

# Training Strategies of E-Commerce Professionals Serving Regional Economic Development

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**Abstract:** *With the advent of the Internet economy era, many e-commerce enterprises have sprung up in China, which drive the regional economy. The emergence of e-commerce enterprises in regional economy makes the e-commerce market face a shortage of talents, so there are great employment opportunities for students majoring in e-commerce. However, there is still a certain gap in the training of e-commerce students in China, and the lack of enterprise practice opportunities for e-commerce professionals is not conducive to the vigorous development of e-commerce industry in the future. This paper analyzes the current situation of the training of e-commerce professionals serving the regional economic development, and puts forward the training strategies of e-commerce professionals.*

**Keywords:** *e-commerce; Regional economy; Professional personnel training*

## 1. Introduction

In recent years, the cooperation between China's regional economy and e-commerce industry has achieved the upsurge of regional economic development and promoted the rapid development of regional industries. Therefore, China's regional economic development needs a large number of e-commerce professionals. In 2001, China's education department officially announced that China's colleges and universities can offer courses of e-commerce. So far, it has been more than 20 years, and all colleges and universities have also cultivated and delivered a lot of fresh blood for e-commerce majors, constantly promoting the innovation and development of China's e-commerce industry. In the past 20 years, educators of e-commerce major in colleges and universities in China have been constantly exploring and actively innovating practice. Through the unremitting efforts of educators, the teaching mode of China's e-commerce major is constantly improving. However, there is still a certain gap between the e-commerce professionals trained in colleges and universities in China and the elite talents needed by e-commerce enterprises. Therefore, both educators and educatees of China's e-commerce major are faced with great opportunities and challenges. Educators should constantly deepen and improve the training strategies of e-commerce professionals, and educatees should also study hard and take the lead in the innovation of e-commerce practice.

## 2. The current situation of e-commerce personnel training

### 2.1. China's colleges and universities e-commerce talent training direction is unknown

Compared with other disciplines, e-commerce has a relatively large knowledge span. E-commerce majors include electronic information technology, economics and finance, management and other disciplines. At the same time, students should master the practical skills of each discipline. Therefore, in the process of cultivating talents, colleges and universities can't successfully find the focus of teaching. Therefore, most e-commerce professionals are not deep in electronic information technology, economy, finance and management, and can't compare with professional computer professionals and management professionals. Therefore, their core competitiveness in the employment market of e-commerce industry is insufficient. Colleges and universities pay more attention to the teaching of basic knowledge when cultivating e-commerce professionals, so there is a certain distance from the demand of e-commerce industry.

## ***2.2. There are problems in the curriculum system of e-commerce talents training in colleges and universities in China***

Colleges and universities should continuously deepen cooperation with enterprises, and summarize the knowledge and skills that regional e-commerce enterprises need e-commerce professionals to master one by one. Divide the different needs of each post in e-commerce in more detail. Thus, the curriculum system of e-commerce major in colleges and universities is improved into three modules: basic knowledge and skills module, professional skills module and industry-specific skills module. First, students learn professional knowledge and skills, then they learn according to the professional requirements, and finally they learn the skills of corresponding positions in the industry, so as to improve the whole classroom system. Enterprises and universities can improve the cooperation efficiency between universities and enterprises by improving the teaching plan and syllabus of e-commerce specialty and integrating the internship time and internship post planning into the teaching plan. Cooperate with enterprises to improve the curriculum system, including the curriculum evaluation system. Universities can comprehensively evaluate students' basic skills in practice and employment through the feedback of students' internships in enterprises. Enterprises can also select the best e-commerce graduates who serve the regional economic development through comprehensive evaluation. Training talents through the curriculum system of three modules in colleges and universities is more in line with the requirements of e-commerce talents training serving regional economic development, and the classroom system is more targeted for enterprises, adaptable to industries and flexible in employment.<sup>[1]</sup>

## ***2.3. The practice classroom of e-commerce major in colleges and universities in China is insufficient***

The talent cultivation of e-commerce major in colleges and universities in China can't be separated from the practice classroom, but at present, the practice classroom of e-commerce in China is still in the stage of scarcity. For e-commerce professionals, practical learning and practice are essential. Although China's colleges and universities have become e-commerce majors, they have introduced simulated practice environment on campus and practice in off-campus enterprises. However, compared with the practice in extracurricular enterprises, more students' practice classes are simulated in schools, and the cooperation between schools and enterprises outside schools is not deep enough. There are only a few cooperative enterprises in most colleges and universities, the practice environment in which students can participate is too single, and the market for practical learning is not enough. Students majoring in e-commerce have only mastered part of the industry working standards in the practice classroom, so their practical skills are still at a low level when they enter the e-commerce industry, which is not conducive to the employment of e-commerce professionals.

## ***2.4. The teachers of e-commerce major in colleges and universities in China are not enough***

Compared with other majors in colleges and universities, e-commerce is a new major, so there are relatively few teachers who specialize in e-commerce. Most of the teachers of e-commerce in colleges and universities are not specialized teachers of e-commerce, but are deployed from the majors of economic management, computer technology and business. Therefore, the teaching content of teachers is actually different from e-commerce to a certain extent, and it is difficult to combine with each other in teaching, which leads to deviations in the choice of teaching difficulty and teaching emphasis. In the process of learning, if students can't thoroughly integrate them, then the learning effect will be unsatisfactory.

## ***2.5. China's college e-commerce teaching material reserve is insufficient***

As a new interdisciplinary subject that has only been established for 20 years, the teaching materials of e-commerce specialty are still very scarce. At present, the textbooks of e-commerce major in colleges and universities in China are mainly based on basic theoretical knowledge, and some textbooks are mixed with example teaching in specific experimental environment and the display of practical cases. However, at present, China's e-commerce industry is in the golden stage of rapid development, and the updating of teaching materials can't keep up with it. Many specific practical situations are not suitable for the current situation of e-commerce industry, so it is difficult to find suitable advanced teaching materials in teaching. Of course, facing the advanced development trend of e-commerce, teachers' professional quality and knowledge and skills reserve are also facing a huge test.

### **3. The training strategy of e-commerce professionals serving regional economic development**

#### ***3.1. E-commerce talents training to serve regional economic development should meet the needs of enterprises***

First of all, colleges and universities must go deep into the e-commerce enterprises in the service area to conduct on-the-spot investigation, make clear the direction of professionals lacking in each enterprise, and determine the key training direction of e-commerce professionals according to the shortage of talents in regional e-commerce enterprises. Colleges and universities can make use of their own educational advantages to reach a long-term cooperation intention with regional e-commerce enterprises, and sum up the demand of enterprises for e-commerce professionals through their personnel recruitment information and department post establishment information, focusing on cultivating enterprise-needed e-commerce talents, and truly cultivating batches of professionals who work in regional e-commerce enterprises [2].

#### ***3.2. Colleges and universities should cooperate with enterprises to improve the curriculum system***

Colleges and universities should continuously deepen cooperation with enterprises, and summarize the knowledge and skills that regional e-commerce enterprises need e-commerce professionals to master one by one. Divide the different needs of each post in e-commerce in more detail. Thus, the curriculum system of e-commerce major in colleges and universities is improved into three modules: basic knowledge and skills module, professional skills module and industry-specific skills module. First, students learn professional knowledge and skills, then they learn according to the professional requirements, and finally they learn the skills of corresponding positions in the industry, so as to improve the whole classroom system. Training talents through the curriculum system of three modules in colleges and universities is more in line with the requirements of e-commerce talents training serving regional economic development, and the classroom system is more targeted for enterprises, adaptable to industries and flexible in employment.

#### ***3.3. Colleges and universities should cooperate with enterprises to strengthen practical teaching***

With the rapid economic development of regional e-commerce, the requirements of colleges and universities in China to train e-commerce talents serving the region have changed rapidly in different periods. Under this background, colleges and universities must reach practical teaching cooperation with regional e-commerce enterprises, so as to achieve a win-win situation of "enterprise talents in schools and school talents in enterprises". Every year, the school transports professional e-commerce internship students for regional e-commerce enterprises to receive practical education from enterprises. Every semester, colleges and universities can organize students to enter enterprises for a one-month internship, so that students can really enter the jobs of regional e-commerce enterprises to study. At the same time, students who are about to graduate can also choose their favorite school cooperative enterprises for a three-month long-term internship according to their own needs, so as to lay a good foundation for their future work [3]. Enterprises should also settle in schools, and the managers of enterprises should give timely feedback on the demand of enterprises for e-commerce talents, and help teachers improve classroom teaching content. Students should regularly go to enterprises to observe and study in practice, constantly accumulate experience in practice, and keep abreast of the development trend of regional e-commerce. Schools should seize the opportunity for enterprises to settle in, set up practice classes in schools and set up simulation laboratories. And the teaching content and experiment content are jointly formulated by enterprises and e-commerce teachers to ensure the innovation and scientificity of the teaching practice courses in schools.

#### ***3.4. Universities and enterprises should jointly set up service platforms***

Colleges and universities should make use of electronic information technology to set up a special service platform for the talent training plan to serve the regional economic development. Enterprises and universities should settle in the platform together. Students can ask questions related to e-commerce on the platform, and teachers and enterprises can answer questions in real time to help students solve their confusion. At the same time, universities and enterprises can also use the service platform to set up a special practice room for simulating e-commerce, and students can enter the practice room for job simulation. At the same time, the regional e-commerce enterprises using the service platform can update and release the talent demand at any time, so that e-commerce majors can

find the direction of their efforts. Service platform not only serves students, but also serves enterprises and universities.

### ***3.5. Colleges and universities should enrich the faculty***

Professional teachers' team is the key to cultivate professional e-commerce talents in colleges and universities. Colleges and universities must constantly enrich their e-commerce professional teachers' team to ensure that students receive professional and accurate education. First of all, colleges and universities should recruit e-commerce teachers to form a special team of teachers. Secondly, colleges and universities can hire staff of cooperative regional e-commerce enterprises to carry out characteristic teaching courses. On-the-job staff of e-commerce can pass on their professional spirit and tell their professional experience to students. Finally, colleges and universities should actively use social resources, hire e-commerce professors, e-commerce industry experts, etc., and conduct professional knowledge lectures to supplement students' professional knowledge. Colleges and universities should also constantly improve teachers' professional quality, arrange teachers for further study, strengthen teachers' strength, and finally cultivate professionals who can serve the regional economy.

### ***3.6. Colleges and universities should choose and compile appropriate teaching materials***

Selecting and compiling qualified teaching materials is an important link to train e-commerce professionals, and selecting and compiling appropriate teaching materials is an important link to train talents to serve regional e-commerce economic development<sup>[4]</sup>. Colleges and universities must strictly select teaching methods for required learning. In the process of compiling new textbooks, colleges and universities must work together with enterprises, teachers provide professional knowledge for textbooks, and enterprises provide practical cases for textbooks. Before the new e-commerce textbook is put into use, a lot of screening work should be carried out, and e-commerce professional knowledge and enterprise practice cases should be strictly selected according to the training objectives of e-commerce talents. After the new electronic textbook is put into use, teachers should always pay attention to students' mastery and scientific rigor of the textbook, and constantly optimize the textbook.

## **4. Conclusion**

At present, the development trend of China's regional e-commerce economy is steadily rising, and e-commerce enterprises are also one of the important components of regional economic development. Colleges and universities should send professionals for e-commerce enterprises to promote the development of regional economy. To train professionals who want to serve the development of regional e-commerce economy, we should first focus on the current situation of e-commerce teaching in colleges and universities, and improve the training of professionals who want to serve the development of regional e-commerce economy by solving the teaching problems of e-commerce. The training of e-commerce talents serving the development of regional economy must meet the needs of regional e-commerce enterprises. Colleges and universities should cooperate with regional e-commerce enterprises to establish a perfect curriculum system, strengthen practical teaching, establish a service platform and coordinate the communication among teachers, enterprises and students. Colleges and universities should also focus on the talent training plan of e-commerce specialty serving the regional economic development, enrich the teaching staff of e-commerce, select and compile appropriate teaching materials, and truly deliver professionals for regional e-commerce enterprises, who can take up their posts immediately after they arrive.

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