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Shujian Xiang, Yanling Li, He Zhu

Journal: International Journal of Emerging Markets

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...Shujian Xiang; Yanling Li; He Zhu Purpose The purpose of this paper is to reveal the evolution law of rural **economic** resilience, and explore the **impact** of digital economy on rural **economic** resilience, heterogeneous **impact** and **impact** mechanism. Design/methodology/approach Firstly, this paper...

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Yongcong Luo, He Zhu

Journal: Kybernetes

Kybernetes (2024)

<https://doi.org/10.1108/K-04-2024-0914>

Published: 05 November 2024

Purpose

The purpose of this paper is to reveal the evolution law of rural economic resilience, and explore the impact of digital economy on rural economic resilience, heterogeneous impact and impact mechanism.

Design/methodology/approach

Firstly, this paper uses the spatial Durbin model to empirically test the spillover effect of digital economy on rural economic resilience. Secondly, based on the diversified development of digital economy, this paper explores the heterogeneous impact of its spillover effect. Finally, this paper explores the impact mechanism of digital finance on rural economic resilience by introducing the interaction term.

Findings

The study found that, first, the digital economy has a significant spatial spillover effect on the rural economic resilience, mainly reflected in the development of digital economy platforms and innovations. Second, the expansion of agricultural scale operation and the improvement of rural human capital level are important transmission mechanisms for digital economy to affect rural economic resilience.

Originality/value

The marginal contribution of this study is mainly manifested in the following aspects: First, it helps enrich the measurement indicators of rural economic resilience and incorporate the relevant indicators of agricultural digitalization into the framework. Second, it helps study the impact of the digital economy on the rural economy resilience and take into account the heterogeneity of the diversified development of the digital economy. The third is that it helps to explore its influence mechanism from the perspectives of agriculture and farmers.

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Furthermore, some studies have focused extensively on the role of the digital economy in boosting rural economic development, offering new perspectives for enhancing the rural economy resilience. For example, some scholars pointed out that digital economy integrates into rural areas in various forms, among which the development of rural e-commerce can significantly promote rural economic progress, especially in relatively lagging rural areas (Li and Yan, 2025). Digital financial services have a positive spatial spillover effect on farmers' income growth (Li et al., 2022). Meanwhile, digital technology has broken the spatial-temporal constraints of traditional agricultural production, enabling more efficient flow and combination of productive factors, which is conducive to the emergence of new production modes such as digital agriculture (Pappa, 2024; Yan et al., 2024). Digital technology can also promote the integrated development of the primary, secondary and tertiary industries in rural areas, cultivating new business forms and new subjects (Knitsch et al., 2024; Wang et al., 2024b). In terms of rural ecology, Gong and Zhang (2025) believe that the development of the digital economy can promote the transformation of rural energy and the sustainable growth of the rural economy.

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[et al., 2023b](#)). The application of big data analytics enables demand-driven production planning through precise market forecasting, effectively mitigating operational risks while accelerating agricultural industrialization ([Bajwa et al., 2025](#)). Concurrently, digital technologies facilitate the establishment of accessible learning platforms that empower rural populations to acquire advanced agronomic techniques and managerial competencies, thereby systematically enhancing human capital accumulation in farming communities.

The academic community has accumulated a prolific research output regarding the interplay between digital economy and rural economic resilience. On the one hand, scholars mainly focus on the connotation of rural economic resilience ([Scott, 2013](#); [Hennebry, 2018](#); [Faulkner et al., 2019](#)) and measurement ([Slocum and Kline, 2014](#); [Lai et al., 2023](#)), laying a foundation for its follow-up research. [Ye et al. \(2022\)](#) focused on production and technology links, and constructed the resilience index system of agricultural economy from the two dimensions of resistance and resilience, providing a quantitative basis for measuring the coping ability of agricultural economy in the face of external shocks. [Cui et al. \(2023\)](#) constructed an index system from the three dimensions of resistance, adaptation and transformation to measure the rural economy resilience in poor areas and pays particular attention to the resilience and recovery of rural industries after suffering shocks. [Zhou et al. \(2023\)](#) mainly considers the stability resistance of agricultural development and the

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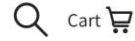
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