

Research on the Talent Training Model for E-commerce Majors in Lingnan Normal University under the Background of Digital Economy

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Keywords: E-commerce; digital economy; talent cultivation; revitalizing business

Abstract: The rapid development of the digital economy has become an important force driving the development of the national economy. The digital economy, driven by policy stimulus and internal demand, has had a huge impact on the Internet economy and the Digital transformation of traditional industries. E-commerce, as an important pillar of the digital economy, is also rapidly developing, but it also faces various challenges. This article will sort out the current development status of the e-commerce major at Lingnan Normal University, summarize the problems in the cultivation of e-commerce talents at this university, and propose optimization measures to assist in the healthy development of the social economy in the digital economy era.

1. Introduction

The digital economy relies on big data, uses the internet as the medium, and information technology as the driving force to achieve efficient allocation of social resources. This new economic model has the characteristics of rapid development and wide coverage, and has a huge impact on production, operation, marketing, payment, settlement, life, social governance, and other aspects. It is also diversified from other industrial economies. Multidimensional integration has led to the emergence of many new business behaviors and models. As of 2022, China's digital economy ranks second in the world, reaching nearly 45 trillion yuan. At the same time, China has also developed into the world's largest e-commerce trading market, with transaction volumes constantly breaking new highs. The integration and development of digital economy and e-commerce have brought new opportunities for the rapid development of e-commerce, while also exposing drawbacks such as insufficient talent reserves and uneven market development. Based on this, the development and innovation of e-commerce majors in universities are imperative. The cultivation of e-commerce professionals should be guided by market demand, guided by national strategies, and driven by scientific research and innovation, to safeguard the development of e-commerce in the digital economy era [1].

2. Analysis of the Current Situation of E-commerce Talent Training

The rapid development of e-commerce in the digital economy era has brought about a huge employment gap. On the one hand, the cultivation of e-commerce talents in universities faces the bottleneck of talent cultivation, but on the other hand, they have to face the current situation of insufficient high-end talents [2]. In summary, the current situation of cultivating e-commerce talents in universities is characterized by several issues, such as more in the middle and less in the middle, more in tradition and less in innovation, more in ordinary but less in high-end, and more in employment and less in entrepreneurship [3].

Firstly, there should be more in the middle and less at both ends. The middle refers to urban e-commerce, also known as traditional e-commerce, which has the largest talent gap and the greatest training effort in this area. The two ends refer to rural sunk e-commerce and cross-border e-commerce. The continuous implementation of the rural revitalization strategy has enabled the development of rural e-commerce to enter a high-speed channel [4]. However, there is a slight shortage of professional settings and incentives for rural e-commerce. It is expected that by 2030, the talent gap in rural e-commerce will reach over 4 million. If this gap is not effectively filled, it will greatly hinder rural economic development. In the era of digital economy, cross-border e-commerce is also facing leapfrog opportunities. The maturity and application of technologies such as artificial intelligence and cross-border payment have opened new doors to e-commerce. However, there is a significant gap between the current situation of cross-border e-commerce talent cultivation in universities and its development speed and opportunities. It is expected that by 2030, the talent gap in cross-border e-commerce will reach nearly 7 million [5]. The cultivation of e-commerce talents in universities should make timely and adaptive adjustments in accordance with national strategies, and comprehensively integrate the strategies for cultivating e-commerce talents to promote the rapid development of the social economy [6].

Secondly, there is more tradition and less innovation. The deep integration of digital economy and e-commerce will inevitably generate a large number of new industries and industries. Universities should vigorously leverage their research advantages in cultivating e-commerce talents, first cultivating adaptable talents that meet the requirements of e-commerce development in the digital economy era, and then conducting forward-looking scientific research innovation.

Leading the development of e-commerce in the digital economy era with high-quality talents. In the early stages of the development of the new economic form, its core competitiveness and sustainable development momentum lie in continuous innovation [7]. To cultivate e-commerce talents in universities, special research projects should be established for e-commerce innovation in the context of the digital economy. First, the problem of talent demand gap in the early stage should be solved, and then targeted theoretical and practical innovation should be carried out to ensure the vitality of e-commerce development in the context of the digital economy.

Again, more ordinary and less high-end. Mainly reflected in the cultivation strategy of e-commerce in universities, there are generally more adaptable talents and fewer innovative and high-quality talents. The integration and development of digital economy and e-commerce involve multiple disciplines such as information technology, network technology, marketing, logistics engineering, e-commerce, linguistics, etc., and there is a clear trend of integration of humanities and sciences. In this context, the cultivation of high-level talents has become a challenge. Currently, the current situation of e-commerce talent cultivation in universities is that most of them have bachelor's degree or below, and there are very few master's degree or above, resulting in a gap in the cultivation of high-end talents, The direct consequence of e-commerce's expansion and strength in the context of the digital economy is a surplus of talent in the traditional e-commerce market, while the lack of high-end talent in rural e-commerce related markets and cross-border e-commerce markets has to some extent constrained the development speed of e-commerce [8].

Finally, more employment and less entrepreneurship. Mainly reflected in the cultivation of e-commerce talents in universities, only a small number of attempts have been made in

entrepreneurship [9]. The main reasons for this phenomenon are high entrepreneurial costs, insufficient support, and insufficient investment in entrepreneurship education and guidance. When conducting e-commerce innovation and entrepreneurship education in universities, practical operation should be the leading factor. When theoretical knowledge is transformed into practical application, there will be many unforeseeable risk items. Therefore, the screening of entrepreneurial talents is the fundamental aspect of entrepreneurship education. In addition, due to the rapid development of the digital economy, the shortage of e-commerce talents is too large, which can easily lead to a decrease in students' entrepreneurial willingness. This requires greater investment in university education and social funding support to encourage graduates to try innovation and entrepreneurship, and then fully leverage the advantages of high integration of the digital economy and e-commerce.

3. The Problems in the Cultivation of E-commerce Talents in Lingnan Normal University

The digital economy relies on existing social resources such as informatization and networking to form a leapfrog development, which corresponds to the expanding trend of professional talent gap. The "quantity" and "quality" of professional talents cannot adapt to the rapid development of the digital economy. The development of e-commerce, which is highly compatible with the digital economy, has also seen breakthrough growth. The integration of traditional industries and e-commerce industry, as well as the emergence of various new types of e-commerce such as live streaming and self-media e-commerce, have promoted the deep development of e-commerce in multiple fields. The rapid development of e-commerce in the context of the digital economy has brought opportunities to the cultivation of e-commerce professionals [10]. At the same time, it has also exposed many problems in the cultivation of e-commerce professionals at Lingnan Normal University, which are manifested in the lagging training process, unclear demand orientation, and insufficient scientific research innovation.

3.1. Ambiguous Training Positioning

In the context of the digital economy, the cultivation of e-commerce talents should be guided by national strategies, centered on social needs, and aimed at serving regional economic development. Both the 14th Five Year Plan and the 2035 Long Range Goal Outline propose to "create new advantages in the digital economy". Universities should take this opportunity to expand the scale of e-commerce talent cultivation and accelerate the integration of digital economy and e-commerce talent cultivation. From the current mode of e-commerce talent cultivation in universities, there are obvious shortcomings in this regard, and the integration, innovation, and foresight need to be improved urgently. To meet the strategic needs of the development outline of the digital economy. From the perspective of social needs, the current demand for rural e-commerce and cross-border e-commerce is more urgent. From a macro perspective, the digital development of rural e-commerce will greatly improve the speed of rural economic development, which is beneficial for the smooth implementation of rural urbanization process and rural revitalization strategy. From a micro perspective, the development of rural e-commerce has great benefits for rational social resource allocation, improving farmers' living standards, and reducing agricultural product prices.

As the speed of national economic development slows down, actively exploring external markets to develop an export-oriented economy can maintain and improve economic growth. The saturation of domestic demand will increase the intensity of competition, which will have an impact on commodity prices, transportation prices, as well as the operating costs of e-commerce enterprises and the salaries of employees. The core point of cross-border e-commerce development lies in the cultivation of high-quality comprehensive e-commerce talents. Cross border e-commerce talents should not only have core competencies in e-commerce skills, but also have multi-dimensional derivative requirements such as language, culture, and service awareness. At present, in terms of e-

commerce talent training in colleges and universities, there is insufficient support for cross-border e-commerce talent training, insufficient investment in resources and technology, and insufficient integration depth of digital economy and cross-border e-commerce, which will restrict the rapid development of cross-border e-commerce to a certain extent.

3.2. Failure to Integrate with the Digital Economy

Compared to traditional industry talent cultivation, e-commerce talent cultivation in the context of the digital economy cannot draw on relevant experience from the outside world. The talent cultivation process is related to the speed of external industry development. When external industries develop at a super high speed, the adaptability of talent cultivation in universities will become prominent. The cultivation of e-commerce talents in the context of the digital economy has many differences from traditional e-commerce talent cultivation. Firstly, there are differences in the knowledge structure between the two [11]. E-commerce talents in the context of the digital economy need to have an understanding of disciplines such as cloud computing, big data, and information technology. The expansion and extension of knowledge fields have increased the difficulty of course design and practical teaching, coupled with the fast iteration speed of e-commerce professional knowledge in the digital economy era, This leads to the inability of teachers' knowledge structure to adapt to the latest economic development model, which limits students' innovation and expansion, and prevents them from better adapting to the pace of external economic development.

3.3. Insufficient Scientific Research and Innovation

The development of e-commerce in the context of the digital economy has significant characteristics such as rapid transformation of development concepts, rapid technological updates, and rapid transformation of achievements. Based on this, universities should align with social development in terms of e-commerce curriculum design, teaching content replacement, selection of practical training projects, and digital information construction. Firstly, they should cultivate a suitable number of e-commerce talents. Secondly, they should develop new business and service models that combine digital economy and e-commerce from the scientific research level, and use technology to lead the development of e-commerce in the context of digital economy. Universities should leverage their scientific research advantages, actively participate in projects such as artificial intelligence, computing power centers, smart government, and data centers, expand the depth of cooperation with new e-commerce enterprises, accelerate the feasibility transformation of scientific research projects, and quickly transform scientific research capabilities into productivity, helping social and economic development.

Another manifestation of insufficient scientific research and innovation ability is the lack of students' innovation ability. The innovation ability of students is influenced by both subjective and external factors subjectively, traditional educational concepts do not provide sufficient support for innovation, and students' self-innovation awareness cannot be fully stimulated. The shortage of e-commerce talents is large, and student employment is the main reason for students' lack of innovation ability. There is a significant difference between employment and high-quality employment, and innovation ability is also related to students' long-term career planning. In addition, innovation and entrepreneurship require the joint support of families, society, and schools, and the lack of external assistance is also another incentive to reduce students' willingness to innovate. The essence of the integration and development of digital economy and e-commerce is innovation. Universities should place innovation at the core of e-commerce talent cultivation, drive students' innovation through scientific research innovation, guide students' innovation awareness through innovation education, and stimulate students' innovation passion. Only in this way can e-commerce and digital economy be deeply integrated, and high-end composite talents leading the

development of e-commerce be cultivated.

4. Strategies for Optimizing the Cultivation of E-commerce Talents in Lingnan Normal University

In the context of the digital economy, the improvement measures for the cultivation of e-commerce professionals in Lingnan Normal University should be improved from the following aspects: improving the overall level of digital construction in universities, transforming the ideological understanding of both teaching and learning, optimizing and integrating e-commerce curriculum, improving the level of "research and innovation" and "learning and innovation", accelerating the transformation cycle of scientific research achievements, and increasing cooperation between schools and enterprises.

4.1. The Curriculum of E-commerce Reflects Digitization

Under the background of the digital economy, the development of e-commerce has obvious characteristics such as rapid technological iteration and knowledge update. Based on this, universities should optimize the e-commerce curriculum system, reconstruct a new theoretical education system, integrate various related disciplines into the e-commerce curriculum system, and enable students to receive more comprehensive theoretical knowledge education. At the same time, it is necessary to deepen the school enterprise cooperation system, combining multiple models such as apprenticeship, order system, and dual teacher system. While participating in the e-commerce of traditional enterprises' digital economy, it is also necessary to cooperate with new e-commerce enterprises generated by the integration of digital economy and e-commerce, in order to broaden students' horizons, improve their subjectivity in innovation, and help teachers master the latest data and improve the efficiency of scientific research and innovation. In addition, in the curriculum of e-commerce in universities, it is necessary to be guided by national strategies and increase the training of rural e-commerce and cross-border e-commerce talents. The development of rural e-commerce and cross-border e-commerce has accelerated due to the development of the digital economy, and at the same time, many problems different from traditional e-commerce have emerged. In the process of cultivating rural e-commerce and cross-border e-commerce talents, universities must first conduct sufficient research, obtain accurate data, and conduct scientific research and innovation, Optimize the course content and structure. Secondly, strengthen school enterprise cooperation with rural e-commerce and cross-border e-commerce, and provide students with more opportunities for on-site contact and participation. Finally, in response to the employment policy for college students returning to their hometowns, increase the training of innovation and entrepreneurship for rural college students, in order to assist in rural revitalization, improve the quality of employment and success rate of entrepreneurship in returning to their hometowns.

4.2. Teaching Philosophy Reflects Digitization

In the traditional process of cultivating e-commerce talents, both teaching and learning are guided by the employment needs related to theoretical knowledge and practical abilities, neglecting the needs of national policies and industrial development. Talent cultivation in universities should not only cultivate high-end talents who adapt to social development, but also tend to cultivate forward-looking talents who lead productivity progress. In the context of the digital economy, the cultivation of e-commerce talents should closely follow national strategies, pay attention to regional economic development and industrial transformation and upgrading, and also take into account students' long-term career development. The curriculum of theoretical knowledge and practical activities should be based on the digital economy background, with a deep integration of multiple disciplines. On the basis of cultivating comprehensive high-end talents, there should also be high-

end talents in various sub fields. Students should transform their employment-oriented learning mode, enhance their understanding, take technology and industry as their own responsibilities, pay attention to external economic development trends, formulate long-term development plans, actively participate in scientific research and innovation during their studies, and strive to make practical contributions to social and economic development.

4.3. Hardware Improvement Reflects Digitization

The changes in production and life caused by the digital economy are comprehensive, and the informationization and digital construction of universities must be at the forefront of the development of the digital economy. Completing comprehensive digital construction in universities can greatly improve their management efficiency and optimize resource allocation more effectively. Students' perception will also be consistent with the external social development, providing a superior environment for their innovative thinking development. The core of digital construction in the field of e-commerce is to build a high standard simulation and training environment, supported by data and computing power centers, based on external digital achievements and data, and guided by market and industry demands, to build a training center that integrates digital economy and e-commerce.

4.4. Soft Power Improvement Reflects Digitization

As a new economic form, the essence of the rapid development of the digital economy is technological innovation. Traditional e-commerce relies on the Internet, while e-commerce in the context of the digital economy relies on intelligent technology represented by artificial intelligence, leading to changes in various fields and industries of the social economy. In the context of the digital economy, the cultivation of e-commerce talents should focus on scientific research and innovation, continuously improve the theoretical and practical level of e-commerce teaching, and trigger internal changes in e-commerce professional education. Firstly, universities should create an internal environment conducive to scientific research and innovation, from increasing support to expanding innovation breadth, and creating an external atmosphere conducive to innovation. Secondly, "research and innovation" should not be limited to scientific and technological research innovation, but also innovative research should be conducted on curriculum design, professional integration, competition mechanisms, etc., and research results should be tested and verified in a timely manner to improve the conversion rate of scientific research results, Make it more suitable for the teaching of e-commerce in the digital economy era. Finally, efforts should be made to improve the level of 'learning and innovation', with a clear advantage in the number of student groups, including innovative viewpoints and ideas. A scientific, reasonable, and effective screening mechanism should be established to encourage students to carry out scientific research and innovation, and be demonstrated in different forms such as papers, competition results, and entrepreneurial projects to stimulate the innovation enthusiasm of the student group.

4.5. School Enterprise Cooperation Reflects Digitalization

Compared to most majors, the e-commerce major has obvious practical attributes, and the cultivation of e-commerce professionals focuses more on social practice. The rise of the digital economy is short, but its development speed is very fast. Based on this, the cultivation of e-commerce professionals needs to increase the cooperation between schools and enterprises, and deepen cooperation with enterprises with high relevance to the digital economy and large talent gaps, which will greatly promote the progress of digital construction and professional construction in universities. The essence of school enterprise cooperation has three characteristics: the gap between enterprises and relevant talents; Enterprises fulfill their social responsibilities; The demand

for high-quality and comprehensive talent cultivation in universities. Due to the huge talent gap in the field of e-commerce, the initial employment problem has been solved. Therefore, in the process of cultivating e-commerce professionals in universities, they should be more inclined to choose enterprises with advanced technology, scarce industries, and high development potential for deepening cooperation.

5. Conclusion

In summary, the rapid development of the e-commerce industry in the context of the digital economy has brought both opportunities and challenges to talent cultivation in universities. The cultivation of e-commerce professionals should not only adapt to the current social development, but also be guided by national policies, increase research and innovation efforts, explore new industrial models for the integration of digital economy and e-commerce, discover new paths for integrated teaching of multiple majors, and make contributions to promoting social productivity.

Acknowledgment

This work was supported in part by a grant from The school-level educational reform project of Lingnan Normal University is "Research and Reform Practice on the Talent Training System for E-commerce Majors in the Background of Digital Economy"; The 2022 Guangdong Province Undergraduate University Teaching Quality and Teaching Reform Project "Research and Practice on the Path of Integrating Red Management into the Ideological and Political Education of the Management Course under the Background of Promoting Business Studies" (718).; The 2022 Guangdong Province Continuing Education Improvement Engineering Construction Project "Management" Continuing Education Network Course ". The Lingnan Normal University High Quality General Education Course Construction Project "Public Relations Etiquette Practice".

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