

Таким образом, digital маркетинга позволил брендам искать потенциальных клиентов, основываясь на предыдущих просмотрах и ориентироваться на их интересы, так как они могут быть заинтересованы в их продуктах. Теперь компании с помощью социальных сетей могут выбрать возрастной диапазон, местоположение, пол и интересы тех, кому они хотели бы показать свой рекламный пост. Кроме того, основываясь на запросах поиска клиентов, за ними можно «следить» в интернете, чтобы они видели рекламу от аналогичных брендов, продуктов и услуг, это позволяет компаниям ориентироваться на конкретных клиентов, которые, как они знают и чувствуют, больше всего выиграют от их продукта или услуги.

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## CLUSTER AS A TOOL FOR INNOVATION AND DEVELOPMENT OF CHINESE ECONOMY

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**Abstract.** *The article considers the theoretical foundations of industrial clusters, including the concept and evolution. The directions of institutional transformation of cluster structures for activation of innovations are shown.*

**Keywords:** industrial cluster; innovation; institutional supply.

Industrial cluster is a special form of regional industrial organization, which is the systematic integration of many factors, such as economy, geography, society, culture and system. After years of development, industrial clusters have spread all over various regions of our country, involving various industrial fields of the national economy, and become an important way to stimulate regional economic growth. However, with the weakening of China's traditional competitive advantage in recent years, the domestic economic growth rate has slowed down, and the existing industrial clusters are generally facing development bottlenecks. The academic circles generally agree that there are periodic laws in the development of industrial clusters, and the related studies focus on the transaction costs and economies of scale of enterprises in industrial clusters, and discuss less about the internal mechanism of the transformation of industrial clusters and the institutional role of local governments in the evolution of cluster innovation [1].

Based on the three-stage model of industrial cluster evolution, this paper puts forward that the development stage of industrial cluster is essentially a game equilibrium system phenomenon. Some domestic industrial clusters are in the stage of institutional transformation from quality improvement to R & D innovation. This paper constructs an institutional analysis framework for the evolution of industrial cluster development stage, focusing on revealing the internal mechanism of industrial cluster evolution and the institutional supply of local governments. Through the analysis of the mechanism of industrial cluster transformation, the reconstruction mechanism of industrial cluster game equilibrium and the local government's industrial policy, the following conclusions are

drawn [2]:

Under the influence of the change of the external environment and the accumulation of endogenous, the game balance of the industrial cluster breaks down, and the game subject causes the institutional crisis in the process of expanding the strategy set. In order to realize the institutional transformation to the stage of R & D innovation, cluster enterprises and local governments need to play games around innovation strategies to promote the implementation of innovation to become the evolutionary stability strategy of both sides. There may be three types in this evolution process, which requires at least one of the two game players to break through the "innovation critical point". Local governments can promote the evolution process through targeted institutional supply.

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## TRENDS IN THE DEVELOPMENT OF THE DIGITAL ECONOMY IN CHINA

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**Abstract.** *The article presents a theoretical study of the digital economy, including the concept of trends in the development of the digital economy in China. The classification of digital economy industries and the analysis of the level of development of the digital economy in China in terms of the level of penetration and application, benefits and scale, R & D and innovation ability are carried out.*

**Keywords:** digital economy measurement, empirical analysis, influencing factors.

At present, China has entered a new era of economic development centered on the digital economy. Understanding and studying the digital economy has become a hot field of current research. Developing digital economy and boosting the digital transformation of real economy and traditional industries has become a new mission of China's economic development, and also ushered in new opportunities [1].

Based on the research results of domestic and foreign scholars on digital economy, and combined with the actual situation of China, this paper gives the definition of Digital Economy: digital economy is an economic sum based on information and communication technology, relying on information network and using Internet and digital technology. Then, it gives a detailed explanation of the current development of digital economy in China, analyzes the trend in recent years, lists the classification of digital economy industry, and uses principal component analysis to empirically analyze the development level of digital economy in China from the perspectives of penetration and application level, benefit and scale, R & D and innovation ability, and draws the conclusion that the west is low and the East is high. Next, this paper makes a statistical analysis of the influencing factors of China's digital economy, including stationarity test and VAR model, Johanson cointegration test, Granger causality test, impulse response analysis and variance decomposition. Through the above methods, we can get the influence degree and direction of the influencing factors on the digital economy [2].

Finally, the conclusion is drawn: the density of long-distance optical cable lines, the number of employees in digital economy industry and the proportion of R & D expenditure in GDP of digital economy industry can promote the development of digital economy, and the promotion effect is long-term. Finally, according to the conclusions and the development status of China's digital economy, some feasible suggestions are put forward, including: improving the intellectual property law, improving the personnel training mechanism and so on [3]. The research of this paper can not only provide data support for promoting the development of China's digital economy, but also has certain significance for the digital transformation of traditional industries.