

Research on the Relationship between Producer Service Industry and Industrial Structure Optimization from the Perspective of Niche

Wang Yueting

Faculty of International Trade, Shanxi University of Finance and Economics, Wucheng Road, Taiyuan, China

yueting84@163.com

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Abstract: This paper explained the connection between producer services and industrial structure optimization from the perspective of niche evolution and choice on producer services. It explores how niche strategy according to industrial structure optimization of producer service was established. Based on the research of reciprocity of development of producer services and regional industrial structure adjustment, this paper put forward a theoretical paradigm of realizing the coexistence of producer services and three significant industries on the planning of producer services position in a niche order to optimize the industrial structure.

1. Introduction

With the emergence of the development trend of industrial integration, it is not easy to form and maintain the competitive advantage of a single industry for a long time. The optimization and development of industrial structure need to go beyond the perspective of the industry itself and pay attention to the collective evolution of the entire industrial ecosystem. Industrial ecology, which originated from biology, is more and more beneficial to the study of the industrial economy. It goes beyond the scope of biological research and guides the scientific development of the industry with epistemology and methodology. The competition among industries starts with the competition for ecological Niche, and industries establish their relationship with each other according to the ecological Niche they occupy in the industrial ecosystem. The value of the producer service industry is not only embodied in its value as a source of profit, but also in the value brought by its "glue" function as a link between various specialized production links, and the intangible products of the producer service industry. It is embodied in the "softening of the industrial structure", which can introduce a large amount of knowledge capital into the service production process. It is the primary source of competitiveness in the development of modern service industry. Its development is of great significance to the optimization of the industrial structure.

2. The relationship between producer services and the optimized development of industrial structure from the perspective of niche

2.1. The meaning of industrial niche

Ecological Niche refers to the position occupied by a population in time and space in the natural ecosystem and its functional relationship and role with related populations. The position in the cycle is regarded as the basis for the formation of its industrial Niche in the entire industrial economic cycle. Therefore, the industrial Niche refers to the relative position, industrial function and industrial value that a specific industry forms or possesses in the process of interaction with other related industries in the overall industrial economic cycle.

2.2. Niche analysis of the producer service industry

The producer service industry was first proposed by Greenfield (1966) and then deepened by economists such as Browning (1975). The so-called effective service refers to the service as an

intermediate input in the production of other products or services, and this input continuously appears in all stages of production. The producer service industry is the general term for industries that provide producers with services as intermediate inputs, mainly including finance and insurance, transportation and logistics, post and telecommunications, information consulting services, computer application services, business services, Scientific research and comprehensive technical service industry, import and export trade industry.

The Niche of the producer service industry not only reflects the gradient position of the producer service industry formed by ecological factors such as natural resources, social resources, human resources within a certain period but also reflects its value flow in the economic ecosystem, The role of material circulation and information transmission process, its essence refers to the functional status of the producer service industry in the specific industrial ecological environment at a specific scale.

The producer service industry system is composed of the producer service industry groups and their living environment. Industrial Niche is a dynamic concept. It is the result of industrial adaptation to the environment rather than the cause. Its evolution conforms to the general model of biological evolution: learning -adaptation- mutation-selection. When the producer service industry is in the benign development stage, the producer service industry, as the "glue" between industries, can spontaneously carry out industrial agglomeration and diffusion, adjust the industrial structure, and achieve industrial upgrading and advanced industrial structure. Similar to the natural ecosystem, the Niche of the producer service industry is selected and constructed in the interaction between industrial biological factors and non-industrial biological factors. The niche change of the producer service industry is the result of the combined effect of external objective environmental factors in the producer service industry and the industry's characteristics. Expand the market space and change the recycling model of the industrial chain to promote a virtuous circle of the industrial system.

2.3. The relationship between producer services and the optimized development of industrial structure from the perspective of niche

Various industries are interconnected to form an industrial economic cycle. This industrial economic cycle can be regarded as a complex ecosystem. For example, agriculture provides raw materials for industry, and newly invented machines for industrialized production provide production equipment for agriculture. As a representative of the tertiary industry, the service industry has become the "glue" between various industries. Each industry is no longer a separate entity, and the interdependent relationship between industries is gradually emerging. The cooperation and development between industries are more conducive to the realization of greater returns and better development of various industries.

In an industrial environment, various industries are interrelated, differentiated, and interdependent. The existence of one industry becomes the prerequisite or result of the development of another industry. Each industry is only a link in the industrial system. Integration becomes an industrial chain. Although the development of industries of different natures is affected and restricted to different degrees by the development of other industries, the development of one industry depends on the development of another industry or the development of one industry can lead to the development of other industries. The "correlation effect" is universal. Generally speaking, the more value chains an industry participates in, the stronger the industry's "shock absorption capability" and the lower the risk. Because the more value chains an industry can participate in, the more resources the industry can control. As the "glue" for the interactive and integrated development of the three major industries, the producer service industry has the potential to participate in more value chain creation. Industry associations play an essential role in the selection and construction of the industrial Niche.

The interaction between the producer service industry and the Niche of the primary industry. This requires a new selection of the agricultural Niche. The separation of the agricultural Niche will provide the necessary development platform for the agricultural productive service industry, increase the ecological breadth of the agricultural productive service industry, and continue to supplement the natural development of the agricultural productive service industry. Resources, social resources, human resources. The interaction between the producer service industry and the Niche of the

secondary industry.

On the one hand, the sterilization of the manufacturing industry has become an important choice for companies to implement differentiated strategies and maintain their competitive advantages. The interaction between the producer service industry and the Niche of the tertiary industry. The development of the information industry has brought about changes in almost all industries: the development of IT has provided a new platform for market transactions, and e-commerce is impacting the traditional circulation intermediary industry, causing a global circulation revolution.

In addition to the integration and symbiosis between industries, there is also symbiosis between the producer service industry and the environment. According to the structural level of the environment, the symbiosis environment of the producer service industry can be divided into the macro environment and the microenvironment. According to the environmental factors for the survival of the industry, the members of the environment that coexist with the producer service industry mainly include venture capitalists, governments, scientific research institutions, financial institutions, and intermediary agencies. It can be seen that the external environment of the producer service industry symbiosis is essential for the selection and construction of its industrial Niche. The correct choice of the Niche of the producer service industry requires the correct guidance of systems, laws, and policies, and the development of the producer service industry needs the support of industrial policies.

3. Research on countermeasures to enhance the effect of producer services on the optimization of industrial structure

3.1. Dislocation of industrial ecology

Dislocation management strategy comes from the separation of ecological Niche, and its foothold is to make full use of and integrate its resources, to obtain the resources that may be owned by itself as the market goal and adopt a market strategy or concept to avoid confrontation with competitors. With the development of productivity, the development of modern agriculture and advanced manufacturing has become more refined, and the industrial value chain has developed to both ends. The value of the industry is more reflected at the two ends of the "smile curve", and the value of the producer service industry is highlighted. At this time, modern agriculture and advanced manufacturing can take the form of service outsourcing, transferring some of their production functions to the producer service industry, making the producer service industry misaligned with modern agriculture and advanced manufacturing. Please contribute to the specialization of the division of labour and improve their respective production capabilities.

3.2. Separation and coexistence of industrial niche

When two organisms use the same resource or jointly occupy an environmental variable, niche coexistence will occur. The coexistence of niches will cause niche overlap. As a result, competition occurs. As a result, the two organisms cannot occupy the same. The ecological Niche is the separation of ecological niches. The same is true for the industrial ecosystem. The more similar the industry's demand for resources, the closer the product and market basis, the greater the degree of niche overlap between them, and the more intense the competition. Therefore, the industry must develop survivability and skills that are different from other industries, find the position where it can play its role best, and realize the separation of the industrial Niche.

3.3. The generalization and specialization of the industrial niche

In the biological world, fierce competition for survival will lead to two ecological phenomena, namely generalization and specialization. Adopting a generalization strategy can enrich the industry's functions and gain more market scope, but generalization will inevitably lead to an increase in the breadth of the Niche. On the one hand, it is easy to cause competition. On the other hand, the expansion of functions makes the industry must allocate Efforts to balance the production and operation of different departments may cause waste of resources and human resources, which is not

conducive to intensive operation. Adopting specialized strategies will seldom overlap with other industrial ecological units, thereby avoiding unnecessary competition. However, if the market that is solely dependent on is exhausted or drastically reduced for some reason, it will endanger the development of the industry. Therefore, the selection process of generalization strategy and specialization strategy should be analyzed in detail.

3.4. Priority and reciprocity of industrial niche

Now our country is in the transition stage from the industrial economy to knowledge economy. The development of the producer service industry should give priority to the development of the information service industry. Improve the modernization level of the service industry with informatization, promote industrial modernization with service informatization, promote informatization with industrialization, advance the level of economic and social informatization, and take the lead in realizing the modernization of the service industry in places where conditions permit, to promote the country's overall service industry to accelerate development to promote information technology services manufacturing R & D, manufacturing, marketing, logistics and inventory changes, the service sector made a new era inevitable choice for development.

3.5. Avoidance and sharing of industrial niche

Various industries can establish a reasonable division of labour and cooperation mechanism, adopt a "competition and cooperation" model, fully take into account the interests of all parties based on no increase in investment, take market mechanism adjustment as the lead, and achieve complementary advantages through the flow of industrial factors. The principle of interest, through the coordination and division of labour, to achieve a mutually beneficial symbiosis between industries. For example, with the support of the producer service industry, companies can focus more on production without spending a lot of workforce and material resources on new technology research and development for non-core businesses. The multiplier effect produced by the producer service industry can also extend manufacturing in the region. The profit chain of industrial enterprises reduces the operating costs of manufacturing enterprises and enhances the core competitiveness of manufacturing enterprises.

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