drawn [2]:

Under the influence of the change of the external environment and the accumulation of endogenous, the game balance of the industrial cluster breaks down, and the game subject causes the institutional crisis in the process of expanding the strategy set. In order to realize the institutional transformation to the stage of R & D innovation, cluster enterprises and local governments need to play games around innovation strategies to promote the implementation of innovation to become the evolutionary stability strategy of both sides. There may be three types in this evolution process, which requires at least one of the two game players to break through the "innovation critical point ". Local governments can promote the evolution process through targeted institutional supply.

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TRENDS IN THE DEVELOPMENT OF THE DIGITAL ECONOMY IN CHINA

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Abstract. *The article presents a theoretical study of the digital economy, including the concept of trends in the development of the digital economy in China. The classification of digital economy industries and the analysis of the level of development of the digital economy in China in terms of the level of penetration and application, benefits and scale, R & D and innovation ability are carried out.*

Keywords: digital economy measurement, empirical analysis, influencing factors.

At present, China has entered a new era of economic development centered on the digital economy. Understanding and studying the digital economy has become a hot field of current research. Developing digital economy and boosting the digital transformation of real economy and traditional industries has become a new mission of China's economic development, and also ushered in new opportunities [1].

Based on the research results of domestic and foreign scholars on digital economy, and combined with the actual situation of China, this paper gives the definition of Digital Economy: digital economy is an economic sum based on information and communication technology, relying on information network and using Internet and digital technology. Then, it gives a detailed explanation of the current development of digital economy in China, analyzes the trend in recent years, lists the classification of digital economy industry, and uses principal component analysis to empirically analyze the development level of digital economy in China from the perspectives of penetration and application level, benefit and scale, R & D and innovation ability, and draws the conclusion that the west is low and the East is high. Next, this paper makes a statistical analysis of the influencing factors of China's digital economy, including stationarity test and VAR model, Johanson cointegration test, Granger causality test, impulse response analysis and variance decomposition. Through the above methods, we can get the influence degree and direction of the influencing factors on the digital economy [2].

Finally, the conclusion is drawn: the density of long-distance optical cable lines, the number of employees in digital economy industry and the proportion of R & D expenditure in GDP of digital economy industry can promote the development of digital economy, and the promotion effect is long-term. Finally, according to the conclusions and the development status of China's digital economy, some feasible suggestions are put forward, including: improving the intellectual property law, improving the personnel training mechanism and so on [3]. The research of this paper can not only provide data support for promoting the development of China's digital economy, but also has certain significance for the digital transformation of traditional industries.

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EXPERIENCE OF CLUSTER DEVELOPMENT IN THE PEOPLE'S REPUBLIC OF CHINA

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Abstract. *The article considers the essence of the entrepreneurial cluster. Experience in the formation and development of clusters in China.*

Keywords: business cluster, small and medium-sized enterprises, cooperative relations, innovations.

The theory of enterprise cluster is a hot topic in the current theoretical circle. The reality shows that enterprise cluster is becoming or has become a new growth point of regional economic development in various regions, and the regional economic development drives the national economic development. In a word, the level of enterprise cluster development is becoming a vane of national economic development [3].

Enterprise cluster is a group of geographically close and interrelated companies and institutions, they are in a specific industrial field, because of the commonness and complementarity and gather together, is a new form of enterprise organization and industrial development, is an economic phenomenon in the process of modern industrialization. It has a specific "industrial connotation". The enterprises in the cluster show the basic characteristics of regionalization distribution, specialized management, marketization linkage and socialized cooperation, among which specialized management is the most essential characteristic. Typically, cluster members include upstream input suppliers such as raw materials, equipment, components and production services, downstream vendors and their network customers, as well as side-extending complementary product manufacturers, infrastructure suppliers, and technical and intermediary services. It is through the cooperative relations between a large number of enterprises and related enterprises in the cluster that the enterprise cluster forms a highly flexible professional cooperation network, which has a strong endogenous development power and lasting vitality [2].

In recent years, characteristic industrial clusters with large enterprises as the core and small and medium-sized enterprises as supporting facilities have been formed in many regions and industries in Fujian Province, based on household enterprises and specialized markets. They are mainly concentrated in Quanzhou, Xiamen, Fuzhou and Zhangzhou, with Quanzhou being the most prominent. Taking Jinjiang of Quanzhou as an example, there are more than 3,000 textile and garment manufacturers, more than 3,000 shoe manufacturers and more than 300 umbrella manufacturers in this county-level city covering an area of more than 600 square kilometers. The production of umbrellas occupies 38 % of the global market, and the production of confectionery accounts for 18 % of the national market. Jinjiang has obvious characteristics of industrial cluster. At the same time, the city has formed three major competitive advantages: one is the emergence of a number of cluster leading enterprises represented by Anta, Septwolves, Huanju, Heng 'an, Yack, around each leading enterprises have 200~300 enterprises to support it, has formed the form of "industrial cluster"; Second, a number of specialized production towns with industrial clusters have been formed, such as Chen-Tai-Town's production base for tourist sports shoes, Anhai Town's supporting leather processing base, Shenhu Town's underwear production base, etc. Each town has a large number of similar enterprises, showing a cluster pattern with distinctive manufacturing characteristics. Third, has been awarded the "Chinese shoes", "China instrument