

EVOLUTIONARY ECONOMICS PERSPECTIVE ON THE REGIONAL DISTRIBUTION OF SUPPLY CHAIN MANAGEMENT SPECIALTIES

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Abstract: Evolutionary economics is the main economic theory of modern Western economics. It is characterized by interpreting and studying innovative integration issues existing in social and economic development from dynamically changing data and phenomena, using evolutionary economics theoretical research to guide economic and industrial integration innovation, and providing a reference theoretical basis for social and economic development. The progress and development of the times often force changes in the world economy, bring about adjustments and layout of the economic structure, and bring development opportunities for national economic development. During the COVID-19 epidemic, the role and status of the supply chain have become more prominent, and the competitiveness of the supply chain has risen to the level of a national strategy. The establishment of the supply chain management major is closely related to the layout of regional economic development. The analysis of the regional layout of the supply chain management major based on evolutionary economics plays an important reference role in the orderly planning and establishment of the supply chain management major.

Keywords: Evolutionary economics; Supply chain; Economic region

1 INTRODUCTION

Evolutionary economics is the economics that studies the process of economic evolution and development. Understand the internal structure of economic organizations, technological progress, and changes in industries and products from economic phenomena, and use a dynamic and evolutionary approach to view the economic development process. The core is innovation. With the development of the world economy and changes in the economic landscape, evolutionary economics has become the main theme of economics in the 21st century[1].

From the perspective of the history of supply chain research and development, the "economic chain" first came from the American Peter Drucker, and later the "value chain" proposed by the American Michael Porter finally evolved into the "supply chain". The supply chain is a functional network chain structure model formed by providing products and services to suppliers, manufacturers, distributors, retailers, and ultimately users during the production and circulation process. Martin Christopher, a British supply chain management expert, pointed out that "the competition in the 21st century is no longer a competition between enterprises, but a competition between supply chains and supply chains"[2]. The report of the 19th National Congress of the Communist Party of China proposed to cultivate new growth points and form new momentum in the fields of modern supply chain, innovation leadership, green and low carbon, and shared economy. This is the first time that the Party Central Committee has proposed the concept of modern supply chain, marking the modern supply chain. Chain development has been officially elevated to a national strategy. In 2017, the State Council's "Guiding Opinions on Actively Promoting Supply Chain Innovation and Application" pointed out: Accelerating supply chain innovation and building a modern supply chain has become an important part of deepening supply-side structural reform and building a modern economic system[3]. Therefore, the establishment of supply chain management majors has an important connection with national economic development.

2 THE IMPACT OF THE THEORETICAL SYSTEM OF EVOLUTIONARY ECONOMICS ON REGIONAL ECONOMIC DEVELOPMENT

Evolutionary economics is the main economic theory of modern Western economics. It was formed in the 1980s. In 1988, the European Association for Evolutionary Political Economics was founded in the United Kingdom. In 1991, the British magazine "Evolutionary Economics" was founded. After the 1990s, many schools of evolutionary economics emerged[4]. The research theory of evolutionary economics has been gradually applied to modern enterprise management, industrial technological change and other aspects, and has attracted more and more attention. In June 2004, Nanjing University established the "Evolutionary Economics Research Center", marking the beginning of evolutionary economics research in my country. Since then, more and more scholars have joined the research, and a theoretical school of evolutionary economics research with the characteristics of my country's market economy has initially formed[5]. Evolutionary economics is characterized by interpreting and studying innovation and integration issues existing in social and economic development from dynamically changing data and phenomena, using evolutionary economics theoretical research to guide economic and industrial integration innovation, and providing a reference theoretical basis for social and economic development.

The theory of evolutionary economics has the following theoretical research characteristics: dynamically changing data and dynamically changing economic phenomena. At the same time, these dynamically changing data and phenomena are used to continuously discover, research, analyze and explain social and economic industrial innovation and integration issues[6]. Its research value lies in shifting the original research focus from effective and balanced results to dynamic processes. With the development of the world economy and major adjustments to the economic structure, industrial innovation and industrial integration form the characteristics of new economic industries. When traditional industries merge with emerging industries and other industries, new business formats emerge one after another through innovation and integration of industrial chains and supply chains, thus driving the development of local and regional economic industries[7].

2.1 Analysis of the Innovative Integration Process Model of Industrial Chain and Supply Chain under Evolutionary Economics

2.1.1 Analysis of the relationship between evolutionary economics and industrial chain and supply chain innovation integration

Society is constantly changing and developing, and is becoming more and more suitable for social and economic development. Evolutionary economics starts from the perspective of the limited laws of economic evolution and follows the thinking of biological evolution to study and analyze social and economic changes. Its research and analysis focus is on the organizational structure and organizational levels of social and economic organizations in the process of social change and development[8]. The integration of the industrial structure of industrial enterprises, from the perspective of social resource integration and innovation, how to better face the changing situation and risks, make more appropriate choices and combinations, discover the economic laws of the evolution and optimization of the social and economic structure, and guide and drive local Regional economic development, promoting the innovation and integration of local regional industrial chains and supply chains, and giving full play to the theoretical guidance of evolutionary economics. Local regional economies have certain industrial resource advantages and geographical location characteristics, and can take advantage of international and domestic economic development opportunities and national industrial policy support to form their own specific and different industrial foundations and industrial characteristics, and have formed a complex synthesis of local economic development system[9]. However, in the development process of local regional economy, it will definitely be restricted and affected by relevant factors from both inside and outside the local regional economic system, and they will interact with each other, and a certain fixed thinking mode will be formed among managers of local regional economic and industrial enterprises. When bottlenecks in the development of industrial enterprises appear, causing difficulties in the development of local and regional economic industrial enterprises, they are helpless and find it difficult to solve the dilemma. In this way, there are certain regular issues of continuous optimization and evolution of economic and industrial organizations and industrial structures among them, gradually forming a continuous optimization mechanism of local and regional economic industries and an interaction and transmission innovation mechanism between different industrial enterprises, influencing each other and influencing each other effect[10]. Based on this, evolutionary economics is how to use its theoretical methods of evolution, optimization, integration, and innovation to study and analyze the economic phenomena of the continuous development and evolution of local and regional economic and industrial enterprises, the optimization mechanism of local and regional economic and industrial industries, and the common laws of regional economic development and evolution. , and continuously enrich the modern economics theoretical system, thereby better guiding the integrated and innovative development of local regional economic industrial chains and supply chains.

Therefore, the integration innovation of local regional economic industrial chain and supply chain based on evolutionary economics is to use the theoretical methods of evolutionary economics to help local regional economic and industrial enterprises find suitable opportunities for integration and innovation, and solve the dilemma of local and regional economic and industrial enterprises. , explore a local regional economic industry enterprise integration innovation model, innovate the innovative integration mechanism of local regional economic industry chain and supply chain, which has played a certain guiding and demonstration role in the development of local regional economy.

2.2 Analysis of the Innovative Integration Process Model of Industrial Chain and Supply Chain under Evolutionary Economics

Based on the comprehensive analysis of the integration and innovation process of local regional economic industrial chain and supply chain under the theory of evolutionary economics, it was found that there are three common new models of industrial innovation integration: industrial development process integration, industrial innovation integration method integration, and creative innovation integration hierarchical integration. , which provides a reference for exploring and solving the difficulties and problems encountered in the development of local regional economic and industrial industries, and provides an integrated innovation model based on evolution and optimization under evolutionary economics.

2.3 Model Characteristics of the Innovative Integration Process of Industrial Chain and Supply Chain under Evolutionary Economics

In the socio-economic industrial structure, different industrial structures have their own industrial characteristics. Under the influence of the innovation and integration process of the industrial chain and supply chain, they are constantly changing. Finally, various elements of the socio-economic industry are optimized, forming the innovative integration of industrial chain and supply chain. model.

The degree and method of integration between local regional economic industry chains and related supply chains are different, resulting in uneven distribution of the degree of innovative integration of social economic industrial chains and supply chains, forming an innovative integration model of industrial chains and supply chains.

Therefore, the characteristics of local regional economic industrial chains and supply chains based on evolutionary economics are integration and innovation. Only by learning to proactively search for, appropriately select, optimize resources, seize opportunities, and continuously integrate and innovate under the ever-changing social and economic situation can local and regional economic and industrial enterprises develop sustainably and comprehensively improve their competitiveness and brand influence. It plays a leading and guiding role in the regional economy.

2.4 Analysis of Economic Effects of Industrial Chain and Supply Chain Innovation Integration Process Model under Evolutionary Economics

From the analysis of the economic effects of the industrial chain and supply chain innovation integration process model, the evolution from industrial enterprise integration to supply chain integration innovation is accompanied by three economic effects :

2.4.1 The economic "chain owner" leading effect of the innovative integration of industrial chain and supply chain

The innovative integration of industrial chain and supply chain is a break from the established production methods, which can bring sufficient economic benefits to its own industrial enterprises. The new products of integrated industries and enterprises generated after the innovative integration of industrial chain and supply chain will be selected through the market selection mechanism. It can better meet the needs of consumers, form an industrial enterprise cluster effect, lead the integration and innovation of the local regional economic industrial chain and supply chain, and have the "chain master" enterprises of the local regional economic industrial chain and supply chain economy to form an industrial chain. The economic effects of integrating with supply chain innovation.

2.4.2 Demonstration effect of "chain group" of industrial enterprises through innovative integration of industrial chain and supply chain

Faced with the changes in new situations and new market demands, enterprises within a certain local regional economic industry took the initiative to produce new integrated innovative products through communication, cooperation and integrated innovation with other industrial enterprises, meeting the needs of market consumers and bringing benefits to industrial enterprises. bring economic benefits and form a demonstration effect among local and regional economic and industrial enterprises. This will definitely trigger other industrial enterprises in the local regional economy to learn. In this way, the local regional economic industrial enterprises will be divided into demonstrators and imitators of the integration and innovation process of the industrial chain and supply chain, and the cycle will repeat. Huge changes have occurred in the products, technologies, and management structures of local and regional economic and industrial enterprises, driving the integration and innovation of local and regional economic and industrial industries, forming the "chain cluster" effect of local and regional economic industrial chains and supply chain economies, and providing a basis for the adjustment of local and regional economic and industrial structures. , further optimize the integration and innovation of industrial chain and supply chain, and promote the development of local regional economic and industrial structure to a higher level.

2.4.3 The "chain point" integration effect of industrial enterprises through innovative integration of industrial chain and supply chain

In the process of integration and innovation of industrial chains and supply chains in local regional economies, it is difficult for the same industrial enterprises and different industrial enterprises to communicate and share information with each other, forming information islands. In order to meet the new needs of new markets in the new era, it is necessary to find local and regional economic and industrial enterprises that can develop faster and better, and form a consensus to embark on the road of integrated innovation and development together. With the support of national infrastructure and industrial policies, local and regional economic and industrial industries Industrial integration and innovation activities between enterprises and enterprises in different industries are constantly emerging. In this way, the nodes of innovation and integration of local regional economic industries and enterprises are opened up, forming a "chain point" integration phenomenon between the local regional economic industry chain and the supply chain economy, and producing the innovative integration effect of industrial chain and supply chain integration.

Therefore, based on the analysis of the industrial chain and supply chain innovation integration process model under evolutionary economics, it can be found that the industrial chain and supply chain innovation integration process model under evolutionary economics has the emergence of industrial development process integration, industrial innovation integration method integration and creativity. Innovation integration hierarchically integrates three new models of industrial innovation integration. Through comprehensive analysis of evolutionary economics and industrial chain and supply chain innovation integration relationships, process models, characteristics and economic effects, we can understand industrial chain and supply chain innovation under evolutionary economics. The integration process model will produce three economic effects: economic leadership effect, enterprise demonstration effect, and enterprise integration effect. It will continuously optimize the organizational structure and organizational levels of local and

regional economic and industrial enterprises, and explore the evolution rules of local and regional economic and industrial industries.

The search and research on the integration innovation model of industrial chain and supply chain based on evolutionary economics provides an effective application model that can be used for reference.

3 DATA ANALYSIS OF SUPPLY CHAIN MANAGEMENT MAJORS ESTABLISHED IN 25 UNIVERSITIES ACROSS THE COUNTRY

In the face of changes in the world economic situation and major adjustments to the national economic structure, especially since the State Council's "Guiding Opinions on Actively Promoting Supply Chain Innovation and Application" in 2017, the Ministry of Education added the supply chain management major to the catalog in 2017. For foreign majors, colleges and universities across the country have taken active actions to apply for supply chain management majors, which will be reviewed and approved by the Ministry of Education. According to statistics from the Purchasing and Supply Chain Professional Committee of the China Federation of Logistics and Purchasing, by July 2020, there were only 25 supply chain management schools in colleges and universities in my country (as shown in Table 1).

Table 1 List of supply chain management majors established in universities across the country

School Name	Filing year	School Name	Filing year	School Name	Filing year
Wuhan University	2017	Shan Dong University	2019	Xiamen Huaxia College	2019
Central University of Finance and Economics	2018	Southwestern University of Finance and Economics	2019	Jimei University Chengyi College	2019
Beijing University of Materials Science and Technology	2018	Dalian Maritime University	2019	Hunan Technology and Business University	2019
Baoding University	2018	Beijing Technology and Business University	2019	South China University of Technology Guangzhou College	2019
Yingkou Institute of Technology	2018	Beijing city college	2019	Chongqing University of Science and Technology	2019
Shanghai Maritime University	2018	Zhejiang Wanli University	2019	Chongqing University of Posts and Telecommunications Yitong College	2019
Xi'an Jiaotong-Liverpool University	2018	Anhui Normal University	2019	Chongqing Second Normal University	2019
Hefei University	2018	Bengbu University	2019		
Chengdu University of Information Science and Technology	2019	Henan University of Technology	2019		

From the analysis of the establishment time of the supply chain management major, there was 1 institution in 2017, 7 institutions in 2018, 17 institutions in 2019, and as of July 2020, there were 25 institutions nationwide. Hubei Province was the first to receive approval. From the analysis of the nature of universities offering supply chain management majors across the country, among the 25 universities: 19 are public universities, including 6 universities under the Ministry of Education 221; 1 Sino-foreign cooperative university; and 5 private universities. It can be found that when the Ministry of Education approved the setting up of supply chain management majors in colleges and universities, it fully took into account the demonstration and leading role of public colleges and universities, and also took into account the exploratory role of private colleges and universities. This provides a reference for the establishment of supply chain management majors in colleges and universities across the country in the future. Templates and experiences.

4 ANALYSIS OF THE REGIONAL ECONOMIC LAYOUT OF SUPPLY CHAIN MANAGEMENT MAJORS IN 25 UNIVERSITIES ACROSS THE COUNTRY

From the analysis of the regional distribution of supply chain management majors, 25 universities are distributed in the following provinces and cities. Among them, there are 8 in three municipalities, 4 in Beijing, 1 in Shanghai, and 3 in Chongqing; 17 in 12 provinces: 1 in Hubei, 1 in Hebei, 2 in Shandong, 1 in Liaoning, 1 in Jiangsu, and 3 in Anhui. 1 in Zhejiang, 2 in Fujian, 1 in Henan, 1 in Hunan, 1 in Guangdong, and 2 in Sichuan. From the analysis of the cities and economic regions where universities majoring in supply chain management are located, it can be concluded that 25 universities from 2017 to 2019 are divided into three types. Among them, there are 8 in 3 municipalities: 4 in Beijing, 1 in Shanghai, and 3 in Chongqing; 8 in 7 provincial capital cities: 2 in Chengdu, 1 each in Wuhan, Hefei, Jinan, Zhengzhou, Changsha, and Guangzhou; other cities There are 9 out of 8: 2 in Xiamen, and 1 each in Baoding, Yingkou, Suzhou, Dalian, Ningbo, Wuhu, and Bengbu. These cities are my country's economic and

industrial concentration areas, with profound industrial, light industry, and agricultural foundations, superior industrial foundations, and economic strength. Most of them are located in the eastern region, the southern region, and the southwest region, close to the Bohai Bay, the Yangtze River Economic Belt, and the Yangtze River. The Delta City Group, the Minjiang Delta, and the Pearl River Delta have convenient transportation and are close to railway hubs, highway hubs, and port hubs. They have a superior geographical location near the river and the sea, providing these universities with supply chain management majors with good school-enterprise cooperation opportunities. Companies that provide students with good educational and teaching resources and professional training and internship opportunities have laid a solid foundation for the employment and entrepreneurship of supply chain management students.

From the analysis of the educational background of 25 universities with supply chain management majors, 20 of the 25 universities are public universities. These universities have a long history of running schools and are involved in petrochemical industry, machinery industry, agriculture, food processing, automobile manufacturing, marine transportation, meteorology, food, commercial circulation and logistics and other industries, it provides good professional teachers and professional training employment guarantee for the supply chain management professional education and teaching, and provides good enterprise employment guarantee for enterprises in these economically developed areas. Other universities across the country have played a leading role in running supply chain management majors. There are also 5 private colleges and universities among the 25 colleges and universities. Although their history of running schools cannot be compared with public colleges and universities, these private colleges and universities have flexible school-running mechanisms, are good at seizing opportunities, and have a certain influence among private colleges and universities with their distinctive majors. They have set a good example for other private colleges and universities. Private colleges and universities have made effective explorations in running the supply chain management major.

5 ANALYSIS ON THE CORRELATION BETWEEN SUPPLY CHAIN MANAGEMENT MAJOR AND REGIONAL ECONOMY UNDER THE NEW ECONOMY

With the changes in economic globalization and corporate competition models and the implementation of the "One Belt, One Road" initiative, the Internet digital era has brought opportunities for the reshaping and optimization of economic industry chains, value chains, and supply chains. "Modern supply chains" are increasingly affected by the country and society. Attracting great attention from all walks of life, supply chain management services have become an emerging industry, and supply chain competitiveness has risen to national strategy.

In 2020, the Ministry of Education officially included the supply chain management major in the "Catalogue of Undergraduate Majors in General Colleges and Universities (2020 Edition)". It is a major under the management category, logistics management and engineering majors. The major code is 120604T, and the degree awarding category is Management, the duration of study is four years. This creates a rare opportunity for universities across the country to apply to set up supply chain management majors in the future, and it has become one of the new popular majors. In the past ten years, the logistics industry has developed rapidly, and industrial competition has entered the supply chain stage. The gap in scientific and technological talents in the supply chain field has reached more than one million.

5.1 World Trade Development and the Need for "New Infrastructure" in National Economic Construction

With the development of economic globalization, companies in various countries have begun to pay attention to overseas markets. Among multinational companies, one of the most difficult problems to solve is the problem of supply chain. From suppliers to manufacturers, to distributors and consumers, each link may be carried out in different countries. If all links are comprehensively managed and seamlessly connected, supply chain management professionals can meet the needs of these international markets. talent needs.

The sudden COVID-19 epidemic has rapidly changed the global supply chain and strengthened its important role. The epidemic has accelerated the application of disruptive technologies in the supply chain. China has become an important center for global supply chain innovation and application, and new infrastructure has further improved the efficiency of information flow. The post-epidemic era is a great opportunity for the cultivation and development of supply chain management professionals. The importance of cultivating and using supply chain management professionals has become increasingly prominent.

Based on this, the transformation of the supply chain as an organizational method and business model is a new normal in the future economic and social development of China and the world. The deep integration of the supply chain with the Internet, the Internet of Things, big data, blockchain, and industrial finance, as well as the deep integration of chain and physical industries is an inevitable trend in the future. Supply chain is the foundation of China's economic transformation and development. Industrial supply chain and urban supply chain are the focus. National supply chain is fundamental, and it is China's global supply chain strategy. The supply chain management profession also emerged in response to the needs of the times.

5.2 Analysis of the Professional Integration Model of Local Regional Economy and Supply Chain Management

Regional economy has certain uniqueness in my country and is an important part of my country's economic structure. In the future, the development of my country's regional economy will still be the main growth point of my country's

economy. From the analysis of the current trend of integrated development of regional economy and supply chain in my country, there are generally the following integration models of regional economy and supply chain: complete supply chain "chain owner" model, main supply chain "chain group" model, partial supply chain "chain" model "point" model and regional supply chain "emergency" model.

5.2.1 Complete supply chain "chain master" model

Each local regional economy can rely on its own regional economic advantages and location advantages to create a group of leading enterprises and advanced models with distinctive characteristics and advantages, influential industrial clusters, and advanced models through the implementation of the industrial chain leader system, and build a public-type The distribution center promotes the integration of the industrial chain and the supply chain, stabilizes the supply chain, extends the industrial chain, and enhances the value chain. Zhejiang Province and Jiangxi Province took the lead in pioneering the industry chain length system in the country, building a platform for local and regional economic development, and innovating a new model for the integrated development of local and regional economies and supply chains across the country.

5.2.2 Main supply chain "chain group" model

Give full play to the advantages of local regional industries and strengthen the industry with the help of transportation resource advantages and the country's preferential policies for local regional economic development, such as the "One Belt, One Road", "Yangtze River Delta City Group", "Yangtze River Economic Belt" and "Guangdong-Hong Kong-Macao Greater Bay Area" Infrastructure construction will promote the integration mechanism of the industrial chain and supply chain, use the development of industrial clusters with local influence to drive the development of other related industries, give priority to the layout of industrial information technology and platforms, and enhance the integration service capabilities of the industrial chain and supply chain.

5.2.3 Some supply chain "chain point" models

Give full play to the advantages of local material circulation and gathering resources, and rely on the location advantages of node cities with advantages in transportation in various places to open up fast channels for material circulation in node cities of the industrial chain and supply chain, implement efficient distribution in urban and rural areas, and rely on the national logistics hub node city pilot to vigorously Promote the construction of a three-level distribution network system of urban and rural distribution centers, distribution centers, and terminal service outlets, strengthen industrial standardization, improve cross-border e-commerce service capabilities, and form a regional economic industry and supply chain connectivity mechanism to assist local and regional economic development.

5.2.4 Regional supply chain "emergency" model

The sudden COVID-19 epidemic has rapidly changed the global supply chain and strengthened its important role. The epidemic has accelerated the application of disruptive technologies in the supply chain. A regional supply chain emergency model emerged. The post-epidemic era is a great opportunity for the cultivation and development of supply chain management professionals. The importance of cultivating and using supply chain management professionals has become even more prominent.

5.3 Analysis of the Integration of Regional Economy and Supply Chain Management Majors

Jiangxi Province is located in the central region with a weak economic foundation and obvious differences compared with surrounding provinces. In recent years, the growth rate of the added value of Jiangxi Province's above-scale industries has continued to rank first in the country. The process of new industrialization has been accelerating and has entered the middle and late stages of industrialization. However, under the complex and severe economic situation at home and abroad, Jiangxi Province's industry is facing the dual pressures of stabilizing growth and improving quality, as well as the dual challenges of turning energy and adjusting structure. Currently, the construction of Jiangxi Province's economic and industrial supply chain system lags behind. According to data from the Jiangxi Provincial Department of Commerce's 2019 Jiangxi Provincial Logistics Industry Market Survey Report, most enterprises in Jiangxi Province have generally small business scales, insufficient investment in standardization construction, have not introduced advanced supply chain management concepts, and have little willingness to improve standardization. It seriously affects the growth of Jiangxi Province's economic output value and restricts the economic development of Jiangxi Province. At the same time, there are very few supply chain management talents who can meet the needs of enterprises, and the shortage of supply chain management talents is becoming more and more serious. The lack of suitable supply chain management talents is a problem faced by Chinese enterprises. To achieve high-quality leap-forward development of Jiangxi Province's industry, grasp the strategy of strengthening the province through industry, build a modern industrial system, and strengthen the training of supply chain management talents, it is imperative.

Jiangxi Province has unique geographical advantages. It is adjacent to the Yangtze River Economic Belt to the north, and is located in the extended economic belts of the Yangtze River Delta, Minjiang River Delta, Pearl River Delta, and economically developed urban agglomerations such as the Guangdong-Hong Kong-Macao Greater Bay Area. It has become the industrial and economic extension belt of these areas. Well connected with the "One Belt, One Road" initiative. In 2020, Jiangxi Province was awarded the National Inland Open Economic Pilot Zone, the first batch of "single window" pilot projects for international trade in inland coastal areas in the country, Nanchang became a national logistics hub city for business and trade services, and Jiujiang, Ji'an, and Ganzhou became national cross-border e-commerce companies. Import pilot cities.

To this end, on May 4, 2017, the Jiangxi Provincial People's Government issued the "Jiangxi Province 'Thirteenth Five-Year Plan' Modern Logistics Industry Development Plan". It is proposed that by 2020, Jiangxi Province will basically establish a modern logistics service system with reasonable layout, advanced technology, green and efficient, and become an important regional logistics center for the "Belt and Road" and the Yangtze River Economic Belt. The added value of the logistics industry strives to reach 190 billion yuan, and the added value of the logistics industry accounts for about 7.3% of the regional GDP. The added value of the logistics industry generated by new logistics technologies, new models, and new formats based on the Internet accounts for the increase of the entire industry. About 40% of the value.

In April 2020, the Jiangxi Provincial People's Government issued the "Jiangxi Province Three-Year Action Plan to Promote High-Quality Development of Logistics and Promote the Formation of a Strong Domestic Market (2020-2022)". Efforts should be made to promote innovation in the logistics supply chain, and accelerate the transformation of large-scale commercial circulation enterprises into supply chain "chain owners" to form competitive advantages. Guide leading enterprises in characteristic and advantageous industries to use supply chain operation methods, integrate upstream and downstream small, medium and micro enterprises into the production and operation process, and strengthen resource integration and optimization capabilities through the logistics chain, capital chain, and technology chain; promote logistics "platform" supply chain enterprises to provide "one-stop" services to small and medium-sized enterprises and freight forwarding entities; improve the intelligence level of the manufacturing supply chain; support supply chain enterprises in applying advanced technologies such as logistics big data and cloud computing to provide logistics big data services in the manufacturing field; encourage the development of Modern supply chain models such as virtual production and cloud manufacturing characterized by personalized customization, flexible production, and high resource sharing will enhance the value creation level of the entire logistics chain and promote the development of logistics industry clusters. Promote the development of 50 logistics industry clusters in the province, further optimize the layout of logistics industry clusters, and enhance the ability to serve the real economy.

In April 2020, the Jiangxi Provincial People's Government issued a document on the implementation of the industrial chain chief system. A total of 12 people, including the governor and deputy governor, personally served as 14 corresponding industrial chain chiefs. Its purpose is to stabilize the industrial chain supply chain, vigorously develop manufacturing, trade circulation, cultural tourism industry, biomedicine and other industries, extend the industrial chain, enhance the value chain, integrate the supply chain, promote the transformation and upgrading of the industrial chain, and provide Jiangxi supply chain innovation and Provide solid support for high-quality leap-forward development.

The Jiangxi Provincial People's Government takes advantage of the geographical advantages of Jiujiang City and Xiangtang Town to actively promote the integration and innovation of local regional economic industrial chains and supply chains to help Jiangxi's local regional economic development.

Jiujiang City is located in the northern part of Jiangxi Province, close to the Yangtze River. It has a 152-kilometer-long Yangtze River Economic Belt. It has very rich corporate resources and unique transportation, industrial and commercial circulation advantages. With the advantage of Jiujiang Port, the first shipping terminal in Jiangxi Province, The railway, highway, water shipping, and civil aviation transportation hub nodes around the Yangtze River Economic Belt have formed a new pattern of integrated development of the industrial chain and supply chain with north-south docking, joint development, and win-win cooperation with Nanchang Port.

In May 2020, Jiujiang City received approval from the State Council to establish a national cross-border e-commerce comprehensive pilot zone, becoming the first cross-border e-commerce zone in Jiangxi Province focusing on bonded stocking and cross-border supply chain services. Relying on the support of national industrial policies, it has Cross-border e-commerce creates a complete industrial chain and ecosystem. Jiujiang City takes the opportunity of building the Yangtze River Economic Belt Green Development Demonstration Zone to focus on the integration and innovation of the industrial chain and supply chain, carefully cultivate new materials, new energy, electronic appliances, biomedicine, and green food as emerging industries, and build a modern industrial system. Promote the growth of foreign trade, promote the economic development of Jiujiang, and promote the active participation of cross-border e-commerce service companies, foreign trade companies, industrial companies, and small and medium-sized online merchants. At the same time, expand exports to promote transformation, and expand imports to promote consumption. It will attract more e-commerce companies and logistics companies to settle in Jiangxi, thereby providing more jobs for Jiangxi people and becoming a demonstration area for the integration and innovation of industrial chain and supply chain in Jiangxi Province.

Xiangtang Town in Nanchang is located in the main artery of China's railway network. Xiangtang marshalling station is the largest railway freight marshalling station south of the Yangtze River. It is an important transfer point and major channel for the material circulation of industrial enterprises in Jiangxi Province. In recent years, the Jiangxi Provincial Government has focused on building Xiangtang Logistics Park, focusing on the construction of commercial logistics parks, and striving to build Xiangtang into a national-level railway-highway hub comprehensive logistics park. With the opening of China-Europe freight trains, three international freight trains from Xiangtang to Rotterdam, Hanoi, and Moscow continue to write the glory of the Silk Road, and Xiangtang to Shenzhen Yantian Port, Ningbo Beilun Port, Fujian Jiangyin Port, Xiamen Port, etc. Four rail-sea intermodal foreign trade trains bring together resources from all over the world. With the core of "building an international logistics port and building a modern logistics city", we will accelerate the construction of large hubs, large logistics, large industries, and large commerce, and an "inland waterless port" is quietly taking shape.

At present, China Merchants Logistics, GLP Logistics, Baowan Logistics, Chuanhua Logistics, JD.com, Tmall, No. 1 Store, and Best Logistics have settled in Xiangtang; coupled with the extension of Nanchang Metro Line 3 and the construction of Nanchang South Station, It will greatly attract more advantageous industries and enterprises to settle in, form a siphon effect on Xiangtang's trade and logistics industry, and enhance the aggregation effect of Xiangtang's logistics industry cluster.

Jiujiang National Cross-border E-Commerce Comprehensive Pilot Zone and Xiangtang Logistics Park will have more and more demands for business logistics talents in the future, and the level of talent demand will also become higher and higher.

Although the integration and innovation of industrial chains and supply chain industries has become a trend in local regional economic development across the country, the "supply chain management" major offered by universities across the country is far from meeting the demand for supply chain management talents in regional economies across the country. Currently, there are 2,956 universities across the country, including 1,278 undergraduates, and only 25 universities offer the "supply chain management" major. Currently, there are 45 undergraduate colleges and universities in Jiangxi Province, including 24 public colleges and 21 private colleges and universities, which do not offer the "supply chain management" major. This is due to the rapid development of Jiangxi's regional economy and industrial economy, which has a great demand for supply chain management talents. There is a big gap between the national regional economic and industrial layout and development. Therefore, the establishment of a supply chain management major will be of great help to the national and local regional economic development. The space for innovation and cooperation in the integration of industrial chain and supply chain will become more and more big.

5.4 Analysis Conclusion on the Correlation between Supply Chain Management Major and Regional Economy under the New Economy

Based on this, the transformation of the supply chain as an organizational method and business model is a new normal in the future economic and social development of China and the world. The deep integration of the supply chain with the Internet, the Internet of Things, big data, blockchain, and industrial finance, as well as the supply The deep integration of chain and physical industries is an inevitable trend in the future. Supply chain is the foundation of China's economic transformation and development. Industrial supply chain and urban supply chain are the focus. National supply chain is fundamental, and it is China's global supply chain strategy.

The regional economy under the new economy needs more supply chain management professionals with comprehensive knowledge systems to assist the development of local and regional economic industries, transform and upgrade local and regional economic and industrial enterprises, enhance the core competitiveness of local and regional economic and industrial enterprises, and supply Chain management professionals will give full play to more professional advantages, but will promote the integration and innovation of local universities and local regional economic and industrial development, give greater play to the role of local universities in actively serving local regional economic development, and form local regional economic industry chains and supplies. The integration of the supply chain and the virtuous cycle of the local regional economic industrial chain and the construction of supply chain management majors in local universities.

Relying on its own resource advantages and innovative features, the supply chain can be connected with other different industries to form different industrial supply chains. When the supply chain and the industrial chain are connected, due to the differences in industrial environment and industrial characteristics, the supply chain will have opportunities for optimization and integration, thus forming different industrial supply chain models that can adapt to the economic development of different regions. Promote supply chain innovation, promote the transformation and upgrading of local regional economies, expand and extend the integrated development of primary, secondary and tertiary industries and supply chains, reduce the cost of supply chain operation links, play a role in the development of regional economy, and provide professional supply chain management products The integration of teaching and the employment and entrepreneurship of professional students creates greater room for development.

6 RECOMMENDED MEASURES

In 2020, the Ministry of Education included the "Supply Chain Management" major in the Ministry of Education's undergraduate major catalog, which means that the approval authority for the establishment of the "Supply Chain Management" major is also delegated from the Ministry of Education to the education departments of each province, city, and autonomous region for approval. In the future, with the advancement of the country's "new infrastructure", the enrollment of majors related to the supply chain is booming, and there will be a climax of applications for the "supply chain management" major. Recommendations for this are as follows.

(1) When the education departments of various provinces, municipalities and autonomous regions approve the establishment of the "supply chain management" major, they need to fully consider the policies and location advantages of the country's "new infrastructure", "one belt and one road" and "national logistics hub node cities", and focus on supporting the central region. Prioritizing the establishment of colleges and universities in the northwest and northeastern regions can not only avoid a swarm of establishments, but also give priority to the development of the local economy by taking advantage of local regional economic and industrial advantages.

(2) When approving the establishment of the "Supply Chain Management" major, the advantages of public universities must be fully considered, and there must be no bias against the establishment of majors in private universities. Certain policies should be given to private universities based on the principle of overall planning and focused support. Support, give full play to the supplementary role of private colleges and universities to higher education, and also activate the role of private colleges and universities in supporting local economic construction, forming a virtuous cycle.

(3) When universities in various provinces, municipalities and autonomous regions apply for "supply chain management", they must carefully analyze national industrial policies, seize the good opportunities for local and regional economic development, and combine the advantages of each university's own professional education and teaching resources with its geographical location advantages. , connect with local and regional economic industries, form the unique advantages of "supply chain management" majors in its own colleges and universities, avoid the homogeneity of professional talent training, and give full play to the function of local colleges and universities to actively serve local economic construction. "Unity of knowledge and action, industry, academia, research and application".

COMPETING INTERESTS

The authors have no relevant financial or non-financial interests to disclose.

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