

Exploring the Training of Ceramic Live Streaming Talents: An Integrated Teaching Model of Industry, Academia, Research, and Live Streaming

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Abstract: *With the rapid development of e-commerce, cross-border e-commerce plays an increasingly important role in international trade. As one of China's traditional advantageous industries, the ceramics industry has also recognized the importance of cross-border e-commerce and now is actively seeking to expand its overseas markets with e-commerce platforms. In this context, English live streaming, as an emerging marketing method, has gradually become one of the key strategies for ceramics cross-border e-commerce. This paper will analyze the role and impact of English live streaming in ceramics cross-border e-commerce and propose corresponding talent training strategies and methods to offer more job opportunities for English majors and enhance the international competitiveness of ceramics enterprises.*

Keywords: *Integrated teaching model of "industry, academia, research, and live streaming", English live streaming, talent training*

1. Introduction

With the deepening of global economic integration, cross-border e-commerce has become an important means for many industries to achieve international development. Under this trend, as one of China's traditional advantageous industries, the ceramics industry also needs to actively explore new models of cross-border e-commerce to seek opportunities for market expansion and brand enhancement. Currently, the ceramics industry faces many challenges, such as intense market competition and product homogeneity, and its traditional marketing methods are becoming increasingly limited in meeting industry needs. However, cross-border e-commerce provides ceramics enterprises with broader market space and more sales opportunities. In the field of cross-border e-commerce, English live streaming, as an emerging promotional method, has shown great potential and influence. As an intuitive and interactive promotion method, English live streaming has great potential to enhance the visibility and sales of ceramics products. But the ceramics industry faces certain difficulties in cultivating talents adapted to the English live streaming model. Besides good at spoken English, English live streaming talents need to possess proficient English communication skills, ceramics product knowledge, and promotion skills. At present, the talent training system for English live streaming in ceramics cross-border e-commerce is not yet well-established, making it a challenging task to find suitable professionals. This research aims to explore an innovative integrated teaching mode of "industry, academia, research, and live streaming" to jointly cultivate high-quality English live streaming talents required by the ceramics industry, offer more job opportunities to students good at English and improve the development of ceramics cross-border e-commerce[1].

2. The Importance of Talent Training in English Live Streaming for Ceramics Cross-border E-commerce

To better develop China's traditional ceramics industry, the training of talents in English live streaming for ceramics cross-border e-commerce is of significant significance and value.

Firstly, the training of talents in English live streaming for ceramics cross-border e-commerce is of great importance for the international development of the ceramics industry. With the deepening of global economic integration, cross-border e-commerce provides an important avenue for many industries to achieve international development. As one of China's traditional advantageous industries,

ceramics industry can export more high-quality Chinese ceramics products to the global market through English live streaming in cross-border e-commerce, realizing the international sales of Chinese ceramics products and the global development of brands. Therefore, cultivating talents with English live streaming capabilities is necessary for the ceramics industry to expand international markets[2-3].

Secondly, the training of talents in English live streaming for ceramics cross-border e-commerce can enhance the market competitiveness of ceramics products. As a newly emerging promotional method, English live streaming is of powerful potential and influence. Through English live streaming, product demonstrations and communication can be achieved, which will increase product exposure and attract the attention and purchases of more international audiences. By cultivating talents in English live streaming and equipping them with good spoken English and sales skills, ceramics products can be better showcased and promoted, thereby enhancing market competitiveness, achieving sales growth and increasing brand value[4].

Thirdly, the training of talents in English live streaming for ceramics cross-border e-commerce contributes to the interaction and communication between the ceramics industry and the international market. Through English live streaming, the ceramics industry can directly interact with global consumers, understand their needs and feedback, make timely adjustments to products and services, and ultimately enhance users' experience. Moreover, English live streaming provides a convenient platform for cooperation and communication between the Chinese ceramics industry and international buyers, suppliers, and partners. Thus by cultivating talents in English live streaming, the ceramics industry can better expand international cooperation, strengthen connections with the international market, and promote the global development of the ceramics industry[5].

Fourthly, the training of talents in English live streaming for ceramics cross-border e-commerce also has a positive impact on the personal development of students. With the rise of English live streaming, talents with English live streaming capabilities have become scarce resources in the cross-border trade market. By cultivating talents in English live streaming, new career development opportunities and broad development prospects can be provided for graduates in English-related majors. With diverse skills and experiences, English live streaming talents are enabled to engage not only in live streaming sales in the ceramics industry but also in areas such as cross-border e-commerce, brand promotion and international trade, where students can find broader employment opportunities.

Fifthly, the training of talents in English live streaming for ceramics cross-border e-commerce has a positive role in improving the overall quality and image of the ceramics industry. By cultivating talents with expertise, fluent oral English, and sales and promotion skills, the level of practitioners in the entire ceramics industry can be improved, driving technological innovation and development in ceramics industry. Moreover, outstanding English live streaming talents can take part in international exhibitions, forums, and exchange activities as representatives, enhancing the reputation and influence of the ceramics industry[6].

Hence, the development of talents in English live streaming for ceramics cross-border e-commerce holds great importance in driving the international growth of the ceramics industry, improving product market competitiveness, fostering industry interactions and communication with the international market, which will both support students' personal career growth, and enhance the overall quality and reputation of ceramics industry.

3. Disadvantages in the Current Training Mode of English Live Streaming Talents for Ceramics Cross-border E-commerce

The current training mode of English live streaming talents for ceramics cross-border e-commerce is faced with several problems, including insufficient English proficiency, lack of product knowledge, inadequate sales skills, incomplete training mechanisms and insufficient collaboration between the industry and universities.

Insufficient English proficiency is one of the main problems in the training of English live streaming talents for ceramics cross-border e-commerce. English live streaming requires live streamers to be good at spoken English and have the ability to communicate effectively with international audience. However, many practitioners in the ceramics industry lack English proficiency and are unable to express product features, answer audience questions, or conduct sales promotion in a fluent manner. All these result in poor information delivery and ineffective sales performance in ceramics live streaming.

A lack of knowledge about ceramics products is also a key issue. English live streaming talents for ceramics cross-border e-commerce need to have in-depth knowledge of ceramics products, including materials, craftsmanship, design styles, and other aspects. However, currently, many practitioners have limited understanding of ceramics products and are incapable of providing professional introductions and guidance. This makes the content of English live streaming superficial and difficult to convince the audience to make purchases.

Another weakness in the training of English live streaming talents for ceramics cross-border e-commerce is a lack of professional sales skills and promotional abilities. English live streaming is not just about showcasing products; it also requires live streamers to have good sales skills and the ability to flexibly apply sales strategies and promotional techniques to attract and guide audience towards making purchases. However, currently, many practitioners have limited professional abilities in sales and promotion, which hinders them from fully realizing the potential of English live streaming and achieving the expected sales results.

Additionally, a lack of systematic training mechanisms and resources is a problem asking for great attention. The training of English live streaming talents for ceramics cross-border e-commerce requires the establishment of a comprehensive training mechanism and resources, including specialized training courses, mentor guidance, and practical opportunities. However, currently, such resources are relatively scarce, lacking specificity and practicality, and are unable to meet the industry's demand for high-quality English live streaming talents.

Lastly, there is insufficient collaboration between the ceramics industry and universities in the training of English live streaming talents. The ceramics industry needs to establish close cooperative relationships with relevant universities to jointly develop training plans and curricula, fully utilize industry and educational resources, and cultivate English live streaming talents that meet market demands. However, currently, such collaboration is relatively weak, resulting in unstable training quality and inadequate talent supply.

As a result, solving these problems requires joint efforts and enhanced collaboration between the industry and universities to improve the quality and capabilities of training English live streaming talents, which will drive the healthy development of the ceramics cross-border e-commerce English live streaming industry.

4. The Integrated Training Mode of "Industry, Academia, Research and Live Streaming" to cultivate English Live Streaming Talents for Ceramics industry

With the rapid development of the ceramics cross-border e-commerce industry, English live streaming has become an important means of promoting and selling ceramics products. However, as stated above, there are some problems in training English live streaming talents for ceramics cross-border e-commerce, including insufficient English proficiency, lack of product knowledge, inadequate sales skills, incomplete training mechanisms and insufficient collaboration between the industry and universities. To solve these problems, we need to take a series of comprehensive measures, closely integrating the industry, academia, research and live streaming practice to implement an integrated training model and improve the quality and effectiveness of talent development.

The Integrated Training Mode of "Industry, Academia, Research, and Live Streaming" refers to a comprehensive approach that combines the efforts of industry, universities, relevant research, and live streaming practice in the training and development of professionals. This mode aims to bridge the gap between theoretical knowledge and practical skills by incorporating real-world industry practices, academic expertise, research advancements and the dynamic nature of live streaming platforms. It emphasizes collaboration, exchange of knowledge, and the integration of industry standards and academic curricula to produce well-rounded ceramic live streaming professionals who are equipped with both theoretical knowledge and practical experience relevant to the respective fields.

With the integrated teaching mode of "Industry, Academia, Research, and Live Streaming", we firstly need to develop industry-oriented training plans to ensure the cultivation of English live streaming talents that meet market demands. The ceramics cross-border e-commerce industry and universities should closely collaborate to jointly develop training programs and courses. Industry experts can participate in curriculum design, share practical work experiences, and make the training content more aligned with actual work requirements. Additionally, establishing an industry mentor team composed of practitioners from the ceramics cross-border e-commerce industry can guide

students in practical operations and the cultivation of live streaming skills, providing valuable industry experiences and advice.

Then we should prioritize practice-oriented training and provide students with practical operations and experiential opportunities. Establishing practical training bases in collaboration with ceramics cross-border e-commerce enterprises can provide students with real live streaming environments for training and rehearsals. Through hands-on practice, students can become familiar with product showcasing and sales techniques and interact with industry professionals, thereby enhancing their practical skills. Furthermore, opportunities should be provided for students to visit companies, participate in industry exhibitions, and engage in exchange activities, deepening their understanding and awareness of the ceramic industry and cultivating cross-cultural communication and teamwork abilities.

The guidance of professional mentors should be highlighted. Inviting professionals from the ceramics industry or English live streaming experts as mentors to regularly interact and guide students can provide real-time feedback and guidance, helping students continuously improve their live streaming performance and sales abilities. Simultaneously, establishing platforms for industry expert lectures and experience sharing can provide students with opportunities for learning and communication, broaden their horizons, and enhance their professional competence.

Additionally, we should strengthen academic research to support the integrated teaching mode. University teachers should conduct relevant research on English live streaming in ceramics cross-border e-commerce to explore new live streaming strategies and promotional methods. With support from academic research, the professional level of industry talents can be continuously improved, promoting innovation and development within the industry.

Furthermore, we need to enrich training resources and provide diverse learning approaches. Establishing a comprehensive training resource system, including online courses, training materials, case analyses, and more, can serve as resources for students to enhance their skills and knowledge through self-study. These resources can also be used as tools for teachers to deliver lectures and facilitate teaching, providing more diverse and flexible learning methods. Simultaneously, establishing student practice platforms and communities can promote interaction and collaboration among students, collectively improving their skills and knowledge.

Through the integrated teaching mode of "Industry, Academia, Research, and Live Streaming" for ceramics cross-border e-commerce English live streaming talents, we can break down the barriers between traditional education and the industry, promoting the integration of knowledge and practice. This teaching model will provide students with training and practical opportunities that are more closely aligned with actual work requirements, cultivating high-quality talents that meet ceramic industry demands. Meanwhile, the close collaboration between the industry and universities will strengthen the connection between the industry and education, promoting the sustainable development of the ceramics cross-border e-commerce industry.

5. Conclusion

From the above measures for talent development, it is evident that the "Industry, Academia, Research, and Live Streaming" integrated model has significant advantages in training English live streaming talents for ceramics cross-border e-commerce. This model enables students to engage with real work environments and market demands through cooperation with actual companies, enhancing their practical skills and professional competence. Moreover, the model emphasizes the integration of theory and practice, fostering students' comprehensive abilities and innovative thinking. Additionally, collaboration with research institutions promotes research and innovation in relevant fields, driving industry development.

However, the implementation of this model also faces challenges, such as coordinating and collaborating between universities and companies, as well as cultivating and attracting qualified faculty members. Therefore, when promoting the "Industry, Academia, Research, and Live Streaming" integrated model, it requires collective efforts from all parties involved to establish effective cooperation mechanisms and platforms for resource sharing, providing sustainable support for the training of English live streaming talents in ceramics cross-border e-commerce.

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