

## Research on the Deep Integration of the Digital Economy and the Real Economy: A Case Study of Cangzhou City

Wanming Zhang<sup>1,2</sup>, Yunjie Wang<sup>1,2</sup>, Shuai Zhang<sup>1,2</sup>, Xiang Gong<sup>1,2</sup>, Zhonghao Li<sup>1,2</sup>

<sup>1</sup> Department of Mechanical Engineering, Hebei University of Water Resources and Electric Engineering, Cangzhou, Hebei, 061001, China

<sup>2</sup> Industrial Manipulator Control and Reliability Technology Innovation Center of Hebei, Cangzhou, Hebei, 061001, China

### Abstract

This paper takes Cangzhou City in Hebei Province as a research object to systematically explore the development status, prominent problems, and promotion pathways for the deep integration of the digital economy and the real economy. The research indicates that Cangzhou City possesses favorable development conditions in terms of policy environment, geographical advantages, and industrial foundation, with preliminary achievements in digital economic development. However, the integration process still faces practical challenges such as incomplete understanding, shortage of high-end talent, uneven infrastructure, imperfect institutional mechanisms, and insufficient endogenous motivation for the digital transformation of enterprises. To address these issues, this paper proposes a systematic promotion path from five dimensions: strengthening top-level design, improving digital infrastructure, deepening industry enablement, accelerating enterprise digital transformation, and enhancing talent team building. The aim is to provide theoretical reference and practical guidance for Cangzhou City and similar regions in promoting the deep integration of the digital and real economies.

### Keywords

Digital Economy; Real Economy; Deep Integration; Cangzhou City; Development Path.

### 1. Introduction

Currently, the world is undergoing profound changes centered on digitalization and intelligence. The digital economy, as a new economic form following the agricultural and industrial economies, is reshaping the global economic landscape and industrial structure with unprecedented depth and breadth [1]. The report of the 19th National Congress explicitly proposed "promoting deep integration of the internet, big data, artificial intelligence, and the real economy." The report of the 20th National Congress further emphasized "accelerating the development of the digital economy and promoting the deep integration of the digital economy and the real economy." These important statements chart the course for advancing Chinese modernization and achieving high-quality economic development.

The real economy is the foundation of a nation's economy and the fundamental source of wealth creation, while the digital economy serves as the core engine for improving the quality and efficiency of the real economy and cultivating new quality productive forces. The deep integration of the two can not only reconstruct industrial, supply, and value chains but also inject new momentum into regional economic development and shape new advantages. Against this background, in-depth research on the practice of "Digital-Real integration" at the regional level holds significant theoretical value and practical meaning.

As an important node city in the Beijing-Tianjin-Hebei coordinated development and a key member of the Bohai Rim economic circle, Cangzhou City has actively explored the

development of the digital economy and the transformation and upgrading of traditional industries in recent years. According to the Cangzhou City government work reports and related research data, Cangzhou has made certain progress in digital industrialization and industrial digitalization. However, numerous structural and institutional obstacles still exist in the process of deep integration between the digital economy and the real economy. Therefore, based on the specific practices of Cangzhou City, this paper deeply analyzes the current characteristics of its "Digital-Real integration," diagnoses the key problems it faces, and accordingly proposes targeted integration development paths. It aims to provide useful reference and insights for Cangzhou City and other similar regions in promoting high-quality economic development.

## **2. Current Analysis of the Integrated Development of the Digital Economy and Real Economy in Cangzhou**

### **2.1. Preliminary Establishment of a Policy Support System and Continuous Optimization of the Institutional Environment**

The Cangzhou municipal government attaches great importance to the development of the digital economy and actively implements the strategic deployments of the national and Hebei provincial governments regarding promoting the digital economy. In recent years, it has successively formulated and issued a series of policy documents and guidelines, including the "Cangzhou City Electronic Information Industry '12th Five-Year Plan' Development Plan," "Several Policies on Supporting the Accelerated Development of the Digital Economy," "Cangzhou City Smart City Construction (E-Government Development) '14th Five-Year Plan'," "Cangzhou City Big Data Top-Level Design," and "Cangzhou City Big Data Resource Management Measures" [2]. These policy documents have constructed a relatively complete policy framework for digital economic development from multiple dimensions such as industrial development, infrastructure construction, and data resource management, providing institutional guarantees for promoting the deep integration of the digital economy and the real economy.

In terms of policy implementation, Cangzhou City has promoted the implementation of various policies through measures such as establishing specialized working groups, setting up special funds for digital transformation, and carrying out the "Thousand Enterprises on the Cloud" action. Particularly in supporting the digital transformation of industrial enterprises, it issued the "Ten Measures for Supporting the Digital Transformation of Industrial Enterprises," built a "Three Clouds" service system adapted to local characteristics, and used localized cloud computing resources to promote the digitalization of enterprises. These initiatives have created a favorable policy environment for the deep integration of the digital economy and the real economy in Cangzhou City.

### **2.2. Significant Geographical Advantages and Great Potential for Regional Coordinated Development**

Cangzhou City enjoys significant development advantages due to its unique geographical location. The city is adjacent to the two major municipalities of Beijing and Tianjin, located in the core area of the Bohai Rim economic circle. It is traversed by high-speed railways operated by several important railway administrations and is closely connected to several cities with relatively high economic development levels, including Beijing, Tianjin, Shijiazhuang, and Jinan. The convenient transportation network greatly facilitates links with the capital economic circle, conducive to the circulation and optimal allocation of key resources such as talent, capital, and technology.

In terms of regional coordinated development, Cangzhou City actively integrates into the overall situation of Beijing-Tianjin-Hebei coordinated development. Leveraging the opportunity presented by the Beijing-Tianjin-Hebei Big Data Comprehensive Pilot Zone construction, it promotes digital innovation and application in fields such as industry, transportation, healthcare, sports, and education. Through multi-field digital cooperation with the Beijing-Tianjin region, it aims to achieve integrated and intelligent management across fields, share and co-use government big data resources, and promote digital integration in the Beijing-Tianjin-Hebei region [3]. This regional coordinated development provides broad space and huge potential for the deep integration of the digital economy and the real economy in Cangzhou City.

### **2.3. Continuous Consolidation of the Industrial Foundation and Initial Results in Digital Application**

Cangzhou City has a solid industrial foundation, with obvious advantages particularly in traditional manufacturing sectors. Leading industries such as automobile manufacturing, garment processing, petroleum chemistry, and pipeline equipment are at leading levels within the province and even nationally [4]. In recent years, these traditional industries have made active progress in digital transformation. As of June 2024, the revenue of Cangzhou City's core digital economy sectors reached 24.6 billion yuan, a year-on-year increase of 10.1%. The application of digital technology in traditional industries continues to deepen, effectively promoting industrial transformation and upgrading.

In terms of digital infrastructure construction, Cangzhou City has deployed 9,438 5G base stations, achieving comprehensive network coverage in urban areas, counties, towns, and rural villages. The establishment of the "National Beidou Navigation Positioning Service Data Center Hebei Branch" in Cangzhou will support national strategies and industrial development. The improvement of this infrastructure provides a solid foundation for the deep integration of the digital economy and the real economy.

Regarding enterprise digital transformation, Cangzhou's leading enterprises have performed prominently. Enterprises like Cangzhou Dahua Group have achieved refined production management and smart factory applications through information technology; State Grid Cangzhou Power Supply Company has launched the "Little Cloud Butler" intelligent logistics IoT platform, based on IoT technology, 5G technology, and artificial intelligence, using various new intelligent sensing terminals; Shimao Company has deeply developed the digital industry based on its own advantageous fields, launching an "Immunization Planning Big Data Decision-making and Early Warning System" that collects, splits, cleans, and calculates data, using machine learning algorithms to form a series of association rule data, achieving the sharing and application of precise data. The successful practices of these enterprises have accumulated valuable experience for the deep integration of the digital economy and the real economy in Cangzhou City.

### **2.4. Accelerated Digital Transformation of Characteristic Industries and Continuous Emergence of New Models and Formats**

Cangzhou City has made significant progress in promoting the digital transformation of its characteristic industries. Taking the Grand Canal Cultural Belt as an example, Cangzhou actively explores the application of digital technology in cultural heritage and tourism development, using technologies like big data analysis to provide impetus for innovation in traditional industries and the transformation and upgrading of the cultural tourism industry. It utilizes information technology to expand the influence of the cultural tourism market and promote the modernization of the cultural industry, demonstrating the practice of the digital economy empowering the real economy.

Against the backdrop of epidemic prevention and control, the consumption advantages of the digital economy have become increasingly evident. New models such as online seminars, remote diagnosis and treatment, online education, and live streaming have become more mature, with supporting resources gradually becoming complete. These will become important supplements to traditional offline models. In July 2020, China Science and Technology released the "SME Digital Economy Globalization Edition". This forum mainly discussed the development trends of new technologies for SMEs, was entirely held online via new media and the internet, and involved about ten million participants worldwide, providing useful reference for the digital transformation of SMEs in Cangzhou City.

Furthermore, Cangzhou City has carried out large-scale "Thousand Enterprises" actions, successively built 5 key tracking projects for "Internet + Advanced Manufacturing," established 10 industrial internet platforms and standard digital workshops, and large enterprises have driven SMEs in the research, development, and use of digital technologies such as big data, cloud computing, and deep learning. These measures have effectively promoted the deep integration of traditional industries and digital technology, giving rise to a number of new business forms and models.

### **3. Problem Diagnosis of the Deep Integration of the Digital Economy and Real Economy in Cangzhou**

#### **3.1. Cognitive Bias at the Social Level, Integration Concept Not Yet Deeply Rooted**

Although Cangzhou City has made certain progress in promoting the integration of the digital economy and the real economy, there are still significant deviations at the social cognitive level. As the digital economy is a new concept with unclear boundaries, understanding of it is not deep enough. Cangzhou City is a third or fourth-tier geographical market, making it even more lacking in deep understanding, awareness, and application of the digital economy [5]. In the process of developing the digital economy and integrating it with the real economy, some enterprises in the city, especially SMEs, simply understand the digital economy as big data, artificial intelligence, or online sales. In the process of integration, they merely use the digital economy to empower the real economy unilaterally, rather than achieving mutual integration, mutual achievement, and collaborative progress.

This cognitive bias leads to a lack of systematic and strategic thinking when enterprises promote digital transformation. They often simplistically understand digitalization as the introduction of technical tools, rather than a comprehensive restructuring of business processes, organizational structures, and business models. Some enterprise managers have insufficient awareness of the urgency and importance of digital transformation, lack long-term planning, resulting in insufficient investment and slow progress in digital transformation. Additionally, government departments also exhibit tendencies to prioritize hardware over software, technology over management, and construction over application in the process of promoting "Digital-Real integration," failing to fully recognize the systematic and complex nature of the deep integration of the digital economy and the real economy.

#### **3.2. Serious Shortage of Digital Talent Supply and Prominent Imbalance in Talent Structure**

Digital talent is the core element for promoting the deep integration of the digital economy and the real economy. However, Cangzhou City faces severe challenges in the supply of digital talent. Cangzhou City is located in the core area of the Beijing-Tianjin-Hebei region. Although there are talents from big cities like Beijing, Tianjin, or Shijiazhuang looking for development opportunities, more elites still choose to develop their careers in big cities. Coupled with

objective factors such as salary, development space, and development opportunities, Cangzhou City has certain difficulties in attracting professional talent. The supply of professional talent is insufficient, which, to some extent, restricts the development of the digital economy and affects the progress of integration with the real economy.

Specifically, the digital talent problem in Cangzhou City is mainly reflected in three aspects: First, there is a severe shortage of high-end digital talent, especially interdisciplinary composite talent. Second, the training system for digital skills is not sound, and the talent training in local universities is disconnected from the needs of industrial development. Third, talent introduction policies lack competitiveness, making it difficult to attract and retain high-quality digital talent. This talent shortage directly affects the depth and breadth of enterprise digital transformation in Cangzhou City. Especially for the vast number of SMEs, due to the lack of professional talent support, they face multiple difficulties in the process of promoting digital transformation, such as technology selection, system implementation, operation, and maintenance management.

### **3.3. Uneven Digital Infrastructure Construction, Support Capacity Needs Improvement**

Digital infrastructure is the material foundation for the deep integration of the digital economy and the real economy. However, Cangzhou City still has obvious shortcomings in the construction of digital infrastructure. As things stand, although the key enterprises supported by our city have achieved some successes, there is still a clear gap compared to domestic leading enterprises in terms of digital transformation. Furthermore, how to better integrate the advantages of the digital economy into the needs of Cangzhou's traditional industries remains an urgent problem to be solved. In the field of digital infrastructure, such as the Internet of Things, large data centers, and cloud computing, there are still significant differences in the degree of application and penetration compared to relevant platforms and well-known enterprises.

Specific manifestations include: First, the coverage of new-generation information infrastructure is uneven, with a clear digital divide between urban and rural areas. Network coverage and quality in rural areas still need improvement. Second, the layout of professional infrastructure such as the Industrial Internet and IoT is insufficient, making it difficult to meet the needs of manufacturing digital transformation. Third, the support capacity of computing infrastructure is limited, especially the supply of computing power for new-generation information technology applications like artificial intelligence and big data. Fourth, the synergy between different infrastructures is not strong, leading to redundant construction and resource waste. These infrastructure shortcomings restrict the deep application and comprehensive popularization of digital technology in the real economy.

### **3.4. Imperfect Institutional Mechanisms, Coordination and Governance Capacity Need Strengthening**

The deep integration of the digital economy and the real economy involves multiple departments, fields, and entities, requiring effective collaborative governance mechanisms. However, in the process of promoting "Digital-Real integration," institutional and mechanistic obstacles in Cangzhou City remain prominent. The process of integrating the digital economy and the real economy requires coordination among multiple units and departments, but in reality, there is a lack of corresponding departments for management. On the one hand, communication between units and departments is not timely, communication is not smooth, and problems arising in the economic integration process cannot be resolved quickly. On the other hand, different units and departments have different methods and opinions when solving problems, leading to inability to reach consensus and resolve issues promptly [6].



Specifically, institutional and mechanistic problems are mainly reflected in: First, there is a lack of a coordinated mechanism, with various departments acting independently and insufficient policy coordination. Second, the data sharing mechanism is not sound, data silos between departments are prominent, making it difficult to integrate and utilize data resources. Third, the regulatory system does not adapt to the needs of digital economic development, and the capacity for inclusive and prudent regulation of new business forms and models is insufficient. Fourth, the standard and specification system is imperfect, and there are obstacles to interoperability between different systems and platforms. These institutional and mechanistic obstacles reduce policy implementation efficiency, increase institutional transaction costs for enterprises, and restrict the deep integration of the digital economy and the real economy.

### **3.5. Insufficient Endogenous Motivation for Enterprise Digital Transformation, Transformation Capacity Needs Urgent Improvement**

Enterprises are the main actors in the deep integration of the digital economy and the real economy. The active participation and proactive transformation of enterprises are key to promoting "Digital-Real integration." However, enterprises in Cangzhou City generally face problems of insufficient motivation and inadequate capacity in digital transformation. As a key force driving China's high-quality development, the digital economy is gradually realizing deep integration with the real economy through the development of its digital industries and the digital transformation of traditional industries. This process not only promotes supply-side structural reform but also accelerates the pace of the economy towards a higher quality stage. However, in the process of transformation and upgrading of the real economy, challenges such as technological innovation, increased costs, and fierce market competition are commonly encountered. Furthermore, changes in the policy environment can also bring uncertainty to the transformation of real economy enterprises. Many enterprises still face numerous difficulties when attempting digital transformation [2].

Specific manifestations include: First, SMEs face multiple constraints such as technology, funding, and talent in digital transformation, severely lacking transformation capacity. Second, the models and paths for enterprise digital transformation are unclear, lacking replicable and promotable successful experiences. Third, digital transformation requires large investment, has a long cycle, and shows slow results. Enterprises, especially SMEs, face significant operational pressure and find it difficult to bear the transformation risks. Fourth, the industrial chain collaborative transformation mechanism is not sound, and the driving role of large enterprises has not been fully utilized. These problems lead to an overall lag in the digital transformation of enterprises, especially SMEs, in Cangzhou City, affecting the depth and breadth of the integration of the digital economy and the real economy.

## **4. Path Selection for Deep Integration of Digital Economy and Real Economy in Cangzhou**

### **4.1. Strengthen Top-Level Design and Build a Systematic Promotion Mechanism**

To promote the deep integration of the digital economy and the real economy, it is necessary to strengthen top-level design and build a systematic promotion mechanism. It is recommended to establish a municipal leading group for digital economy development to coordinate the work of "Digital-Real integration." The leading group should be led by the city's main leaders, with heads of relevant departments participating, regularly studying and resolving major issues in digital economy development, and coordinating the promotion of major projects and key tasks. At the same time, establish and improve a statistical monitoring and evaluation system for the

digital economy, regularly release digital economy development reports, and provide a basis for policy formulation and decision-making.

In terms of the policy system, further improve the institutional design for data property rights, transactions, security, etc., implement the relevant requirements of the "Hebei Province Digital Economy Development Plan," and form policy synergy. Research and formulate the "Cangzhou City Digital Economy and Real Economy Deep Integration Action Plan," clarifying the goals, tasks, key areas, and safeguard measures for integrated development. Establish and improve the digital economy standard system, promote the formulation and implementation of key standards for data interfaces, data quality, data security, etc. Improve the digital economy market supervision system, explore inclusive and prudent regulatory models adapted to the characteristics of digital economy development, and leave sufficient space for the development of new business forms and models in the digital economy.

#### **4.2. Improve Digital Infrastructure and Consolidate the Foundation for Integrated Development**

Digital infrastructure is the material foundation for the deep integration of the digital economy and the real economy. The construction of new infrastructure such as 5G networks, data centers, and the Industrial Internet should be accelerated to build a high-speed, mobile, secure, and ubiquitous new-generation information infrastructure system. In terms of 5G network construction, continuously expand network coverage, optimize network quality, and promote deep 5G network coverage in key parks and enterprises. In terms of data center construction, rationally plan the layout, promote the intensive, large-scale, and green development of data centers, and enhance computing power service capabilities.

To address the urban-rural digital divide, implement the "Digital Village" strategy, promote the extension of new infrastructure to rural areas, and strengthen network coverage and quality improvement in rural areas. Promote the construction of smart agricultural infrastructure such as agricultural IoT and agricultural big data platforms to assist the digital transformation of agriculture and rural areas. In terms of Industrial Internet construction, support leading enterprises to build industry-level Industrial Internet platforms, providing low-cost, quickly deployable lightweight solutions for SMEs. Promote the construction of an identification and resolution system to enhance the interoperability capability of the Industrial Internet.

#### **4.3. Deepen Industry Enablement and Promote Breakthroughs in Key Areas**

Focusing on Cangzhou City's advantageous industries and characteristic fields, deeply promote the integrated application of digital technology in various industries. In the manufacturing sector, focus on traditional advantageous industries such as automobile manufacturing, petroleum chemistry, and pipeline equipment to promote intelligent manufacturing and digital transformation. Support enterprises in building smart factories and digital workshops, and promote the digital transformation of the entire process including R&D design, production manufacturing, operation management, and marketing. Carry out pilot demonstrations of the integration of manufacturing and the internet, and cultivate a number of industry-level Industrial Internet platforms.

In the service sector, promote the deep integration of digital technology in industries such as finance, logistics, and commerce. Develop digital finance and innovate financial service models; build smart logistics platforms to improve logistics efficiency; develop e-commerce and expand online marketing channels. In the agricultural sector, promote the development of smart agriculture, build agricultural IoT and agricultural big data platforms, and develop new models such as precision agriculture and smart breeding. In the cultural tourism sector, relying on the Grand Canal Cultural Belt, promote the deep integration of digital technology with cultural

creativity and tourism services, develop immersive experience products, and create smart tourism platforms.

#### **4.4. Stimulate Enterprise Vitality and Accelerate Digital Transformation**

Enterprises are the main actors in the deep integration of the digital economy and the real economy. Multiple measures should be taken to stimulate the endogenous motivation for enterprise digital transformation and accelerate the digital transformation and upgrading of enterprises. Implement the "SME Digital Enablement Special Action" to provide one-stop services for SMEs including diagnostic consultation, technology introduction, and financial support. Establish a special fund for SME digital transformation, provide a certain percentage of subsidies for SMEs' to reduce the cost of digital transformation for enterprises.

Promote the integrated development of large, medium, and small enterprises, encourage leading enterprises to build Industrial Internet platforms, open digital resources, and drive the coordinated transformation of upstream and downstream enterprises in the industrial chain. Conduct selection of digital transformation demonstration enterprises, summarize and promote successful experiences and typical cases. Encourage enterprises to increase investment in digital transformation and incorporate digital transformation into enterprise development strategies. Support enterprises to carry out pilot demonstrations of digital transformation and explore forming replicable and promotable digital transformation models.

#### **4.5. Strengthen Talent Team Building and Enhance Intellectual Support**

Talent is the primary resource for the deep integration of the digital economy and the real economy. A multi-level digital talent cultivation and introduction system should be constructed to provide strong talent support for integrated development. Promote deep industry-education integration, support local universities and leading digital economy enterprises to jointly build modern industry colleges and training bases, and cultivate digital talent that meets the needs of industrial development. Adjust and optimize the disciplinary structure in universities, increase the establishment of digital economy-related majors, and expand enrollment scale.

Implement the "Digital Cangzhou Talent Program," providing substantial preferential treatment in housing, children's education, scientific research funding, etc., for introduced high-level digital talent. Establish and improve a flexible talent introduction mechanism, encouraging the attraction of digital talent from outside the region through project cooperation, technical consultation, etc. Establish a regular digital skills training system for enterprise managers, technical backbone, and front-line employees to comprehensively enhance the digital literacy of the workforce. Encourage enterprises to conduct digital skills training and incorporate digital skills training into the employee training system.

### **5. Conclusion**

This paper takes Cangzhou City as a research sample to systematically explore the important issue of promoting the deep integration of the digital economy and the real economy at the regional level. Research shows that Cangzhou City's integrated development possesses a good foundation in terms of policy support, geographical conditions, and industrial base, and is in a critical period of transition from preliminary application to deep integration. In terms of policy support, Cangzhou City has constructed a relatively complete policy framework for digital economy development. In terms of geographical conditions, Cangzhou City is adjacent to Beijing and Tianjin, possessing the natural advantage of undertaking technology spillover and capital radiation. In terms of industrial base, the digital economy has achieved initial results, and the digital transformation of traditional industries is steadily advancing.

However, Cangzhou City still faces many challenges in promoting "Digital-Real integration": at the social cognitive level, understanding of the digital economy still has deviations; in terms of



talent support, there is a severe shortage of high-end digital talent; in terms of infrastructure, the construction of digital infrastructure is uneven; in terms of institutional mechanisms, coordination and governance capabilities need strengthening; in terms of enterprise transformation, endogenous motivation for digital transformation is insufficient. These problems together constitute obstacles for Cangzhou City to move towards deeper integration. In the future, Cangzhou City must adhere to a systematic approach, aim to build a modern industrial system, and place "Digital-Real integration" at the core of the city's development strategy. By strengthening top-level design to optimize the institutional environment, consolidating the integration foundation through digital infrastructure, deepening industry enablement through scenario driving, stimulating enterprise vitality through policy guidance, and strengthening talent support through internal cultivation and external introduction, multiple measures should be implemented and promoted in coordination to fully unleash the amplifying, superimposing, and multiplying effects of digital technology on the real economy. Ultimately, this will promote quality change, efficiency change, and dynamic change in Cangzhou City's economy, demonstrating Cangzhou's role in the new journey of Chinese modernization.

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