

Synergy and Empowerment: A Study on the Internal Mechanisms of New Farmer Cultivation Promoting Rural Revitalization—A Case Study of Foshan

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Abstract: The deep advancement of the rural revitalization strategy urgently requires cracking the talent bottleneck, and the "New Farmer" group is becoming a key variable in activating rural endogenous dynamics. Academic research on New Farmers has mostly focused on entrepreneurial performance or policy support, lacking a deep deconstruction of the "internal mechanisms" of how they dynamically interact with the rural system to achieve systemic transformation. Based on the theoretical perspective of "synergy-empowerment," this paper uses a combination of qualitative analysis and case study methods to clarify the dynamic coupling relationship between the two major systems of "New Farmer cultivation" and "rural revitalization." The study argues that New Farmer cultivation is not a traditional linear logic of "talent introduction" but a "two-way synergy" construction process. This mechanism manifests as follows: New Farmers, as agents, achieve dynamic coupling with the rural system through industrial synergy (value chain reconstruction), cultural synergy (local value activation), ecological synergy (ecological asset transformation), and organizational synergy (governance network innovation). Simultaneously, this synergistic process relies on the support system provided by policy empowerment (systemic ecosystem construction), digital empowerment (platform-based integration), and social empowerment (identity construction). This paper uses the practice of New Farmers in Foshan under the background of "urban-rural integration" as an illustration, analyzing how New Farmers, in a manufacturing highland and at the forefront of a metropolitan circle, leverage digital technology and market advantages to propel rural industries toward the high end of the value chain. The research concludes that future rural talent policies should shift from "fragmented subsidies" to "systemic empowerment," focusing on building an innovative and entrepreneurial ecosystem that supports the growth of New Farmers, thereby achieving a synchronized resonance between talent cultivation and comprehensive rural revitalization.

Keywords: New Farmers; Rural Revitalization; Synergistic Mechanisms; Empowerment; Internal Mechanisms; Foshan

1. Introduction

In the grand narrative of comprehensively promoting rural revitalization, the fundamental and strategic supporting role of talent as the primary resource is increasingly prominent. For a long time, the "hollowing" and "aging" problems faced by rural areas have been rooted in the continuous loss of high-quality talent and the relative insufficiency of "blood-generating" functions [1]. In response, the state has repeatedly emphasized "strengthening talent support for rural revitalization," promoting all types of talent to "go to the mountains and the countryside." Against this backdrop, a "New Farmer" group, distinct from traditional farmers and possessing both local sentiments and modern skills, has rapidly emerged, becoming a significant force driving rural change.

"New Farmer" is not a static identity label but a dynamic collection of diverse actors, including returning university-student entrepreneurs, veterans, business executives, scientific and technical personnel, and even the "second generation of farmers" [2]. They not only bring new ideas, technologies, capital, and market channels but also profoundly reshape the rural economic structure and social morphology through their unique "localized" entrepreneurial practices.

Existing literature has made some progress in the study of

New Farmers. Some research focuses on delineating the characteristics, entrepreneurial motivations, and behavioral patterns of the New Farmer group, exploring the dilemmas they face, such as financing, technology, and social integration [3]. Another stream of research emphasizes the effects of policy support, evaluating the impact of government training, subsidies, and land transfers on New Farmers' entrepreneurial performance. However, most of this research remains within the linear thinking framework of "element input," treating New Farmers as "external input variables" for rural development, focusing on the issues of "attracting and retaining" them. It has yet to fully deconstruct and academically interpret the "internal mechanisms" of how they dynamically interact with the existing rural systems (industry, culture, ecology, organization, etc.) and how this interaction generates endogenous rural dynamics.

Specifically, the "black box" in existing research lies in: Why is the cultivation of New Farmers not just about vocational training, but more about the construction of an ecosystem? How is the individual entrepreneurial behavior of New Farmers transformed into a systemic leap for the entire village through the "synergistic effect"? And under different regional contexts (such as in highly urbanized and industrialized areas like Foshan), what unique characteristics does the synergistic mechanism between New Farmer cultivation and rural revitalization exhibit?

Based on this, this paper attempts to break away from the

traditional "talent-performance" analytical paradigm by introducing the theoretical perspective of "synergy-empowerment." This paper argues that New Farmer cultivation and rural revitalization are not a simple cause-and-effect relationship but a dynamic, evolving, and mutually supportive "two-way synergy" process. New Farmers, as agents, reconfigure resource allocation through interaction with the rural system (structure); the realization of this process is highly dependent on the effective "empowerment" of external support systems. This paper aims to deeply analyze these internal mechanisms of "synergy" and "empowerment," and to conduct an illustrative analysis combined with the typical practices of Foshan, in order to provide theoretical reference and practical inspiration for the precise formulation of rural talent policies in the new era.

2. Conceptual Clarification and Theoretical Framework

Before delving into the analysis of the mechanisms, it is essential to first clarify the core connotation of "New Farmer cultivation" and construct a corresponding analytical framework.

2.1. The Connotation of New Farmers: Active Agents Beyond "Resource Input"

The definition of the "New Farmer" concept is the logical starting point of this research. Unlike "traditional farmers" who rely on land as their core production material and depend on traditional experience, or "new-type professional farmers" who focus on the standardization of agricultural production techniques, the core characteristics of "New Farmers" lie in their "boundary-spanning" and "innovative" nature.

First, New Farmers are "boundary spanners" who possess both "locality" and "externality." On one hand, they choose "localized" development based on the rediscovery of rural values (such as the ecological environment, traditional culture, and idle assets), possessing strong subjective identification and emotional embeddedness. On the other hand, they carry knowledge, capital, social networks, and market perspectives (i.e., "externality") acquired in urban or external environments, enabling them to transcend the limitations of traditional agricultural production [4].

Second, New Farmers are "active agents" of rural innovation. They are not merely passive recipients of policies or simple appliers of agricultural technology, but active constructors of rural industrial models, business formats, and even lifestyles. They are adept at using digital technology, brand thinking, and market logic to creatively transform and innovatively reorganize idle rural resources.

Therefore, the "cultivation" of New Farmers is by no means "farmer vocational training" in the traditional sense. Rather, it refers to the construction of a systemic "innovation and entrepreneurship ecosystem" centered around the New Farmer's growth cycle, capable of stimulating their agency, promoting their resource integration, and accelerating their social integration.

2.2. Theoretical Framework: The Analytical Logic of "Synergy-Empowerment"

The "synergy-empowerment" framework constructed in this paper aims to reveal the dynamic transmission mechanism between New Farmer cultivation and rural revitalization.

2.2.1. Synergistic Mechanism: The Two-Way Construction of New Farmers and the Rural System

"Synergy" emphasizes the "1+1>2" systemic effect. This study defines it as: a non-linear, positive-feedback dynamic coupling process occurring between New Farmers, as agents, and the five major subsystems of rural revitalization (industry, culture, ecology, organization, and talent). This process is one of "two-way construction":

Path 1: The New Farmer's reshaping of the rural system. New Farmers inject the external resources they carry (technology, capital, ideas) into the rural system, triggering a "catfish effect" and promoting the reform and innovation of existing rural models.

Path 2: The rural system's feedback to the New Farmer. The rural system (such as unique ecological resources, deep cultural heritage) provides differentiated "resource endowments" and "identity markers" for the New Farmer's entrepreneurship and innovation, giving them a competitive market advantage.

The occurrence of "synergy" signifies that the individual growth of New Farmers and the overall development of the countryside have achieved a synchronized resonance, marking the activation of rural endogenous dynamics.

2.2.2. Empowerment Mechanism: The Support System for Activating New Farmer Agency

"Empowerment" is the prerequisite and guarantee for achieving "synergy." If "synergy" answers the question of "how it happens," then "empowerment" answers the question of "how to make it happen." The empowerment mechanism refers to the process whereby the external environment stimulates the subjective agency of New Farmers, enhances their practical abilities, and reduces their entrepreneurial risks by providing a series of supportive conditions.

This paper summarizes the empowerment mechanism into three dimensions:

Policy Empowerment: Refers to the government providing a legitimate, convenient, and incentive-based institutional environment for New Farmers through institutional innovation and resource supply.

Digital Empowerment: Refers to the instrumental support provided by digital technologies (such as the Internet, big data, AI) to New Farmers in reducing information asymmetry, linking markets, and optimizing production [5].

Social Empowerment: Refers to providing social capital and emotional support to New Farmers by building social networks, fostering an inclusive culture, and establishing identity recognition.

In summary, the internal mechanism by which New Farmer cultivation promotes rural revitalization is a dynamic process supported by an "empowerment system," with New Farmers as the main actors, achieving a systemic transformation of the countryside through "synergistic mechanisms."

3. Synergistic Mechanisms: The Two-Way Construction of New Farmers and the Rural System

Based on the theoretical framework of "synergy," this section will combine the practices of Foshan to qualitatively analyze the specific mechanisms of the two-way construction between New Farmers and the rural system from the four dimensions of industry, culture, ecology, and organization.

3.1. Industrial Synergy: From Element Integration to Value Chain Reconstruction

Revitalizing rural industries is the primary task of rural revitalization. The synergy between New Farmers and rural industries achieves a leap from "primary production" to the "high end of the value chain."

The synergistic mechanism lies in: New Farmers playing the role of "value chain integrators." By leveraging their keen insight into market demands and their proficiency in modern business models, they efficiently integrate dispersed rural "production elements" (land, labor) with external "market elements" (brands, channels, capital), promoting the "integration of the first, second, and third industries" in agriculture.

Taking Foshan as an example, as an important node in the Guangdong-Hong Kong-Macao Greater Bay Area and a major manufacturing hub, its rural industrial revitalization is not characterized by traditional agricultural scaling, but rather exhibits features of high-tech urban agriculture and strong market orientation. Against this backdrop, the industrial synergy practices of Foshan's New Farmers are particularly prominent:

Case 1: "Chain-Master" New Farmers in the Prepared-Food Industry. Areas like Shunde and Nanhai in Foshan are core zones of "China's Prepared-Food Capital." A group of New Farmers with backgrounds in food processing and supply chain management have established enterprises here. They connect upstream with local (and surrounding) large-scale farming and breeding bases, and downstream, they precisely target catering chains and fresh-food e-commerce platforms in the Greater Bay Area. They are no longer "producers" but "standard setters" and "resource integrators," embedding traditional agriculture into the value chain of the modern food industry through branded operations and cold chain logistics systems.

Case 2: "E-commerce" New Farmers in the Flower Industry. Areas like Lishui, Nanhai, Foshan, are well-known flower cultivation bases. Traditional flower farmers face the predicament of lagging market information and singular sales channels. In contrast, returning New Farmers utilize digital tools like e-commerce live streaming and short videos to open up a new DTC (Direct-to-Consumer) path "from the field to the balcony." Through an "online traffic-driving + offline experience" model, they upgrade flowers from "agricultural products" to "lifestyle aesthetic products" and drive the development of surrounding cultural and creative industries, tourism, and research-study tours.

In this synergistic process, "two-way construction" is embodied: New Farmers use digital technology and market resources (externality) to reconstruct rural industrial forms. Meanwhile, Foshan's strong manufacturing foundation (e.g., home appliances, logistics) and its locational advantage of being adjacent to core markets (locality) also provide powerful support for the New Farmers' industrial innovation.

3.2. Cultural Synergy: From Local Activation to Identity Reconstruction

Rural cultural revitalization is the "soul-casting" project of rural revitalization. The synergy between New Farmers and rural culture achieves a transformation from "static resources" to "dynamic capital."

The synergistic mechanism lies in: New Farmers playing the role of "cultural translators on-site." They possess an

"outsider's perspective" (l'autre perspective) distinct from native residents, enabling them to discover the overlooked "symbolic value" and "experiential value" in rural traditional culture (such as architecture, folk customs, intangible cultural heritage). Through creative design, brand narratives, and experiential services, New Farmers "awaken" dormant cultural resources, turning them into "cultural capital" that can be consumed, experienced, and disseminated [8].

Foshan, the hinterland of Lingnan culture, possesses a wealth of intangible cultural heritage such as Kung Fu, lion dance, dragon boat racing, and pottery. The practice of New Farmers in cultural synergy demonstrates profound "local innovation":

Case: "Cultural-Creative" New Farmers in Ancient Villages. In the ancient villages of Foshan's Chancheng and Nanhai districts (e.g., Zinan Village, Songtang Village), a group of New Farmers with backgrounds in design and media choose to lease idle Lingnan residential buildings (such as "Wok-Ear Houses"). They transform them into boutique homestays, private kitchens, art studios, or research-study bases. They do not simply "retro," but rather integrate modern aesthetics with Lingnan elements (like Manchu windows, brick carvings), injecting new business formats and vitality into the ancient villages.

The "two-way" nature of this synergistic mechanism is: New Farmers, through cultural and creative development, "activate" rural culture and generate economic benefits, enhancing the cultural confidence of villagers (reshaping the rural system). At the same time, this unique Lingnan cultural heritage also constitutes the core competitiveness and brand moat for the New Farmers' entrepreneurial projects, bringing them both spiritual and material rewards (feedback to the New Farmers).

3.3. Ecological Synergy: From Value Discovery to Asset Transformation

Rural ecological revitalization is the "foundation" of rural revitalization. The synergy between New Farmers and the rural ecology achieves a value realization from "ecological resources" to "ecological assets."

The synergistic mechanism lies in: New Farmers acting as "ecological value discoverers" and "sustainable practitioners." Compared to traditional agriculture's path dependence on chemical fertilizers and pesticides, New Farmers (especially those with higher education backgrounds returning home) are more receptive to and actively practice green development concepts, such as organic farming, circular agriculture, and nature education. They regard the excellent "ecological environment" itself (like fresh air, clean water, pastoral scenery) as a scarce product and build new business models around it.

In Foshan, with the advancement of the "Hundred, Thousand, Ten Thousand Project" and the "Green and Beautiful Foshan" construction, the rural living environment has significantly improved [6]. New Farmers have keenly seized this opportunity:

Case: "Integrated" New Farmers in Ecological Agriculture and Nature Education. In areas of Foshan with better ecological protection, such as Gaoming and Sanshui, New Farmers engage in the cultivation of organic vegetables and ecological rice. They not only sell products but also utilize the excellent pastoral environment to develop service projects like "shared farms," "parent-child research-study tours," and "pastoral health and wellness." They successfully transform

"ecological advantages" into "market advantages."

In this synergy, New Farmers, through sustainable production methods, protect and enhance the rural ecological environment (maintenance of the rural system). In turn, the excellent ecological environment provides a trust endorsement for the New Farmers' "eco-premium" products and services (feedback to the New Farmers).

3.4. Organizational Synergy: From Individual Entrepreneurship to Networked Governance

Rural organizational revitalization is the "guarantee" of rural revitalization. The synergy between New Farmers and rural organizations propels the evolution of rural governance from a "traditional acquaintance society" to a "modern cooperative network."

The synergistic mechanism lies in: New Farmers being the "super-connectors" of rural social networks. As "new gentry" from "outside the system," they can communicate with "internal actors" like the village party committee and villagers, while also linking to "external resources" such as government departments, external enterprises, and urban consumers. This "weak tie" ability, spanning urban-rural and hierarchical divides, makes them key nodes in the diversified rural governance network.

In Foshan, the market economy is developed, and social forces are active. The organizational synergy and innovation of New Farmers are particularly evident:

Case: "Organizational" New Farmers in Industry Associations and Cooperatives. Foshan's New Farmers are not just "lone warriors" in entrepreneurship. They spontaneously organize (or are guided by the government) to establish various "New Farmer Associations," "E-commerce Alliances," and "Industrial Cooperatives." These new organizational forms, on one hand, achieve "cluster development," such as unified procurement, brand sharing, and docking large orders. On the other hand, they also begin to undertake partial public governance functions, such as setting industry standards, mediating internal disputes, and representing the group in dialogues with the government, effectively filling the gaps left by traditional rural governance in the economic sphere.

This synergistic mechanism allows New Farmers to transform from "objects of rural governance" to "subjects of rural governance," enhancing the efficiency and vitality of rural public affairs (optimization of the rural system). At the same time, this sense of organizational belonging and network support greatly enhances the individual New Farmer's risk-resistance capacity and resource acquisition ability (feedback to the New Farmers).

4. Empowerment Mechanisms: The Support System for Activating New Farmer Agency

The ideal state of "synergy" does not materialize automatically. New Farmers universally face "systemic obstacles" in their initial start-up phase, including policy, technology, capital, land, and social integration. Therefore, constructing an efficient "empowerment mechanism" is a necessary prerequisite for cultivating New Farmers and achieving synergistic effects.

4.1. Policy Empowerment: From "Fragmented Subsidies" to a "Systemic Ecosystem"

Policy empowerment provides the top-level design and institutional guarantee for New Farmer cultivation. However, traditional policy tools often exhibit "fragmentation." For instance, the agricultural department manages technical training, the human resources department manages entrepreneurial subsidies, and the financial department manages loans. There is a lack of linkage between policies, leading to a situation where it is "difficult for New Farmers to find policies and cumbersome to use them."

True policy empowerment should be the construction of a "systemic ecosystem," with its core in "full-lifecycle support" and "precision irrigation."

1. "Systematized Supply" of the Institutional Environment. This requires the government to break down departmental barriers and provide "one-stop" services for New Farmers. For example, in promoting the "Hundred, Thousand, Ten Thousand Project," Foshan is exploring the establishment of a "New Farmer Service Center" to coordinate affairs such as land transfer, business registration, financial matchmaking, and talent certification. "Talent certification" is particularly crucial. By establishing a "New Farmer Professional Competency Certification System," they are given treatment equal to urban talents in terms of title evaluation, social security, and children's education, resolving their "identity anxiety." This is a deep-level institutional empowerment [9].

2. "Precision Delivery" of Financial Support. Traditional "all-inclusive" subsidies have a limited incentive effect on innovative New Farmers. Policy empowerment requires shifting fiscal funds from "ex-ante subsidies" to "ex-post rewards" and "in-process support." For example, establishing a "New Farmer Venture Capital Fund" to replace grants with equity investment; or, through government procurement of services, supporting professional incubators to provide New Farmers with in-depth services like entrepreneurial coaching, legal consultation, and brand design.

4.2. Digital Empowerment: From "Information Tools" to "Platform Integration"

Digital technology is the most important tool for New Farmers to achieve "boundary-spanning" and "innovation" [5]. However, digital empowerment should not merely stop at the tool level of "technology to the countryside" or "e-commerce training."

Deep-level digital empowerment is a "platform integration" mechanism. It aims to use digital platforms to systematically crack the two major rural dilemmas of "dispersed resources" and "distant markets."

1. "Smart" Production. In Foshan, digital empowerment is not just about live-streaming e-commerce. Some tech-savvy New Farmers are applying IoT and big data technologies to "smart agriculture" scenarios. For example, in greenhouses, sensors are used to monitor and adjust temperature, humidity, water, and fertilizer in real-time, achieving precision management and improving the efficiency and quality of agricultural production.

2. "Platform-based" Marketing. The core of digital empowerment is to reconfigure "people, goods, and places." Foshan's New Farmers are adept at using platform logic. On one hand, they use social e-commerce (like Douyin, Xiaohongshu) to precisely reach urban consumer groups and

achieve branded marketing. On the other hand, they use supply chain platforms to integrate dispersed farmers, achieving "centralized procurement and distribution," which lowers logistics costs and opens up the "first and last mile."

4.3. Social Empowerment: From "Network Embedding" to "Identity Construction"

Compared to policy and technology, social empowerment is a dimension in New Farmer cultivation that is often overlooked but critically important [7]. As "outsiders" or "returnees," New Farmers face cultural barriers and social integration challenges within the rural "acquaintance society."

The mechanism of social empowerment lies, at its core, in providing sustained emotional support and social recognition for New Farmers through the accumulation of "social capital" and the construction of a "collective identity."

1. "Embedding" in Social Networks. Empowerment is not just the government's responsibility; it is the responsibility of diverse social actors. In Foshan, some non-profit organizations, industry associations, and local leading enterprises play the role of "guides." By organizing "New Farmer Salons," "Entrepreneurship Competitions," and "Experience Sharing Sessions," they help New Farmers (especially start-ups) quickly build a "social support network" for exchanging experiences, sharing resources, and finding mutual support.

2. "Construction" of Collective Identity. New Farmers face a "neither urban nor rural" identity ambiguity. The highest stage of social empowerment is to help them construct a clear and positive collective identity. For example, the government and media enhance the social prestige and professional honor of "New Farmers" by selecting "Outstanding New Farmer Representatives," holding "New Farmer Cultural Festivals," and publicizing their success stories. Only when "New Farmer" transitions from a reluctant "choice to return" to a respected "value pursuit" can the highest quality talent be truly attracted and retained [10].

5. Research Conclusions and Policy Implications

5.1. Research Conclusions

Based on the "synergy-empowerment" theoretical framework, through a qualitative analysis of the internal mechanisms of New Farmer cultivation and rural revitalization, and combined with the practical illustrations from Foshan, this paper draws the following conclusions:

First, the mechanism by which New Farmer cultivation promotes rural revitalization is not a linear logic of "talent introduction - element input - economic output," but a "two-way synergy" dynamic construction process. The coupling interaction between New Farmers, as agents, and the existing rural systems (industry, culture, ecology, organization) is the key to activating rural endogenous dynamics.

Second, the synergistic mechanism manifests on four levels: New Farmers promote "industrial synergy" as "value chain integrators"; "cultural synergy" as "cultural translators"; "ecological synergy" as "ecological practitioners"; and "organizational synergy" as "network connectors."

Third, the realization of "synergy" is highly dependent on the support of an "empowerment" system. The core of policy empowerment is "systemic ecosystem construction"; the core of digital empowerment is "platform integration"; and the core of social empowerment is "collective identity

construction." These three elements jointly constitute the "supportive environment" for New Farmer growth.

Fourth, the case of Foshan as a highly urbanized area shows that the focus of New Farmer cultivation is not on "patching agricultural weaknesses" but on "leveraging urban-rural integration advantages." The core path is to use digital technology and market advantages to promote the efficient docking of rural resources with the metropolitan markets of the Greater Bay Area, achieving the reconstruction and upgrading of the rural value chain.

5.2. Policy Implications

Based on the above conclusions, to better promote New Farmer cultivation and achieve a "two-way-street" for talent and the countryside, this study proposes the following policy implications:

5.2.1. Shift Policy Philosophy: From "Managing Farmers" to "Cultivating an Ecosystem."

The role of government should shift from that of a traditional "manager" and "subsidizer" to that of an "enabler" and "ecosystem constructor." The policy focus should shift from "production links" to the "entire lifecycle of innovation and entrepreneurship," fostering an inclusive, open, efficient, and synergistic "rural maker ecosystem."

5.2.2. Innovate Policy Tools: From "Fragmented Supply" to "Systemic Integration."

Break down departmental barriers between agriculture, human resources, finance, technology, and cultural tourism to establish a cross-departmental "New Farmer Cultivation Coordination Mechanism." Promote Foshan's exploration of "one-stop" service centers and establish a unified "New Farmer Professional Competency Certification System." Package "fragmented" policies—such as land, finance, training, and social security—into "policy toolkits" to achieve a precise and systemic response to the needs of New Farmers.

5.2.3. Strengthen Digital Empowerment: From "Technology Delivery" to "Platform Co-Construction."

While continuing to advance rural digital infrastructure ("new infrastructure"), the government should focus on supporting the construction of "industrial internet platforms." Encourage leading enterprises, industry associations, or New Farmer cooperatives to build digital supply chain platforms and marketing platforms oriented toward specific industries (like Foshan's prepared food or flowers) to help New Farmers systematically solve the problem of connecting "small production" with the "large market."

5.2.4. Emphasize Social Integration: From "Economic Support" to "Humanistic Care."

Fully recognize the importance of "social integration" and "identity recognition" for New Farmers. Vigorously cultivate and develop social organizations and industry associations that serve New Farmers through government service procurement and public welfare venture capital. Encourage the regular holding of salons, markets, cultural festivals, and other activities to build social networks for New Farmers. Increase publicity of New Farmers' advanced deeds to foster a positive social atmosphere where the "New Farmer" profession is respected, supported, and aspired to.

5.3. Limitations and Prospects

This study employed qualitative analysis and case study methods, focusing on constructing a theoretical framework

and analyzing internal mechanisms. It lacks the support of large-sample quantitative data, and thus the precise measurement of the "synergy" and "empowerment" effects is still insufficient. Furthermore, as a developed and highly urbanized area, Foshan's New Farmer cultivation model has certain particularities, and its applicability to the broader central and western underdeveloped regions needs to be tested.

Future research could, on the basis of this framework, use quantitative methods such as Structural Equation Modeling (SEM) to verify the influence paths and intensity of "empowerment mechanisms" on "synergistic mechanisms" and "rural revitalization performance." At the same time, comparative case studies (e.g., comparing developed and underdeveloped regions, East and West) could explore the similarities and differences in New Farmer cultivation mechanisms under different regional endowments, in order to form theoretical results with more universal guiding significance.

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