

# The Development of Electronic Information Industry and Analysis of Its Countermeasures

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**Abstract:** the electronic information industry plays a great role in the improvement of the national social and economic development and competitiveness. The development trend of the electronic information industry is understood, the characteristics of the development of the electronic information industry in China are studied, the existing problems in the development of the information industry in China are discussed, and the corresponding countermeasures are put forward.

**Key words:** electronic information industry; current situation; countermeasure analysis

At present, there are still some problems in the electronic information industry in our country, such as independent innovation, industrial structure and environmental resources. In order to promote the healthy development of the electronic information industry in China, it is necessary to carry out a more in-depth analysis and Study on these problems and take corresponding solutions. In this regard, the author puts forward the following four suggestions: first, to improve the ability of independent innovation; secondly, to optimize the industrial structure; thirdly, pay attention to the training of talents in the electronic information industry; and fourth, optimize the resource environment.

## 1.The current situation of the development of electronic information industry in China

At present, China's electronic information industry has made great achievements, but at the same time, there are still many problems. Therefore, we must not only confirm achievements, but also recognize our own shortcomings.

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### **(1) Achievements made in China's electronic information industry**

Since the reform and opening up, due to the high importance of the party and the state, China's electronic information industry has been developing rapidly and has made great achievements. After investigation and analysis, the author summarizes the achievements of China's electronic information industry in the following three aspects: first, the industrial structure is constantly optimized. Secondly, the basis of the electronic information industry is accelerating. Third, the electronic information industry has grown rapidly. In recent years, the output value of China's electronic information industry has maintained a sustained and rapid growth trend. At present, the electronic information industry has become the first pillar industry of China's industry.

### **(2) Problems existing in China's electronic information industry**

Problems in the development of China's electronic information industry

Lack of human resources

As the knowledge and technology intensive industry, the competition of electronic information industry is essentially the competition of talents. Most of the enterprises in the electronic information industry of our country are lack of information talent. The main reason is that, on the one hand, most of the enterprises in the electronic information industry of our country are too small to fully realize the value of their talents, and the talents will flow to the developed countries or foreign enterprises which can fully realize their value. On the other hand, the training of information talent in China started late, and the supply of information talents, especially senior information personnel, still has a big gap in short time and demand.

The resource environment is worse

The Institute of industrial economics of Chinese Academy of social sciences has carried out a special research on the development environment of China's electronic information industry. The results show that the 76 environmental factors can not make the company satisfactory, accounting for about 40%, which makes the company less satisfied or satisfied 10%, and the enterprise evaluation generally accounts for 50%. Therefore, in general, the survival and development environment of China's electronic information enterprises needs further improvement. At present, the main problems are: the counterfeit and shoddy phenomenon of electronic information products is growing, especially in software. In order to get bigger profits, some enterprises are at risk of infringing intellectual property rights and illegally selling pirated goods. This undoubtedly brings a series of interference to the Chinese socialist market competition system, which has not really been on the right track. It makes the market order more chaotic, each enterprise unfold the price war in succession, forms a vicious competition, and makes the competitiveness of the electronic information industry in the international industry declining.

Weak ability of independent innovation

The lack of enterprise innovation consciousness and weak ability make the situation of China's dependence on key technologies and components abroad can not be fundamentally changed, industry "core" is serious, products with own brand and independent intellectual property are less, the conversion rate of scientific research results is low, enterprise is the main body, production, study, research and use are integrated. The technological innovation system has not yet been established in most enterprises. Especially due to the lack of core technology patents of independent intellectual property rights, electronic information

enterprises are severely restricted by foreign patent barriers and standard barriers in international competition.

Industrial structure needs to be optimized

Although the data have repeatedly shown the rapid development of China's electronic information industry, the export structure of China's electronic information products, the export of low-end consumer electronics such as household appliances, is still the main position. At the same time, the first step of foreign investment in China has taken the lead in preempting part of China. It's the market. China's electronic information industry enterprises are generally lack of technological innovation ability. Although China's electronic information industry is in the forefront of the world on the scale of industry, there are almost no large enterprises comparable to the world's top international electronic information products. On the whole, China's electronic information industry has not reached the upgrading of its structure. Therefore, from a larger perspective, the further upgrading of China's electronic information industry has become an inevitable trend.

From the above analysis, we can see that since the reform and opening up, China's electronic information industry has made great achievements, which is worth affirming. But at the same time, there are many problems in the electronic and information industry of our country. After the analysis and research, the problems existing in the current China's electronic information industry are summarized as follows: first, the ability of independent innovation is weak. At present, the electronic information enterprises in our country lack the consciousness of innovation, the independent innovation ability is weak, the products with independent intellectual property rights are few, especially the core technology patents which lack the independent intellectual property rights, which leads to the dependence of our country on the key technology abroad, and makes the electronic information enterprises in our country disadvantageous position in the international competition. Secondly, the industrial structure. At present, China's electronic information industry is growing rapidly, but it still has no structural upgrading. With the rapid development of the global electronic information industry, information technology is changing rapidly, and it has begun to show some new characteristics. Therefore, only by accelerating the upgrading of industrial structure can we meet the needs of the current international competition situation. Third, environmental resources. At present, the main problem is the serious fake and shoddy phenomenon of electronic information products, which is mainly manifested in software and so on. Some enterprises sell pirated goods and infringe the intellectual property rights of other enterprises in order to gain higher economic interests. Such a behavior seriously interferes with the normal order of our socialist market. In conclusion, the survival and development environment of China's electronic information enterprises needs further improvement. Fourth, the lack of human resources. The electronic information industry is a kind of high-tech industry. At present, the global electronic information industry is developing rapidly, and the international and domestic competition is very fierce. This competition is the competition of talent in the final analysis. Although the talent market in China has a considerable number of talents, because of the late start of the training of information talents in China, there is a big gap between the supply of information talents, especially the senior information personnel in a short time and the demand, and the high technology experts and the compound talents are not much. There is still a big gap in the

domain. In addition, because most of the enterprises in the electronic information industry in China are too small, they can not provide a space platform to fully display themselves, which leads to the flow of talents to the developed countries or foreign enterprises, which is another reason for the lack of human resources.

## **2.Countermeasures for the development of China's electronic information industry**

Since the reform and opening up, China's electronic information industry has been developing rapidly, and has made great achievements. But at the same time, there are still many problems. For these problems, we must pay great attention to it and take some effective measures to promote the good and rapid development of the electronic information industry in China. In this regard, the author puts forward the following four suggestions:

### **(1) Improving the ability of independent innovation**

In order to promote the development of China's electronic information industry, we must improve our capability of independent innovation. Only by improving the ability of independent innovation can we promote the healthy development of the electronic information industry. At present, the global electronic information industry is developing rapidly and science and technology are changing with each passing day. Only by improving the ability of independent innovation can we adapt to the needs of the current international competition situation. Therefore, we must attach great importance to the improvement of independent innovation capability. To this end, enterprises should make full use of the preferential policies of the national support electronic information industry, and pay attention to the use of high-tech, and strive to achieve the optimization and upgrading of the product structure. In addition, the state should increase investment in high-end technology and create a good external environment for the healthy development of electronic information enterprises.

### **(2) optimize the industrial structure**

To promote the development of China's electronic information industry, we must optimize the industrial structure. Efforts should be made to adjust and optimize the structure of electronic information industry and product, enhance the ability of independent innovation, research and develop new technologies with independent intellectual property rights, and improve the competitiveness of China's electronic information industry in the whole world. With the further refinement of the industrial division, the emerging market is rising rapidly, and the global competition of the industry is further intensified. In order to seize the opportunity to seize the new round of industrial development, China must further accelerate the adjustment of the industrial structure. Under the guidance of Scientific Outlook on Development, we should correctly grasp the development trend of the global electronic information industry and the demand situation of our country, change the competitive advantages of our country only in the process of processing and assembly, and focus on the high-end information. Product market, and establish our new sustainable development of electronic information industry structure.

### **(3)Pay attention to the training of talents in the electronic information industry**

To promote the development of electronic information industry in China, we must pay

attention to the training of talents in electronic information industry. To achieve rapid development and enhance domestic competitiveness, electronic information enterprises must attract talents and retain talents. To this end, the government or enterprises should set up the concept of talent is the first resource, pay attention to the training of high-tech talents, and can take out some funds, retrain the existing talents, and also pay attention to the mining of potential talents, so as to strengthen the personnel of the electronic information industry.

#### (4)Optimize the resource environment

To accelerate the development of China's electronic information industry, we must optimize the resources and environment. Therefore, the relevant legislative departments of the government should crack down on counterfeit and shoddy behaviors such as piracy, and provide a good competitive environment for the electronic information enterprises in China, thus promoting the healthy development of the electronic information industry in China.

### **3.Concluding remarks**

In the world, the electronic information industry has shown its importance in the economic development. Under the background of the rapid development of the global electronic information industry, accelerating the development of China's electronic information industry is an inevitable choice to adapt to the current international competition situation. In recent years, China's electronic information industry has been developing rapidly, and has become one of the pillar industries in China. With the further application of high technology, this field is bound to have broader development space.

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