

Research on Talents Training Mode of Electronic Commerce under the Background of Innovation and Entrepreneurship

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Abstract: The innovation and entrepreneurship-oriented cultivation of e-commerce talents not only highlights the practicability of basic knowledge, but also plays a role in practical teaching, enhancing students' integration and development of innovation and entrepreneurship education and e-commerce education, and improving students' e-commerce literacy and professional knowledge. Based on the analysis of the needs of e-commerce talents and the actual needs of the cultivation of innovative entrepreneurship talents, this paper analyzes the cultivation of e-commerce talents in the context of innovative entrepreneurship, and proposes a model of training e-commerce talents in the context of innovative entrepreneurship: entrepreneurial education and independent entrepreneurship of the new situation of work, build teaching teams with innovative entrepreneurship skills, integrate innovative entrepreneurship education into the curriculum reform, and promote school-enterprise cooperation and collaborative education.

1. Introduction

Innovation education and entrepreneurship education are two aspects. Innovative education is an educational activity that aims at cultivating innovative talents, with the core of cultivating the educated with innovative spirit and ability, and the purpose of cultivating innovative qualities and innovative thinking. Entrepreneurship education refers to the education of cultivating entrepreneurial quality and entrepreneurial ability of students, so that students have the knowledge, ability and psychological qualities necessary to engage in entrepreneurial practice activities. Colleges and universities need to attach importance to cultivating students' ability to innovate and entrepreneurship, provide basic courses related to innovation and entrepreneurship, cultivate innovation consciousness and entrepreneurial ideas, create entrepreneurial environments, encourage students to start businesses on campus, and be creative and improve in the process, and also anticipate entrepreneurial risks and learn to solve problems encountered in the process of entrepreneurship.

The rapid rise of the e-commerce industry and huge profits in operation has brought tremendous economic and social value to our country. However, the e-commerce industry continues to expand, and market competition pressures continue to increase. Enterprises have higher requirements for e-commerce talents. Not only must they be able to adapt quickly to jobs, they also need to have strong adaptability and competitiveness. If the teaching of electronic commerce is limited to the traditional theoretical teaching mode, it will limit students' imagination and innovation. Therefore, it is necessary to analyze the current e-commerce teaching model, draw effective teaching ideas from it, and combine the development trend of e-commerce to create the teaching model of e-commerce specialty and improve the teaching quality of e-commerce specialty. Innovation and entrepreneurship-oriented e-commerce education is the most popular education mode at the moment. It not only highlights the practicability of basic knowledge, but also plays a role in practical teaching. It strengthens the integration and development of students' innovation and entrepreneurship education and e-commerce education, in order to improve the E-commerce literacy and professional knowledge for students. By mastering basic professional knowledge, cultivating more agile innovation and entrepreneurial thinking and strong ability to adapt to

innovation and entrepreneurship, guide students to embark on the path of self-innovation and entrepreneurship development, and meet the needs of society for talents in the e-commerce era.

2. Demand Analysis on Talents for Electronic Commerce

E-commerce requires compound talents who not only master modern information technology, but also know modern trade theory and practice, and can conduct economic and commercial activities through electronic means. In order to gain an in-depth understanding of the market, to obtain the demand for e-commerce talents in the society, to clarify the e-commerce professional training goals, a special survey was conducted on the demand for e-commerce professionals, and the analysis of the major three types of e-commerce talents in the society:

(1) Technical talents. Technical personnel with e-commerce software development and implementation capabilities focus on solving the "how to" e-commerce problem. Understand the latest progress of e-commerce technology, have a solid foundation of modern information technology and management technology, have a wealth of modern business knowledge, be good at understanding business needs, and business processes of governments and enterprises, and be able to implement and meet them in the most effective way. Technical talents are mainly divided into three categories: first, e-commerce platform design, mainly engaged in e-commerce platform planning, network programming, and e-commerce platform security design. And second, e-commerce website design, mainly engaged in e-commerce web page design, database construction, program design, site management, and technical maintenance. Third, the art design of e-commerce platforms is mainly engaged in platform color processing, word processing, image processing, and video processing.

(2) Business talent. Engaged in front-line work in the field of e-commerce with the basic operational capabilities of e-commerce, its main duties are sales, promotion, publicity and promotion, and solving problems in e-commerce applications. Business talents are mainly divided into five categories: First, online marketing business, which mainly uses websites to develop online business, online brand management, and customer service for enterprises. Second, online international trade uses the online platform in order to develop international markets and conduct international trade. Third, the content services of new network service providers, including channel planning, information management, channel promotion, and customer management. Fourth, the promotion of e-commerce support systems, responsible for selling e-commerce systems, provides e-commerce support services, and customer management, etc. Fifth, e-commerce entrepreneurship, with the help of e-commerce platforms, uses virtual markets to provide products and services, and directly provides services to virtual markets.

(3) Management talent. Senior managers with basic knowledge of e-commerce focus on solving the problem of what e-commerce does. Have certain management experience and business operation experience, be familiar with the overall situation of e-commerce, be familiar with the business processes, management processes and value chain of e-commerce, be able to analyze and grasp the development trend of e-commerce from a strategic perspective, and be able to design e-commerce strategic ideas for enterprises and master plan. Specifically, it includes middle-level and above managers, e-commerce solution designers, business leaders, and corporate competitive intelligence analysts. Management talents are mainly divided into two categories: First, comprehensive management of e-commerce platforms requires a deep understanding of computers, networks and socio-economics, as well as project management capabilities. The second is comprehensive management of e-commerce, mainly engaged in Enterprise e-commerce overall planning, construction, operation and management.

3. Practical Needs on Talents Training for Electronic Commerce

The implementation of innovation and entrepreneurship education enables college students to consolidate their professional knowledge in innovation and entrepreneurship, improve their ability to innovate and entrepreneurship in professional education, and cultivate high-quality talents for the

high-quality development of the economy and society. It is a practical need for the cultivation of innovative and entrepreneurial talents, which is embodied in six aspects: First, the need to promote the comprehensive development of college students. All-round human development is the ideal goal of human struggle. The comprehensive development of college students mainly refers to the coordinated development of various basic qualities, personality, ability and knowledge of college students on the basis of sound personality. Innovation and entrepreneurship education promotes the innovation and progress of education and has become an important force to promote the all-round development of college students. The second is the need to build an innovative country. Innovative countries take technological innovation as the core driving force for economic and social development. Innovation and entrepreneurship education is an important measure for building an innovative country. It enhances university students' awareness of innovation and entrepreneurship and innovative entrepreneurial thinking, encourages university students to actively participate in innovation and entrepreneurship, and promotes scientific and technological achievements to reality production transformation. The third is the need to solve the employment problem of college students. Under the historical condition of higher education becoming more popular from the elite, millions of college graduates need employment every year, and the current situation of difficult employment for college students is difficult to resolve in the short term. In the face of this situation, college students must change their way of thinking, not simply flock to the job market, but actively implement self-employment. The fourth is the need to meet the challenges of the knowledge economy. The sustainable development of the knowledge-based economy is based on the high-tech industry, which is based on intellectual resources, and takes into account long-term interests. The knowledge economy is inseparable from talents, and the key is entrepreneurial talents with innovative capabilities. Higher education must deepen reforms, cultivate innovative and entrepreneurial talents, and meet the challenges of the era of knowledge economy. The fifth is the need to improve the comprehensive quality of college students. The goal of university education is not only professional knowledge and professional skills, but more importantly, comprehensive qualities, including higher moral and cultural qualities, stronger professional qualities, healthy psychology, and strong physique. Innovation and entrepreneurship education can improve the comprehensive quality of students, making them invincible in an economically open society facing modernization, the world, and the future. The sixth is the need to comprehensively deepen education reform. Higher education must change concepts, cultivate innovative and entrepreneurial talents, and promote China's transformation from a country with a large population to a country with a strong human resource. Carry out education on innovation and entrepreneurship, and closely link theory and practice, knowledge and creativity, academic studies and entrepreneurship, and change from the original "wait, rely, and want" to dare to "innovate, create, and entrepreneurship" and become innovative entrepreneurial talents.

4. Problems on Talents Training for Electronic Commerce under the Background of Innovation and Entrepreneurship

Promoting innovation and entrepreneurship education and promoting university students' self-employment work are of great significance for accelerating the construction of an innovative country and implementing the strategic requirements of entrepreneurship to promote employment. Although innovation and entrepreneurship education has been carried out in high schools for many years, there are still many problems in the cultivation of e-commerce talents, which are prominently manifested in the following aspects: First, the concept of innovation and entrepreneurship education is not deep enough. The cultivation of innovative and entrepreneurial talents in e-commerce still lacks advanced education concepts. Traditional education models are adopted, and the analysis of innovation and entrepreneurship is inadequate. Excessive theoretical teaching is difficult to enhance the ability of entrepreneurship and innovation. The cultivation of entrepreneurial talents is still at a low level. The second is the lack of professional teachers. The cultivation of innovative and entrepreneurial talents for e-commerce requires a professional faculty team, which has not yet been met. Most of the teachers' teams lack entrepreneurial experience and can only conduct general

theoretical teaching based on teaching materials. Colleges and universities have insufficient professional training of teacher teams, and the professional qualities of e-commerce teachers are difficult to improve. The third is the lack of relevant guarantee mechanisms. Improving the promotion mechanism plays an important role in personnel training, and the current guarantee mechanism is lacking. The formulation and implementation of relevant systems cannot meet the needs for training innovative and entrepreneurial talents, and their guarantee capabilities are limited. Educational authorities have insufficient guidance measures, and there is certain blindness in the cultivation of innovative and entrepreneurial talents in e-commerce. The fourth is the lack of systematic combat of innovation and entrepreneurship. Although many colleges and universities have established e-commerce experimental teaching systems, the experimental content is mainly demonstration, production, and simulation. Students use simulation and demonstration operations to simulate various transaction processes, and it is difficult to deeply understand the real process. Most of the practical links are carried out through visits, discussions and free choices, and there are not many practical exercises on innovation and entrepreneurship. Fifth, the participation rate of innovation and entrepreneurship projects is low. The innovation and entrepreneurship project plays an important role in promoting the change of educational ideas and ideas, improving students' subjective awareness and innovation awareness. Although a large number of innovation and entrepreneurship competitions are held every year, college students are encouraged to apply for innovation and entrepreneurship projects. However, the enthusiasm of students to participate is not high, the participation rate is low, and the coverage is narrow. Sixth, the curriculum system lacks organic integration. The existing e-commerce professional curriculum system is mainly divided into technology, business, and management modules. The modules are relatively fragmented and lack organic connections. The content of the courses before and after the same module overlaps, and students lack a comprehensive understanding of the major which did not reach the organic integration of e-commerce knowledge.

5. Mode on Talents Training for Electronic Commerce under the Background of Innovation and Entrepreneurship

The talent training mode refers to the sum of the process of implementing talent education under the guidance of modern education theory and educational thoughts, in accordance with specific training goals and talent specifications. Combining with the actual needs of the cultivation of innovative entrepreneurship talents, and in view of the cultivation of e-commerce talents in the context of innovative entrepreneurship, this article proposes the following talent cultivation models:

(1) Create a new situation in entrepreneurship education and independent entrepreneurship. Put innovation and entrepreneurship education into practice and promote the independent entrepreneurship of university students in a prominent position, incorporate it into the overall plan, and provide support in terms of funds and project funding. Integrate resources, coordinate and coordinate work on innovation and entrepreneurship education, entrepreneurship guidance and training, entrepreneurship base construction, and entrepreneurship services, and adapt to local conditions, and gradually establish long-term mechanisms to form a joint effort to comprehensively promote innovation and entrepreneurship education and promote university students' independent entrepreneurship. Study the concept of innovative entrepreneurship education in line with the characteristics of the e-commerce profession, reflect the regional and professional characteristics of entrepreneurship, formulate practical advancement measures, and ensure that the work achieves practical results.

(2) Build teaching teams with innovative entrepreneurial skills. The training of e-commerce talents involves multiple courses and multiple teachers. The overall level and practical ability of teachers is very important. The establishment of teaching teams is an effective way to improve the overall level of teaching. A teaching team refers to a teaching business mix that is designed to meet the needs of a major or a group of courses, taking teaching reform as the path, taking professional construction and a series of courses as the platform, and improving the teaching level of teachers. The teaching team can enhance the unity of teachers, strengthen team cohesion, create an efficient

and harmonious humanistic atmosphere, and promote the professional development of teachers. Teachers complement knowledge, share resources, and promote discipline construction in their work. Through a series of team activities, students can meet the needs of knowledge and diversity, and improve the quality of teaching. Build an e-commerce teaching team composed of young and middle-aged professional teachers, absorb high-level enterprise experts and technical experts, fully undertake the teaching and discipline construction of the e-commerce specialty, and comprehensively improve the team members' knowledge and skills in teaching practice.

(3) Integrate innovation and entrepreneurship education into the curriculum reform. Innovation and entrepreneurship education is not a separate education from professional education. The two are mutually reinforcing. Innovation and entrepreneurship education is applied on the basis of e-commerce expertise to better play its role. Curriculum system refers to the arrangement of different courses in the same specialty according to the order of the categories, which is the sum of teaching content and process. The order of the courses determines the knowledge structure that students will obtain through learning. E-commerce majors have a lot of courses, including content such as network marketing, network platform design, and promotion of e-commerce support systems. Scientific and reasonable planning and setting of the curriculum system, adhere to the goal of innovation and entrepreneurship, and integrate professional education with the innovation and entrepreneurship education is fully integrated to build a unique curriculum system for e-commerce majors and innovation and entrepreneurship education.

(4) Promote the development of school-enterprise cooperation and collaborative education. School-enterprise cooperation is a cooperation model established between schools and enterprises, focusing on school learning and corporate practice, and focusing on school and enterprise resources and information sharing. Vigorously promoting innovation and entrepreneurship education, giving full play to the advantages of schools and enterprises, developing a school-enterprise cooperation and collaborative education model, and promoting the coordinated development of students' innovation and entrepreneurship knowledge, abilities and qualities, has become a new path for talent training in universities under the background of innovation and entrepreneurship education. The e-commerce enterprise itself has the characteristics of network interconnection, virtual operation and remote interaction, and production and operation do not require fixed offices and personnel. E-commerce majors can complete various tasks assigned by the enterprise through the network terminal on campus, serve the production of the enterprise, break through the geographical and time constraints of school-enterprise cooperation, and effectively implement campus e-commerce entrepreneurship practice activities. Specific methods can be order-based training, E-commerce studio, O2O e-commerce experience store, O2O e-commerce experience store, and enterprise service outsourcing, etc., to create a new situation in school-enterprise cooperation.

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