

摘要

近年来，新冠疫情和国际关系的转变给世界各国经济带来了不小的冲击，且以美国为首的西方国家纷纷加大贸易保护力度，逆全球化、单边主义发展趋势明显，这必然会给我国经济发展带来一定的挑战。在此背景下，为促进我国经济高质量可持续发展，我国提出构建以国内大循环为主体的新发展格局战略部署。实现这一新格局，必须坚持激发内需潜力，让生产、分配、流通、消费等经济环节更加紧密地依托国内市场，更好地发挥国内市场的规模优势，从而构建起一个健康、稳定的国民经济循环体系。已有研究表明，第三产业发展质量提升和产业结构的转型优化，是经济实现高质量发展的基石。同时，贸易作为驱动经济发展的三大关键要素之一，无疑会对我国产业结构的变革产生深厚影响，而数字贸易作为现代通信技术与传统贸易的完美结合，已成为国际贸易领域的新兴形态，它能够通过技术进步、数字资源禀赋、比较优势转换、国际贸易和物流路径等多个方面促进产业结构的优化和升级，为经济发展注入了新的活力。

本文主要探讨数字贸易对我国产业结构升级的作用机制及路径。首先，本文对国内外有关数字贸易和产业结构升级的内涵、发展、测算方法、影响因素等工作进行梳理；然后选取 2014-2022 年我国除西藏外的 30 个省、市的相关数据作为样本，构建数字贸易发展水平和产业结构升级综合评价体系，并运用熵值法进行测算，分析两者的发展现状、时间演变特征和空间分布特征；再然后通过基准回归、门槛效应验证数字贸易对产业结构升级的正向促进关系，并通过异质性分析验证这种关系是否存在时空差异；最后基于扩大内需畅通国内大循环的中介效应，探究数字贸易对产业结构升级的影响路径机制。最终得出如下四个结论：

一是数字贸易发展和产业结构升级呈增长态势但地区发展不平衡问题明显；二是数字贸易能推动产业结构升级，但存在明显的区域差异；三是数字贸易发展与产业结构升级呈现非线性关系；四是数字贸易能通过增强技术创新、提升流通能力、激发消费活力和完善分配格局来推动产业结构升级。并根据结论得出如下四点启示：

一是加强中西部地区数字贸易基础设施建设，提高数字产业发展水平；二是建立数字贸易区域协调发展联动机制，共同推动地区产业结构发展；三是重视人才队伍建设和加大研发投入，为数字贸易发展注入源源活力；四是重视数字贸易发展配套体系，推动扩大内需战略实施，促进产业结构升级。

关键词：数字贸易；产业结构升级；扩大内需；新发展格局；中介效应

Abstract

In recent years, the new crown epidemic and the transformation of international relations have brought considerable impact to the economies of countries around the world, and Western countries led by the United States have increased trade protection, the development trend of anti-globalization and unilateralism is obvious, which will inevitably bring certain challenges to China's economic development. Against this background, in order to promote the high-quality and sustainable development of China's economy, China has proposed a strategic plan to build a new development pattern with the domestic macrocycle as the main body. To realize this new pattern, it is necessary to insist on stimulating the potential of domestic demand, so that the economic links of production, distribution, circulation and consumption can more closely rely on the domestic market, and better utilize the scale advantage of the domestic market, so as to build up a healthy and stable national economic cycle system. It has been shown that the improvement of the development quality of the tertiary industry and the transformation and optimization of the industrial structure are the cornerstones for the economy to achieve high-quality development. Meanwhile, trade, as one of the three key elements driving economic development, will undoubtedly have a profound impact on the change of China's industrial structure, and digital trade, as a perfect combination of modern communication technology and traditional trade, has become an emerging form in the field of international trade, which is able to promote the optimization of the industrial structure and the upgrading of the industrial structure through technological advances, digital resource endowment, conversion of comparative advantages, and international trade and logistics paths. Upgrading, for economic development has injected new vitality.

This thesis mainly discusses the role mechanism and path of digital trade on the upgrading of China's industrial structure. First of all, this thesis combs through the domestic and foreign studies on the connotation, development, measurement methods, influencing factors, etc. of digital trade and industrial structure upgrading; then it selects the relevant data of 30 provinces and municipalities in China, except Tibet, from 2014 to 2022 as samples, constructs a comprehensive evaluation system of the level of development of digital trade and upgrading of industrial structure, and applies the entropy method of measurement to analyze the current development status of the two, time evolution characteristics and spatial distribution characteristics; then verify the positive promotion relationship of digital trade on industrial structure upgrading through benchmark regression and threshold effect, and verify

whether there are temporal and spatial differences in this relationship through heterogeneity analysis; finally, based on the intermediary effect of expanding domestic demand and unimpeded domestic circulation, explore the path mechanism of digital trade's influence on industrial structure upgrading. Finally, the following four conclusions are drawn:

First, the development of digital trade and industrial structure upgrading show a growing trend but the problem of regional development imbalance is obvious; second, digital trade can promote industrial structure upgrading but there are obvious regional differences; third, the development of digital trade shows a non-linear relationship on industrial structure upgrading; fourth, digital trade can promote industrial structure upgrading by enhancing technological innovation, upgrading the circulation capacity, stimulating the vitality of consumption, and perfecting the distribution pattern. And according to the conclusion, the following four inspirations are drawn:

First, strengthen the assumption of digital trade infrastructure in the central and western regions to improve the level of digital industry development; second, establish a linkage mechanism for the regional coordinated development of digital trade to jointly promote the development of regional industrial structure; third, pay attention to the construction of human resources and increase the investment in research and development, so as to inject vitality into the development of digital trade; and fourth, pay attention to the supporting system of the development of digital trade to promote the implementation of the strategy of expanding domestic demand and promote the upgrading of industrial structure.

Key Words: Digital trade; Upgrading of industrial structure; Expanding domestic demand; New development patterns; Intermediary effect

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