefited from the role of digital platforms as an infrastructure. The main factors affecting the innovation of digital platforms in China are divided into internal and external factors. External factors mainly reflect the importance of policy regulation for sustainable platform innovation. Internal factors are in the areas of technology and R&D investment.

**Keywords:** digital platform; innovation; supervision; technology; investment in R&D.

## ВНУТРЕННИЕ И ВНЕШНИЕ ФАКТОРЫ, ВЛИЯЮЩИЕ НА ИННОВАЦИИ КИТАЙСКОЙ ЦИФРОВОЙ ПЛАТФОРМЫ

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Стремительному развитию цифровой экономики способствовала роль цифровых платформ как инфраструктуры. Основные факторы, влияющие на инновации цифровых платформ в Китае, делятся на внутренние и внешние факторы. Внешние

факторы в основном отражают важность политического регулирования для устойчивых инноваций платформы. Внутренние факторы относятся к области технологий и инвестиций в НИОКР.

**Ключевые слова:** цифровая платформа; инновации; надзор; технологии; инвестиции в НИОКР.

In recent years, the Chinese digital economy has developed rapidly. According to data, from 2018 to 2022, the scale of the Chinese digital economy has grown from 30 trillion to 50.2 trillion yuan, ranking second in the world [1]. The digital platform is one of the infrastructures of Chinese digital economic development. It is an important engine of the Chinese digital economy. However, during 2022, the development of digital platforms has shown a downward trend for the first time due to the influence of inflation, interest rate increases in the US dollar, and other factors. Therefore, it is essential to explore the internal and external factors of China's digital innovation.

The internal factors affecting the development of digital platforms in China come from two main sources. First is the factor of technology. Technology can help digital platforms achieve disruptive innovation as well as sustainable innovation. 2022 Artificial intelligence technology has achieved rapid development. It has gone from a purely technical field to a technical application field. It has broken barriers in numerous industries. For example, ChatGPT. The application of artificial intelligence technology has created a new growth space for the development of digital platforms. Therefore, artificial intelligence has also become a new competitive point in the platform field. Second, in terms of R&D technology investment, The R&D investment of head platform companies continued to increase in 2022 [2]. But because the dividend of the previous technology is close to its end, So the effectiveness of the overall research shows a decreasing trend.

The external factors affecting the development of China's digital platforms mainly come from policy and supervision. In 2022, many countries and regions will launch regulatory policies for platforms. Especially in terms of antitrust. China has always attached great importance to the standardized, healthy, and sustainable development of the platform economy. The 2022 Central Economic Work Conference clearly proposed to “improve the level of normalized supervision and support platform companies to show off their skills in leading development, creating jobs, and international competition.” In the same year, China graded and classified digital platforms. The division of super platforms, large platforms, and small and medium-sized platforms is conducive to antitrust supervision. Platform development and innovation are

undergoing profound changes. Therefore, government supervision and support are needed to achieve sustainable innovation.

### **Библиографические ссылки**

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