while bridging regional disparities, protecting environments, and enhancing public welfare, providing enduring momentum for China's modernization.

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CHINA'S DIGITAL ECONOMY EMPOWERS RURAL REVITALIZATION: CURRENT SITUATION, CHALLENGES AND FUTURE PATHS

Wang Jiaao

Sukhoi State Technical University of Gomel, the Republic of Belarus

Scientific supervisor O. G. Vinnik

In the quest for sustainability, agriculture faces challenges. The integration of the digital economy with rural revitalization is of great significance as it plays a pivotal role for the sustainable development of the country. This study aims to examine current situation, challenges and future paths of rural digital economy development.

Keywords: digital economy, rural revitalization, challenges, shortage of digital talent, digital technology, integration, data sharing mechanism.

1. *Introduction*

The convergence of intelligent technologies and agricultural ecosystems is redefining rural development trajectories. This investigation probes three critical dimensions: technological empowerment mechanisms, systemic implementation barriers, and strategic pathways for digital rural transformation. Through analyzing technological adoption dynamics and institutional innovation imperatives, the study aims to advance operational strategies aligning with China's rural revitalization objectives in the Industry 4.0 era.

2. *The role of digital economy in rural revitalization*

Emerging as a transformative force in agrarian systems, intelligent technological integration has fundamentally reconfigured production paradigms. The operational synergy of IoT networks and predictive analytics engines enables precision cultivation frameworks, demonstrably reducing manual labor inputs by 40 % while optimizing yield coefficients across pilot regions (MOA, 2023). Concurrently, blockchain-driven supply chain architectures enhance product provenance verification, correlating with 23 % premium pricing achievement in urban markets according to Alibaba Agricultural Research data. Crucially, the maturation of AI-powered cold chain logistics ecosystems has elevated cross-regional distribution efficiency indices to 0.87, effectively mitigating historical post-harvest value attrition patterns.

3. *Challenges faced by digital economy in empowering rural revitalization*

3.1. *Insufficient application of digital technology*

Current rural digitalization initiatives confront multidimensional implementation barriers across primary production systems. This systemic fragmentation manifests in three dimensions: 1) disjointed smart service ecosystems failing to bridge production-marketing gaps; 2) suboptimal FinTech penetration (< 15 % rural micro-enterprise coverage);

3) cognitive dissonance between conventional management practices and digital workflows. Such structural incongruities perpetuate 22–35 % efficiency differentials vis-à-vis urbanized economic clusters, necessitating institutional innovation beyond mere technological deployment.

3.2. *Shortage of digital talent*

The lack of digital talents in rural areas is an important obstacle to the high-quality development of the rural economy. In rural areas, there is a lack of comprehensive talents in both agriculture and digital technology, so it is necessary to improve the digital knowledge and skills of existing talents. At the same time, there is a serious loss of talent in rural areas, and the digital talent training mechanism in some areas is not sound, lacking targeted training courses and operating specifications.

3.3. *Imperfect data sharing mechanism*

In rural administration, data is scattered across different departments and systems, with no effective sharing and integration mechanism [1]. There is a lack of cooperation between departments, a lack of willingness to transfer data to each other, and obstacles to data transmission. Digital rural construction lacks comprehensive and holistic planning, and the construction of information sharing and data processing structures lacks methods and consistency, resulting in waste of resources and duplication of work.

4. *Future Paths for Digital Economy to Empower Rural Revitalization*

4.1. *Promote the deep integration of digital technology and rural industries*

Local governments should actively use modern information technology to develop smart agriculture, encourage agricultural production and management units to introduce smart agricultural machinery and tools, and improve operation efficiency and quality. Establish an e-commerce platform for agricultural products, use social media to promote brand marketing, and expand the distribution channels of agricultural products [2]. Promote the intelligent upgrading of rural industries, improve digital supply chain management, improve the level of informatization of rural services, and develop smart tourism and digital finance.

4.2. *Strengthening data resource sharing and application*

Local governments should take the initiative to break down the “data islands” between departments, establish unified data standards and management specifications, and ensure the validity and accuracy of data. With the help of the Internet platform, build a communication bridge between the government and the public, and realize the online and convenient government services. At the same time, attach great importance to data security and privacy protection, and establish and improve data security management mechanisms.

4.3. *Make up for the shortage of rural talents*

Strengthen the training of rural digital talents, carry out digital skills training courses, establish rural digital talent training bases, and encourage rural youth to receive digital education. Improve rural living conditions, provide preferential policies and entrepreneurial support, and attract talents to return and go to the countryside. Improve the talent incentive mechanism, establish a reasonable salary system, provide career development space for talents, and create a social atmosphere that respects talents and encourages innovation.

As a strategic driving force for rural revitalization, the digital economy has greatly improved the level of agricultural modernization and farmers’ income through the application of intelligent technology, the digital transformation of the supply chain, and the establishment of an e-commerce ecosystem, injecting new impetus into the high-quality development of agriculture and rural areas. However, there are still bottlenecks such as insufficient technology penetration, structural shortage of talents, and poor circulation

of data elements, which restrict the full play of digital dividends in rural areas. Therefore, it is necessary to deepen the integration of digital technology and industry with the synergy of "technology-system-subject" as the main line, improve the data sharing mechanism and security management system, and build sustainable human capital support through progressive talent training and policy incentives.

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ВОЗДЕЙСТВИЕ ДИЗАЙНА НА ВОСПРИЯТИЕ БРЕНДА

Д. С. Гринь

Учреждение образования «Гомельский государственный технический университет имени П. О. Сухого», Республика Беларусь

Научный руководитель О. Г. Винник

Одним из мощнейших инструментов для завоевания интереса, который работает на восприятие, является качественный дизайн. Он помогает создавать эмоцию, подчеркивает статусность продукта и добавляет ценности, за которую хочется заплатить. Эта статья посвящена воздействию дизайна на восприятие бренда, а также его психологический эффект на потребителей.

Ключевые слова: дизайн, упаковка, образ, восприятие, бренд.

Стив Джобс говорил: «Дизайн – это не то, как предмет выглядит, а то, как он работает». Дизайн – это визуальная составляющая бренда, это система элементов, которые формируют узнаваемый образ и позволяют дифференцировать компанию и ее продукты. Также, дизайн – это средство общения с потребителем, способ донести до него ценности и идеалы бренда. Качественный дизайн может вызвать эмоциональную реакцию, создать положительное впечатление и усилить приверженность бренду. Перечень основных составляющих бренд-дизайна включает в себя логотип, фирменный стиль, упаковку и этикетку.

Дизайн упаковки играет ключевую роль в создании визуального образа бренда в целом и его товара в частности. В случае совершения потребителем покупки онлайн упаковка является первым тактильным контактом клиента с продуктом, а, следовательно, влияет на характер покупательского опыта. Первое впечатление – это мгновенная реакция, которая возникает у потребителя при первом знакомстве с продуктом на основе его упаковки. Исследования показывают, что потребители часто принимают решение о покупке всего за несколько секунд, и упаковка играет решающую роль в этом процессе.

Цвет выступает фундаментом упаковки, поскольку является ее самым запоминающимся элементом. Теория цвета для дизайнеров – это раздел науки, изучающий восприятие человеком цвета, а также его психологическое и физиологическое воздействие. Правильно подобранная цветовая гамма может привлечь внимание, вызвать определенные эмоции и повысить узнаваемость бренда. Имея представление