

## Chapter 5

### Conclusions, Discussions, and Recommendations

#### Conclusion

Summary of results according to objective number 1

1. The results of the analysis of opinions on government policy regarding digital in the countryside found that opinions regarding government policy regarding digital in the countryside were overall at a high level. It was found that the aspect with the highest level of opinion was the digital village concept followed by digitizing rural construction in your area. and know the outline of the digital village Development strategy and electronic and online public relations management areas, and for WeChat frequency of using digital financial products such as Yu 'e Bao, respectively.

2. Factors of government policy regarding the economy of SMEs in upgrading the countryside to an efficient digital society. Government policies regarding the SME economy have an overall high average level. found that special motivation to support the development of new rural industries and new business models and industry integration into the government sector Has issued a policy to reduce the tax burden on small and medium-sized enterprises. and the heavy tax burden of small and medium-sized enterprises in the past affected their survival and development. Your business has received policy support in recent years and the field of optimizing service processes for rural private enterprises.

3. Skill Factors of the Rural Population in Upgrading the Countryside to an Efficient Digital Society It was found that the skills and abilities of the rural population's overall average are high. When considering each aspect, it was found that the aspect with the highest level of opinion was support for innovation and entrepreneurship among returning students. Other brand assets Second, want the children to return to work in the countryside and policies to support talented people in rural areas and policies to attract talented people in rural areas.

4. Education of the rural population to upgrade the countryside to an efficient digital society. It was found that the opinions regarding education of the rural population were at a high level when considering each aspect. It was found that the areas with the highest level of opinions were: There is a gap in the development of

compulsory education between different districts. and provision of education, training, and learn, and learning. National knowledge and policy regarding compulsory education in rural areas. and overall satisfaction with their child's school infrastructure, teacher quality, safety, and education provision. and participate in teaching and research.

5. An analysis of rural SME economic factors in upgrading the countryside to an efficient digital society found that the average opinion about the rural SME economy was high. When considered individually, it was found that the aspect with the highest level of opinion was the change from the old growth drivers to the new, namely increasing the organization's ability to transform itself and innovate itself, followed by The result is the impact of leading enterprises in the industry chain on the digital empowerment process. and the pull impact of leading organizations in the industry chain on the process of digital empowerment. and the current economic trends and digital development of rural society. And investors should choose to invest in SMEs in rural areas.

6. Factors of rural digital technology in upgrading the countryside to an efficient digital society. It was found that opinions about digital technology in rural areas were at a high level. When considering each aspect, it was found that the aspect with the highest opinions was Revenue from improved digital development (e.g., e-commerce) How complete is the village's network infrastructure? (network coverage reception), big data platforms, etc.) and access to information related to agricultural production via the Internet (such as diseases and pests, climate change) and digital development to increase productivity. and "digital + industry" operating in rural areas (e.g., agriculture, tourism smart tourism in rural areas, etc.).

From objective number 2, it was found that.

1. The education of the rural population has a great impact on the rural SME economy. The rural SME economy, the skills of the rural population, and government policies for the SME economy and government policies for rural digital include government policies for rural digital. Government policy for the SME economy, skills of the rural population, rural SME economy, and education of the rural population. and aspects of digital technology in rural areas It involves a rural digital model to upgrade the countryside towards an effective digital society. Therefore, there is a desire to project rural digital models to upgrade the countryside. To the case study of Efficient Digital Society economics of SMEs in Urumqi, China.

2. Rural Digital Model for Upgrading a Rural to an Efficient Digital Society A case study of the economics of SMEs in Urumqi, China, found the most positive

influence on the Rural Digital Model for Upgrading the Rural to an Efficient Digital Society. A case study of the economics of SMEs in Urumqi, China is a study of rural population, followed by rural digital technology and government policy on rural digital. These include the skills of the population in the rural and rural SME economies, respectively. These six variables are factors in upgrading the countryside towards an efficient digital society. To upgrade the countryside to an efficient digital society in 4 areas: education of the population in rural areas This is followed by rural digital technology and government policy for rural digital.

Objective number 3 is development in the education of the rural population. Affecting the countryside integrates the countryside into an efficient digital society Economic case study of SMEs in Urumqi, China. If entrepreneurs develop government digital policies in rural areas Create a digital model in the countryside to upgrade the countryside to an efficient digital society.

## Discussion

Our data analysis in Chapter 4 has led us to the following discussions:

1. Research Objective 1: Investigating the necessary components and factors needed for the transformation of rural areas into efficient digital societies.

The key components and factors identified in our study, which include digital infrastructure and the application environment, echo the theories and studies reviewed in Chapter 2. As previously demonstrated, the importance of the wireless broadband access rate and mobile payment usage rate is widely acknowledged. In addition, our research further accentuates the significance of e-governance services availability and the level of digital education in rural digitalization, a viewpoint that has been neglected in prior literature (Li et al., 2022, 16470; Lu, F. Z., & Wang, Q. Y., 2022, pp. 34-47).

2. Research Objective 2: Analyzing the necessary components and factors needed for the transformation of rural areas into efficient digital societies.

Our findings reveal interactions among these components and factors, aligning with the theories and studies discussed in Chapter 2. For example, we found a positive correlation between the wireless broadband access rate and the mobile payment usage rate, underscoring the importance of integrating different components and factors for rural digitalization.

3. Research Objective 3: Develop a rural digitalization model to upgrade rural areas into an efficient digital society.

Our developed model for rural digitalization holds significant theoretical and practical implications. Policymakers and researchers can use this model to understand and tackle the challenges encountered during rural digitalization. Notably, our model underscores the importance of digital infrastructure and the application environment, consistent with theories and studies in Chapter 2 (Liu, C., et al., 2022, pp. 129-136).

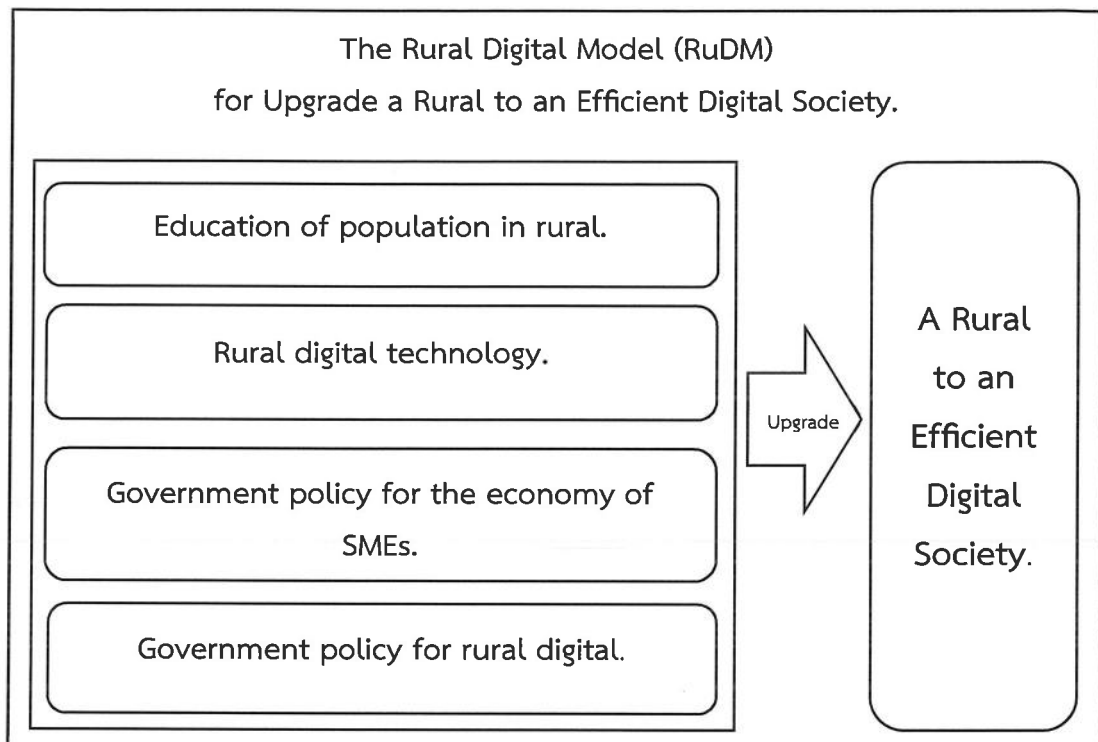
Interestingly, our research points out that the availability of e-governance services plays a pivotal role in the rural digitalization process. Despite being overlooked in previous research, our data indicates a substantial impact of e-governance service availability on rural digitalization. This is likely because e-governance services provide easy access to information, stimulate community members to use digital tools, and promote rural digitalization (Wang, Z., et al., 2022, p. 1723).

In conclusion, our findings not only align with existing theories and research but also bring in fresh perspectives and understandings, setting the stage for further research and practice (Shi, D., & Sun, G. L., 2022, pp. 5-16).

## **Knowledge from Research**

Knowledge gained from research on “Rural digital model for upgrading the countryside towards an efficient digital society. Case study: Economics of SMEs in Urumqi, China. Local businesses are an important part of local economic development. It is an important guideline that helps create economic growth of the country as a local business management project in the new economic era. There is integration between the public and private sectors in the Pracha Rath format. According to the strategic framework for creating fairness Reducing inequality in society Create opportunities for everyone in society to have access to resources and funding for careers. To raise income levels and drive the grassroots economy and strategies for strengthening the economy and sustaining competition. according to the country model, this is a transformation of the traditional economic structure into an economy driven by innovation. Develop and upgrade all types of products to have quality and meet safe standards. In line with consumer needs Promote trade fairness and proactively develop community markets. Promote commercial identity and community identity which develops local businesses to be sustainable Must rely on factors in the perception of value Customer satisfaction factors and customer engagement factors When local businesses have sustainable development It will cause income distribution in the community. Reduce economic, social and environmental problems. Sustainability at the community level Building strength in the grassroots

economy which is the basis for the country's economic development the Rural Digital Model (RuDM) to upgrade the countryside to an efficient digital society It consists of education of the rural population. The rural digital technology Government policy for the SMEs economy. Government policy for rural digitalization. As show the Rural Digital Model (RuDM) in Figure 5.1.



**Figure 5.1** The Rural Digital Model Framework (RuDM).

Technology requires an understanding of technology. and disseminate the capabilities of technology to recipients. The recipient of the transfer will access and imitate the technological capabilities for the benefit of the transferee. or technology transfer Most technology transfer occurs through the transfer of technology from research organizations to industry. or from developed countries to other countries. The process of technology transfer can occur from the beginning of any project, where agencies can specify transfer goals from the beginning of the process. Because the process is complicated the success of technology transfer from research and development units to industry When research is brought to market and receives long-term benefits and returns, it will have a greater impact on the success of technology transfer. Therefore, the technology transfer process should not only focus on the process but should also focus on the qualifications of the recipient. Research into the

market and the actual application of that technology. When comparing successful technology transfer projects and unsuccessful technology transfer projects, there are differences in efficiency. Technical features: Difference between receiver and sender and communication.

## Recommendations

Based on our research findings and discussions, we offer the following recommendations:

1. Suggestions for future research methodologies.

The quantitative analysis method we employed has provided an in-depth understanding of rural digitalization. However, future research may need to adopt qualitative research methods, such as in-depth interviews and case studies, to gain a more comprehensive and meticulous understanding. For example, in-depth interviews could help researchers better understand the attitudes and expectations of rural community members towards digitalization, while case studies could offer practical implementation strategies and outcomes.

2. Suggestions for new issues that need exploration in the future.

Our research discovered the critical impact of the availability of e-governance services in the process of rural digitalization. Yet, we need to understand more deeply why the availability of e-governance services is so crucial and how to promote e-governance services more effectively. Moreover, we need to explore other potential key factors, such as how the socio-economic conditions and cultural background of rural communities affect their digitalization process.

3. Suggestions for practical applications.

Our rural digitalization model can guide policymakers and practitioners. Firstly, they need to pay attention to the digital infrastructure construction in rural areas, especially improving the wireless broadband access rate. Secondly, they need to promote mobile payments and e-governance services so that rural community members can access and use digital services more conveniently. Lastly, they need to enhance the level of digital education in rural areas to improve the digital skills and knowledge of rural community members.

Overall, our research provides valuable insights into understanding and promoting rural digitalization. We anticipate that future research will further develop this field, and we look forward to seeing our research results applied in practice.