

# *Research on the Cultivation of Innovative Ability of Travel E-commerce Talents in the Background of Digital Intelligence*

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**Abstract:** This paper discusses how to cultivate the innovation ability of cultural and tourism e-commerce talents in the context of digital intelligence. It can know the status and problems of talent cultivation innovation ability by analyzing the level of digital intellectualization and technological innovation of the industry, and the role of enterprise intellectual capital investment in the industry's innovation and development in multiple dimensions. In this regard, it also puts forward clear cultivation objectives and cultivation subjects to build an all-around cultivation system of talent innovation ability and promote the high-quality development of the industry.

## **1. Introduction**

Today, as the digital economy sweeps the world, the power of modern science and technology, represented by digitalization and intelligence, has been injected into the culture and tourism industry, bringing a brand-new vitality to culture and development. Data from the China Network Audiovisual Development Research Report shows that short videos of tourism and scenic spots have become an important focus of users' attention. 44.4% of users said they often watched related videos, and 27.9% said they had traveled to certain destinations as a result of watching short videos or live broadcasts. This also reflects the strong influence of e-commerce live streaming in tourism marketing. In this context, technological advances have challenged the cultivation of the innovation capacity of cultural tourism e-commerce professionals. They should not only possess traditional tourism knowledge and skills, but also demonstrate the ability to navigate innovative technologies and business models. At present, the development of the tourism industry faces a number of challenges, including the lack of strong innovation in the application of digital technology, the shortage of qualified tourism professionals, and the need to improve the quality of cultural and tourism creative content[1]. Therefore, it is urgent for scholars and the tourism industry to pay attention to cultivating the innovation ability of cultural and tourism e-commerce talents under the digital intelligence and ensure the supply of high-quality cultural and tourism talents.

Based on the above background, this paper will explore the innovative ability to cultivate e-commerce talents from the perspectives of digital intellectualization level, technological innovation, and intellectual capital. Through the quality of content creation and application of science and

technology in marketing methods such as graphics, video, live broadcasting, online platform sales, etc. The objective is to provide theoretical support and practical guidance for the cultural and tourism e-commerce industry to cultivate more innovative and highly skilled professionals, thereby contributing to the digital intelligence and high-quality development of the tourism industry.

## 2. Literature review

### 2.1 Digital Intelligence

The 2023 Digital China Development Report states that the value added by the core industries of the digital economy accounts for about 10 percent of GDP. In addition, the report highlights the role of industries such as electronic information manufacturing, internet business, telecommunications business, and software business in driving the profound transformation of "digital intelligence" in various industries." The concept of "digital intelligence" was first proposed in 2015 and has since expanded significantly in the context of industrial convergence. While academic perspectives on the topic vary widely, the general understanding is that digital intelligence is built on a foundation of large-scale data, advanced modeling, and sophisticated training techniques. This approach generates data-driven insights, facilitates timely responses, and supports intelligent processing and continuous growth[2].

A search for studies on "digital tourism" in CNKI yielded few relevant results. Therefore, relevant keywords such as "digital cultural tourism", "digitalization of the cultural tourism industry" and "digitalization of cultural tourism" were selected. The study examined the potential of digital intelligence to drive the digital transformation of the tourism industry from a number of perspectives, including sustainable development and business size type[3][4][5]. Digital development has been shown to have a profound impact on tourism investments. Moreover, digital transformation has changed customer interactions, internal operations, and investment patterns through social networks, mobile technologies, big data analytics, and embedded devices. At the same time, small and medium-sized enterprises (SMEs) that benefit from digital transformation face challenges and require policy support from the government.

At present, the application of digital intellectualization in culture and tourism e-commerce is effective (as shown in Table 1).

Table 1: Main areas of tourism e-commerce

Tourism Online Marketing		
Hotel e-commerce	E-commerce for Tourist Places	Travel Agency Platform (OTA)
Travel Agency E-commerce	Tourism Transportation E-commerce	Online Travel Business
Online Booking Segmentation		
Transportation	Airline ticket, Train ticket, Bus ticket, other means of transportation	
Accommodation	Economy hotel chains, mid-range hotels, high-star hotels, non-standard accommodation	
Vacation	Surrounding tour, group tour, domestic tour, outbound tour, free trip...	

At present, the application of digital intellectualization in culture and tourism e-commerce is effective (as shown in Table 1). First, it accurately grasps consumer demand through big data and AI technology, realizes personalized recommendations and efficient marketing of tourism products, and

provides 24-hour AI intelligent customer service to answer questions online, which improves user satisfaction and conversion rate. The second is the integration of IoT, cloud computing, and other technologies to optimize the user experience, such as cloud tour guide, cloud explanation, intelligent payment, and other functions. However, the integrated development of digital intelligence and cultural tourism still faces challenges. For example, the actual situation of the cultural tourism industry does not match the imagination, the weak ability of enterprises to transform science and technology, the lack of transformation awareness, and technical bottlenecks have affected the development of the deep integration of digital intelligence and cultural tourism.

Therefore, some scholars have proposed to make full use of e-commerce penetration to promote the combination of technical achievements and market production and marketing. At the same time, it emphasizes the three empowering elements of data, technology, and intelligence to jointly promote the industry's data sharing, digital and real integration of digital ecology, to break through the bottleneck of the development of the cultural and tourism industry [6].

The continuous innovation and expansion of digital intelligence culture and tourism technology require the support of high-quality talents. This study will explore the specific ability requirements for the cultivation of the innovation ability of cultural and tourism e-commerce talents in the era of digital intelligence from multiple perspectives. It will also link all the forces to implement a common cultivation of cultural and tourism e-commerce innovation talent path.

## 2.2 Technological Innovation

A review of related studies on technological innovation in cultural tourism e-commerce (e.g., Table 2) reveals that the integration of tourism e-commerce platforms with tourism live streaming is the most common application of technological innovation, driven by means of 5G technology, the Internet of Things (IoT), and virtual reality technology. Sharing the experience of using tourism products (hotel rooms, scenic area tickets, scenes, dining vouchers, etc.) in the live broadcast can show the products to consumers, thus stimulating viewers to click on the live broadcast to purchase tourism products [7].

Table 2: Research on technological innovations related to cultural and tourism e-commerce

Author(Year)	View
Hoffman & Novak(1996)[8]	The theory of immersion is first introduced to online environments, stating that immersion enhances consumer learning, a sense of control over interactions, a tendency to explore, and a positive subjective experience.
Liu Fengjun et al.(2020)[9]	Anchor traits, live-streaming platforms and content are the primary factors influencing the willingness of e-commerce live-streaming viewers to make purchases.
Kim et al.(2020)[10]	Exploring consumer behavior in virtual reality (VR) tourism. It is also proposed that visual sensations enhance positive emotional experiences in the mind of the consumer, which in turn drives transaction fulfillment.
Zheng Chunhui et al.(2023)[11]	The hypothesis that virtual tour attachment enhances positive place effects of tourists on real tourist places is proposed through empirical research.
Yu Jun & Xie Chaowu (2024)[12]	How anchors' entertaining and humorous expressions, immersive virtual scenarios, and celebrity effects enhance the stimulating effects of e-service scenarios are explored and help to increase the credibility of destination products and consumer intentions.

In consumer behavior research, information processing stimuli are mostly delivered through visual

channels. Therefore, it is important to provide users with high quality and appropriate products through e-service scenarios (e.g., e-commerce live streaming). Therefore, it is important to improve the quality of live content creation and live behavioral performance to reduce the discrepancy between live promotions and users' actual travel experience. From the existing literature, the application of technological innovation in the field of cultural and tourism e-commerce has achieved remarkable results. Through the continuous introduction of new technologies to optimize the visual effect of service scenes, enhance user immersion experience, innovate the expression of tourism products, and improve offline consumption service links and other measures, which has a great role in promoting the convenience of tourists' travels and the increase in the rate of re-purchase in the later stage, and can also promote the continuous development and innovation of the cultural and tourism e-commerce industry[13][14].

However, in the field of cultural tourism e-commerce, there are still some problems and challenges. For example, under the influence of live broadcasting and short video platforms, tourists are prone to the phenomenon of piling up tourism; the serious homogenization of tourism products; and how to solve the problem of inconsistency between online publicity and offline actual encounter experience. These problems urgently need workers in all aspects of tourism to re-exert their innovative ability to solve them. Most importantly, the pursuit of science and technology is human-centered. The consensual guidance of tourists' actual and potential needs is also the pursuit of cultural tourism workers, aiming to promote the perfect development of creative tourism services.

### 2.3 Intellectual Capital

In the process of digital-intelligent transformation of the culture and tourism industry, enterprises are increasingly recognizing the potential of intellectual capital (IC) as a source of core competitiveness. Ge & Bai, in their respective studies, not only emphasize that IC has become a core competitive advantage of enterprises, but also reveal the key role of IC in increasing productivity and driving the digital transformation of enterprises[15][16].

The traditional view divides intellectual capital components into three dimensions: human capital, organizational capital, and relational capital and defines six dimensions of intellectual capital, namely, human resources, innovation capability, internal process capability, network capability, and customer loyalty. Among the factors influencing innovation and financial performance is human capital, which encompasses employees' capacity to generate knowledge, personal values and attitudes, experience, and knowledge [17][18]. This direct force drives service innovation and enhances service quality.

Organizational capital, which focuses on the intangible capital of a firm's processes, culture, relationships, and intellectual property, including the mechanisms and structures that support employee productivity and performance, plays an important role in a firm's operational efficiency and market adaptability[19].

Relationship capital, by building a network of relationships with customers, suppliers, partners, and other stakeholders. This process is not only potentially valuable in facilitating knowledge transfer and innovation but also provides firms with access to resources, information, and market opportunities. In particular, customer involvement is critical to the outcome of the innovation process in its initial stages [20].

In the context of digitalization and intelligence, talent is the most important factor to consider in how to effectively utilize intellectual capital and cultivate industrial innovation capability. The integration and development of intellectual capital and tourism talent is the foundation, support and an important dynamic element. Influenced by various factors and constraints, the development and utilization of cultural and tourism human resources are limited by unidirectional thinking and industry, and it is difficult to create two-way access and mutual borrowing of talent effect, which lags far

behind the innovation and development of other industries. Promoting knowledge transfer, technology flow, collective learning behavior and effective combination of production factors and technological efficiency is necessary to achieve the continuous accumulation and utilization of innovative human capital in a rapidly changing market environment [21].

Lai & Wang showed that innovation capability is an important condition that affects knowledge capitalization and promotes economic growth, but scientific research investment and knowledge development alone are not enough, it is also necessary to provide channels for knowledge spillover and knowledge commercialization to promote economic growth[22][23]. In conclusion, intellectual capital is not only a key factor in enhancing the core competitiveness of cultural tourism e-commerce enterprises but also an important factor in cultivating talent and promoting innovation. It would be beneficial for the cultural and tourism industry to consider increasing its investment in research and knowledge development, as well as encouraging universities and training institutions to focus on the creation of new, innovative knowledge. Furthermore, it would be advantageous to strengthen the linkages between different firms, which would help to promote the transfer of knowledge and collective learning effects.

## **2.4 Cultivation of innovation capacity of cultural and tourism e-commerce talents**

They mainly focus on the cultivation of students' innovation ability, teaching reform, practice teaching, and cultivation mode in the education system when searching for related research under the keyword of "innovation ability cultivation". However, the research on the e-commerce aspect of culture and tourism in vocational education and the research on the innovation ability of enterprise talents are still insufficient.

In order to fill the relevant research gaps, theoretical support is drawn from classical innovation theoretical framework studies, such as the interaction theory of innovation ability that innovation is a personal behavior produced by individuals in a specific context, and that prior experiences, personal factors, and environmental factors affect innovation behavior [24][25]. The creativity component theory describes the influence of factors in the innovation process. She categorizes the elements of innovation capability into individual factors, such as skill reserves, mastery of the innovation process and intrinsic motivation, as well as external social environmental factors. Some scholars based on the two basic theories using the interaction perspective from the individual factors and environmental factors, to enhance the understanding of innovative individuals, innovative processes and innovative products in innovative activities, providing a new perspective of individual differences and situational factors on the impact of innovation outcomes.

The academic community has not yet clarified the concept of the innovation ability of tourism e-commerce talents. In light of the preceding research, the term "creative ability of tourism e-commerce talents" is defined as the capacity of individuals to effectively address challenges and devise novel approaches through the utilization of multiple abilities, including big data analysis, digital technology application, innovative thinking, and interdisciplinary integration of knowledge in creative practical activities. This definition encompasses not only technical skills but also innovative thinking, practical ability, and the spirit of continuous learning. It thus provides a comprehensive reflection of the diverse needs of the cultural tourism and e-commerce industries for innovation in the abilities of their employees.

For this reason, in the process of talent cultivation, it is not only required to focus on the transfer of knowledge and skills, but also to stimulate students' intrinsic motivation, to create an external environment that encourages innovation and supports exploration, to promote the benign interaction between the individual and the environment, and to build a cultivation system that covers technical training, enlightenment of thinking, practical exercise and spiritual molding.



## 2.5 Synthesis of literature

In previous studies, more attention has been paid to the issues of "tourism science and technology innovation", "tourism economic growth" and "tourism industry upgrading"[26]. But digital intelligence, technological innovation, intellectual capital and innovation capability have become important forces driving the industry's progress. The comprehensive integration of digital intellectualization and the cultural and tourism e-commerce industry is paving the way for the development of intelligent services. Nevertheless, this process has also revealed deficiencies in the transformation of enterprise scientific and technological capabilities, low awareness of transformation, and technological bottlenecks. These issues must be addressed through measures such as strengthening talent training, optimizing the innovation mechanism, and other strategies.

The application of technological innovation in the field of cultural and tourism e-commerce, especially in combination with the form of tourism live broadcasting, either enriched the experience of consumers or improved the sales efficiency of tourism products. However, the accompanying problem of harmony between technological innovation and user experience is becoming increasingly prominent. To address this issue, it is necessary to promote technological innovation while focusing on humanistic care to ensure user experience and protection of rights and interests.

Innovation is the fundamental driving force for the sustainable development of the cultural tourism industry. The application of content creation, personalized recommendation, intelligent customer service, and other innovations in the field of e-commerce of tourism destination promotion platforms not only optimizes the service process but also improves the satisfaction of users using the platform, and people are using cultural tourism e-commerce platforms for tourism planning increasingly. In view of the need for innovation capacity in the cultural tourism e-commerce industry, it is necessary to increase investment in scientific and technological innovation.

In conclusion, the synergistic development of science and technology, education, and tourism has laid the foundation for the free flow and optimal allocation of innovative resources and optimized the external innovation ecological environment of tourism. Concurrently, the knowledge and technology overflow of cultural and tourism e-commerce also actively promotes the development of tourism technology in the surrounding areas, and promotes the overall high-quality development of the regional tourism economy. In this context, strengthening the training of cultural tourism e-commerce talents' innovation ability helps to enhance the technological innovation ability of the whole industry. In this paper, we will explore how to effectively manage digital intelligence, technological innovation and intellectual capital in order to enhance the innovation ability of cultural tourism e-commerce talents and promote the digital transformation of the cultural tourism industry.

## 3. Current status and analysis of causes

The objective of this post is to analyze the current situation of the innovative capacity of literacy and tourism e-commerce talents, as well as the underlying reasons that contribute to this situation. It involves a number of varied factors, including schools, industry, market demand, enterprise talent training, policy support, technological innovation development, and other aspects. However, in general, China's cultural and tourism e-commerce industry shows explosive growth at present. There are a number of bottlenecks that must be overcome, including the supply of talent and the quality of talent training. These bottlenecks are manifested in the following aspects.

### 3.1 Insufficient sense of innovation

The overall environment of the tourism industry is currently at a low level. Some enterprises do not clearly incorporate talent training into their long-term development strategy, resulting in limited

financial investment in talent training and the lack of a sound internal training system. This leads to restricted skills enhancement and limited awareness among employees. In addition, the decline in the number of e-commerce majors in culture and tourism, coupled with a lack of initiative to innovate in companies, has led to learning and work still following traditional patterns[27]. This, in turn, leads to a lack of motivation to accept and apply recent technologies and new modes. It is challenging for them to swiftly adapt their strategies in response to market shifts and to remain competitive. In terms of institutional training, this is not conducive to the sustainable development of the tourism talent pool. Moreover, the tourism industry's seasonal income fluctuations and the impact of job specificity, coupled with the lack of effective incentives and protection mechanisms for enterprises, result in employees lacking the motivation and drive for continuous learning and innovation[28].

### **3.2 Lack of composite talents**

According to a survey by the Ministry of Culture and Tourism, the current tourism industry talent and turnover phenomenon is becoming increasingly severe. Over 60% of enterprises are grappling with significant recruitment challenges, with an annual staff turnover rate reaching as high as 35%. The tourism e-commerce platform is in urgent need of technical staff to build and maintain the network platform, product planning and marketing experts to devise innovative marketing strategies, and operational management specialists to oversee planning and project implementation. Currently, most of the market is only conversant with e-commerce skills or is solely focused on the tourism sector. Both practical experience and proficiency in OTA and other sales channels are lacking, as are strategic vision and composite skills of high-quality innovative talent. "Labor shortage" in each chain will have a detrimental impact on the tourism e-commerce industry's high-quality development.

### **3.3 Disconnect between innovation ability cultivation and market demand**

The existing training system is inadequate to meet the needs of the industry's new state and digital transformation, resulting in poor quality student training. Furthermore, parents, students, and the industry express dissatisfaction with the training objectives and curriculum, perceiving the content of the professional curriculum as lacking in substance and the industry as lacking social recognition, which in turn affects students' confidence in employment and subsequently their motivation to learn and the spirit of self-exploration [29]. Concurrently, the utilization of teaching resources is suboptimal, the depth of school-enterprise cooperation is limited, students lack practical experience, professional skills are insufficient, and capacity enhancement is constrained.

### **3.4 Innovation environment needs to be improved**

The tourism innovation competitiveness evaluation index system constructed from three aspects of tourism innovation input, output and environment can reflect that there are many factors affecting the development of tourism science and technology innovation in China [30][31]. Considering the overall long return cycle in the three aspects of tourism science and technology, it is difficult to invest funds and cultivate talents, coupled with an unhealthy environment such as policies laws, and regulations within the system. Therefore, enterprises are more cautious in capital allocation and adopt a conservative attitude toward science and technology investment in high-risk, high-reward innovation projects.

### **3.5 Insufficient supply of e-commerce talents**

Statistics in 2023 showed that a total of 515 colleges and universities in China offered

undergraduate majors in tourism management, and 1,022 higher vocational colleges and universities offered specialized majors in tourism management. However, less than half of these offer tourism e-commerce majors. Moreover, the withdrawal rate of tourism management majors has been increasing recently. 64 colleges and universities have withdrawn their tourism management majors between 2017-2023. Coupled with the percentage of students switching majors remaining around 20%, this led to a steady decline in the number of students specializing in tourism.

## **4. Cultivation Recommendations**

### **4.1 Define the objectives of cultivating innovative ability**

All parties clarify the training objectives of innovation ability in order to provide talent specifications that meet the needs of the industry.

First, we should master the innovative use of innovative technologies to expand the scope of e-commerce applications for cultural tourism and create a more digital and intelligent tourism experience. Second, it is essential to possess the capacity to discern market demand, integrate cultural tourism resources and the e-commerce industry profoundly, devise novel business models and growth points, and develop distinctive, personalized, and experiential cultural tourism e-commerce products through the application of innovative thinking. Furthermore, the ability to data analysis and marketing innovation, the ability to use new media, social platforms, and other channels to carry out accurate marketing, content creation, and brand promotion, to improve the visibility and influence of tourism resources and e-commerce platforms.

The most important is the ability to continuous learning and self-renewal, constantly exploring the new direction of industry development, updating knowledge structure and skills, and improving professionalism.

### **4.2 Clarify the responsibilities and obligations of cultivation subjects**

(1) The government should implement additional policy measures to bolster the advancement and growth of cultural and tourism e-commerce. Such measures could include tax incentives, capital subsidies, and others, to reduce the cost of enterprise innovation, enhancing intellectual property rights protection, and encouraging. Guo & Liu showed that the effect of innovation policy implementation has a large impact on the scientific research and technology services industry. To foster the growth of the industry, it is essential to establish a professional certification system for cultural and tourism e-commerce [32]. This will enhance social recognition and cultivate norms that support the development of talent, the growth of talent, and the employment of talent.

In addition, we must attract social capital to invest in cultural tourism e-commerce. We should set up industrial and venture capital funds. This will support new projects, helping the industry to grow. In 2023, 515 colleges and universities offered undergraduate majors in tourism management, and 1,022 higher vocational colleges and universities offered specialized majors in tourism management. Fewer than half of the colleges and universities offer a major in tourism e-commerce. The number of students changing their major to tourism management has been increasing. Between 2017 and 2023, 64 colleges and universities withdrew their tourism management majors. These factors have led to a gradual decline in the number of students majoring in tourism.

(2) The company, first, should strengthen human capital development, establish a lifelong learning system, intensify the cultivation of employees' practical skills in the real working environment, and encourage employees to propose new products, solutions or service programs. Second, by building an open, tolerant corporate culture that encourages trial and error, optimizing the internal decision execution and feedback mechanism, and strengthening the intellectual property protection system,



they can inspire their employees to innovate. In addition, by establishing a diversified cooperation network with universities, research institutes, and industry associations, we share talents, technologies, and other resources to promote development.

(3) Vocational colleges and universities adjust and optimize the curriculum according to the development trend of culture and tourism e-commerce and market demand, integrating the knowledge of tourism management, e-commerce, information technology, and other fields to cultivate composite talents. It is recommended that educational institutions establish an educational system based on the following key elements: cultivation objectives, curriculum system, cultivation mode, and government-industry-education cooperation platform [33]. The incorporation of simulation training, case analysis, school-enterprise project collaboration, and the establishment of off-campus training facilities within the pedagogical framework is a crucial step in fostering innovative thinking and practical abilities in students. This can be achieved by introducing advanced technology and industry-specific case studies into the curriculum, aligning the content and application of knowledge with the actual environment, and enhancing the practical aspects related to innovation.

(4) Individual awareness and continuous learning and innovation. From the perspective of the interactive mechanism of cultivating innovation ability, the factors of the external environment are far less powerful than the ability enhancement brought about by internal self-drive [34]. Therefore, talents need to increase their interest in the industry, cultivate their spirit of exploration, and strengthen their learning and application of digital knowledge and skills. Interdisciplinary learning and continuous attention to industry dynamics are conducive to broadening horizons and grasping innovative theories and directions in a timely manner. It is incumbent upon employees to engage in practical exploration, apply their learnings in actual work, and continuously optimize and innovate the business model of cultural tourism e-commerce through a process of continuous trial and error and iteration. Concurrently, they should participate in cultural tourism training and exchange activities, including marketing strategies, the application of new technologies, and training in innovative thinking, to continuously improve their innovation ability, comprehensive quality, and resilience.

## 5. Conclusions of the study and future perspectives

### 5.1 Conclusions

Based on the above research contents, this paper draws the following conclusions: First of all, innovation ability is the core competitiveness of cultural and tourism e-commerce talents. In the context of digital intellectualization, cultural and tourism e-commerce needs to conduct continuous learning through interdisciplinary integration and practice orientation in order to have innovative thinking, innovative perspective, and innovative ability to adapt to the rapid development of the industry.

Second, the talent training system needs urgent reform. The current training system needs to meet the new business and digital transformation needs of the industry and guide the curriculum reform and practice teaching through the deep integration of government, industry, teaching, and research, in order to cultivate more professionals with innovative spirit and high ability.

Third, the combination of technological innovation and intellectual capital is the key. Literature and tourism e-commerce enterprises should make full use of technological innovation, combined with the investment of intellectual capital, to enhance the innovative ability of products and services, build a good knowledge ecosystem and knowledge spillover effect, share the knowledge of innovative technologies and promote sustainable development.

Fourth, the government, industry, education, and research should work together to build an all-round talent training system. The government should provide policy support and create a good and

free innovation environment to enhance industry recognition and protect intellectual property rights and innovation achievements; enterprises should strengthen internal training and build cooperation networks to establish a linkage talent cultivation mechanism; and schools should reform the cultivation system and innovative practice courses as soon as possible, and pay attention to the cultivation of professional students in terms of quantity and quality.

Fifth, the cultivation of personal continuous learning and innovation consciousness, the inner drive is more helpful for individuals to generate interest in the industry, cultivate the spirit of exploration, strengthen the learning of knowledge and skills, actively participate in practical exploration, and continuously improve their innovation ability and comprehensive quality [35].

## 5.2 Future Perspectives

Based on the above discussion and the shortcomings of the article, future research can be expanded in the following ways: Firstly, empirical research should be conducted on the theoretical model and practical strategy of innovation ability cultivation. Secondly, further research on the geographical and diversity of the culture and tourism e-commerce industry. Thirdly, a continuous evaluation mechanism of talent cultivation should be established and improved, and the specifications and evaluation indexes of talent cultivation should be clarified. It is hoped that through further research in the future, the study will be able to provide reference and contribute to the development of the digital transformation of China's industry and enhance the country's competitiveness.

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