ИНФОРМАЦИОННЫЕ ТЕХНОЛОГИИ И МОДЕЛИРОВАНИЕ ЭКОНОМИЧЕСКИХ ПРОЦЕССОВ ПРИ ОБОСНОВАНИИ УПРАВЛЕНЧЕСКИХ РЕШЕНИЙ

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THE DIGITAL ECONOMY OF SMART CITIES IN CHINA

The digital economy is the foundation of smart cities, infusing intelligence into urban areas and elevating their appeal and competitiveness. Beijing and Shenzhen are prime examples of modern smart cities that demonstrate the effective implementation of the digital economy.

As China's capital, Beijing is actively employing digitization as a central strategy to evolve into a smart city. For instance, the Beijing Smart City plan, initiated in 2011, prioritizes the integration of internet, IoT, cloud computing, and big data technologies.
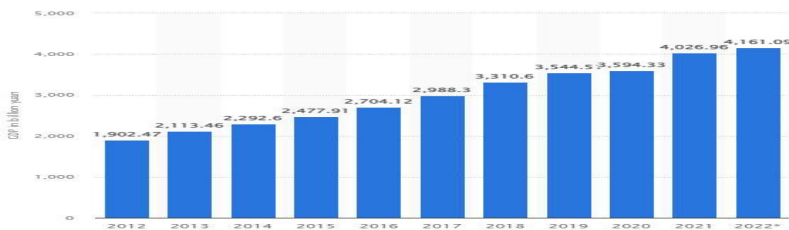

Figure 1 – Gross domestic product (GDP) at current prices of Beijing municipality, China from 2012 to 2022. Source: Statista

Internet Plus is a key initiative that combines the internet with traditional industries to drive economic development. One example of this is Beijing has implemented a telemedicine system that integrates hospital services with mobile internet. In the transportation field, Beijing's intelligent traffic system utilizes real-time data from various sources like

CCTV cameras, GPS, and social media. This information helps manage traffic and plan public transport routes more effectively. Additionally, Beijing's bus and subway cards are integrated into mobile apps, offering commuters a cashless transportation option and adapting to the digital economy.

Shenzhen, known as China's Silicon Valley, is another example of digital economy application in a smart city. Notably, the city has become a global hub for hardware manufacturing and technological innovation. Shenzhen is also one of the world's first cities to have a fully electric-powered bus fleet, thanks to local tech giant BYD. With features like real-time tracking and mobile payment, the transportation network is highly digitalized, reflecting the city's commitment to sustainable and efficient urban mobility solutions.
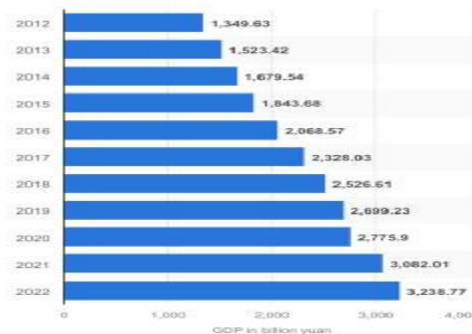

Figure 2 – Gross domestic product (GDP) at current prices of Shenzhen municipality, China from 2012 to 2022. Source: Statista

In urban administration, Shenzhen utilizes urban operating systems to collect and analyze data for informed city management decisions. These systems monitor indicators such as population flow, environmental parameters, and public opinion, improving overall urban life.

Shenzhen is also home to thriving tech companies like Tencent and Huawei, which provide the city with top-notch digital resources and e-services. These companies are at the forefront of IoT, AI, and cloud computing advancements. For instance, Tencent's WeChat is not just a social app; it serves as an all-in-one platform offering services ranging from payments and taxi-hailing to health consultations. It truly embodies the essence of the digital economy.

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Beijing and Shenzhen demonstrate how the digital economy transforms smart cities by integrating technology into daily urban services, improving quality of life, and promoting sustainable development. These cities serve as models for others looking to digitize their urban spaces.

The digital economy significantly enhances citizens' quality of life and boosts cities' competitiveness. Efficient online public services such as digital payment systems and e-health platforms save time and reduce strain on physical facilities. Smart housing and environmental management systems enhance comfort and safety, while IoT devices monitor air and water quality in real-time.

Moreover, the digital economy encourages citizen participation in decision-making processes, promoting transparency and inclusivity.

Cities embracing the digital economy attract investors, businesses, and talent. Technological advancements and robust digital infrastructure offer better opportunities for digital-dependent companies, driving economic growth.

Smart cities leverage the digital economy to achieve sustainability through efficient resource management and reduced carbon footprints. Technologies like smart grids, digital twins, and intelligent transportation systems efficiently manage resources.

Smart data empowers cities to analyze and interpret data for effective decision-making and urban planning. However, data privacy and security remain challenges that smart cities must prioritize.

In conclusion, the digital economy transforms smart cities into innovative, sustainable, and competitive global hubs that enhance citizens' quality of life and promote economic growth.

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СОВРЕМЕННОЕ ЗНАЧЕНИЕ МАРКЕТИНГОВОГО УПРАВЛЕНИЯ ОРГАНИЗАЦИЕЙ

Возникновение маркетинга связано с появлением рынка, следовательно, применение маркетинга в управлении компанией обеспечивает