The Development of Internet of Things Industry in China from The Perspective of Industrial Economics

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Abstract. The continuous development of modern science and technology puts forward higher requirements for China's Internet of things technology. In this process, the industrial development of Internet technology is an important part of its work, and relevant departments must pay more attention to it. This paper first analyzes the development mode of the Internet of things, and then on this basis, comprehensively explores its development strategy.

1. Introduction
Internet as a new industrial model, in the specific development process, technological innovation is an indispensable and important support. In the early stage of development, due to the imperfect conditions in terms of capital and technology, there are deviations in its market. Based on this, the Internet of things needs to carry out various work based on the law of market development, so as to achieve a higher degree of industrial development. Only by ensuring the Internet of things can we ensure the Internet of things. Only with the development of industrialization can we ensure the standardized application of information services and the in-depth development of information technology.

2. Development mode of Internet of things
First of all, in the early stage of the industry, the public management mode is generally selected, which is based on the overall planning of the government and the effective integration of scientific research institutes, schools, enterprises and the government. Through the effective integration of relevant resources, the innovation and development of relevant technologies are ensured and the industrial innovation ability is strengthened. Secondly, at the present stage of our country, the Internet of things industry based on the government led, in the application of public management has been a certain development, and in the continuous development of related technologies, the market development center of the Internet of things industry has also undergone a great degree of transformation, from the traditional public management to enterprise services, at this time, the Internet of things has gradually realized the centralization and standardization Its application solution has high stability. Finally, it is the mature period of industry. In the development of modern science and technology, the home application market has been widely concerned by all walks of life. At this time, the Internet of things technology has gradually entered the mature stage. In the future development process, there will be a more perfect industrial chain. Whether it is network operation, system software or application platform, it has been greatly improved The Internet of things has gradually changed from the traditional public
management market to the enterprise application market, and then to the home market. In short, in the development process of the Internet of things, scale application is the fundamental work. Figure 1 shows the technology system of Internet of things.

![Figure 1. market scale of Internet of things: 100 million yuan](image)

3. **Development strategy of Internet of things industry**

3.1. **Top design of innovation industry**

Compared with the Internet, the Internet industry has a more complex operation process. In the design work, it is necessary to ensure the coordinated development of all links. The relevant national departments need to formulate development plans and plans based on strategic height, deeply study the technical problems, and on this basis, reasonably construct the standardization system, so as to ensure the Internet of things industry to get a higher degree Development. In the process of realizing the rapid development of Internet of things, high-level organizations need scientific leadership and reasonable planning. Based on this, the national government departments need to carry out strategic analysis and in-depth research on the industry, scientifically construct the development system, ensure its perfection, reasonably innovate the market demand planning, economic support planning, and relevant policy guidance, so as to ensure that the Internet of things industry has higher management level and management ability, and then make its services have higher professional level and professional quality. Learn to build the leadership organization mechanism, and improve it reasonably, clarify the division of labor in each link, and ensure the orderly and efficient industrial development [1]. At the same time, when carrying out the work in each link, all industries and relevant institutions need to actively participate to ensure that they can form a joint force, realize the reasonable and in-depth reform of the science and technology system, build a scientific and technological innovation system, and strengthen the transformation of scientific and technological achievements, so as to ensure the sustainability and health of the development of the Internet of things industry.

3.2. **Optimize diversified business model**

In the process of the development of modern Internet of things in China, the driving force is mainly supported and helped by local governments and national policies, showing a high degree of doneness, which leads to the lack of motivation for the development of the Internet of things, making it lack of stamina. Based on this, in the specific development process of the Internet of things, it is necessary to effectively expand its development mode and development channels to ensure that it can fit in with the market. Reasonable construction of multiple business models is based on the basic laws of the market.
Researchers need to carry out effective innovation based on users' data, behavior and needs. In this process, on the one hand, it is necessary to strengthen the upstream basic technology reasonably to ensure that the operation of the Internet of things has more powerful data analysis ability and build more powerful computing capacity and data system for the industry. On the other hand, it is also necessary to optimize the downstream products, to effectively improve the technology of product sales, packaging, quality, etc., or to effectively connect users, so as to further enhance the product competitiveness and user experience, so as to make it have a greater brand effect and market share. At the same time, it is also necessary to ensure the effective combination of downstream products and upstream basic technology, realize the reasonable construction of effective cycle, and ensure the effective improvement of product quality. At the same time, it is necessary to reasonably innovate modern technology to realize the effective formation of business cycle, and set up the special industrial model for the Internet to make it highly conform to the commercial law. In addition, it is also necessary to build a reasonable development channel to effectively highlight the essence of the Internet of things, ensure that all industries can fully apply the Internet of things, scientifically regulate the physical industry and software programming experience, so as to make it have greater vitality.

3.3. Improve the level of industrial safety

The Internet of things industry is a new industry based on the Internet, and the information technology and network technology make it face the risk of virus attack and network attack. In terms of the development status of China's modern information security technology and network technology, we can not only apply the traditional firewall technology, but also generally choose to use biometrics such as facial feature recognition, iris recognition and fingerprint identification in human-computer interaction operation. This technology has strong uniqueness and exclusiveness, and can further ensure information security and network security. At the same time, the powerful automatic analysis and calculation capabilities of relevant equipment make artificial intelligence technology have a great impact on the security of the Internet of things industry. In this process, machine self-learning avoids over dependence of relevant equipment on human instructions. Instead, it is based on macro mode. Mechanical equipment can realize self-learning by using algorithms to ensure that computer equipment has higher automatic identification ability, so that China's modern Internet of things industry can achieve a higher degree of development and create a more secure industrial environment.

3.4. Pay attention to the actual needs of enterprises

At this stage, some large leading enterprises have made great achievements in the application of Internet of things technology, and become a model of development in all walks of life. In the process of specific application of Internet of things technology, large enterprises have indispensable important value in talent investment, technology investment and capital investment. In this process, due to the lack of attention of some small and medium-sized enterprises, the development of Internet of things industry is slow, and has obvious randomness and dispersion. In fact, the success of some large enterprises is that the Internet of things industry believes that only sufficient resources and capital investment are needed to start the construction of the Internet of things, thus making its development environment more closed. However, in the real economic environment, small and medium-sized enterprises are the main force to promote the development of modern economy, especially in the process of development in recent years, small and medium-sized enterprises account for about 70% of the GDP. Based on this, in the specific development process of the Internet of things industry, the relevant departments need to pay more attention to the development needs of small and medium-sized enterprises, and face up to the problems existing in the construction process of small and medium-sized enterprises, such as talents, technology, capital and so on. Based on the specific needs of small and medium-sized enterprises, in the specific construction process of the Internet industry, it is necessary to overcome the drawbacks of the traditional pursuit of being too comprehensive, and carry out scientific creation of Internet of things services and products with less investment and smaller volume [2]. At the same time, it is necessary to carry out reasonable research and development of core
products to ensure that small and medium-sized enterprises can create greater benefits and realize the interconnection of all things.

3.5. Improve the quality of relevant personnel
For any industry, the introduction of professional talents is an important basis for the orderly development of its work. In the process of the rapid development of modern economy, the talent construction of the Internet of things industry has an indispensable and important value. When the Internet of things effectively integrates informatization and industrialization, people are the important conditions to realize the integration of the two. Based on this, relevant units need to effectively integrate the market demand the hot technology of seeking sum can provide more comprehensive evaluation service for related talents. At the same time, enterprises also need to strengthen professional training. For example, in the development process of the modern Internet of things, smart cloud, as a leading enterprise, provides more rich experience for various industries to realize the cloud service of Internet of things, and reasonably formulates smart home innovation courses. Through scientific application of smart cloud, it can realize mass production of Internet platform and tool development, and effectively combine with enterprise mass production application cases, actual needs and cutting-edge latest technologies Then, through centralized training and professional practice, the application of the Internet of things is explained in depth, and the practical operation skills of the students are more scientific training, so as to ensure more efficient development of the Internet of things education.

4. Conclusion
In a word, through the innovation of industrial top-level design, optimization of diversified business models, improvement of industrial safety level, attention to the actual needs of enterprises, and improvement of the professional quality of relevant personnel, the Internet of things industry in China can get a higher degree of development, and then make it meet the development needs of industrial economics to a higher degree, promote the effective development of modern science and technology in China, and promote the effective development of China's modern society The further improvement of economic level will create favorable conditions.

Acknowledgments
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