Construction and Practice of New Retail Virtual Reality Integration Training Platform from the Perspective of Internet

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Abstract: As a new retail mode, new retail is the integration of online-offline and intelligent logistics, which is mainly reflected in the diversity of channels, the innovation of technology and the experience of consumption. Facing the new challenges and opportunities of the business model and new characteristics of the new retail to the ability of application-oriented talents, this paper analyzes reality integration training platform of the new retail virtual based on post ability, aiming at the problems existing in the current training teaching of application-oriented economy and management related professionals, such as too theoretical training teaching and inadequate integration of production and education, taking the cooperation between Wuchang Institute of Technology and Today as an example to analyze the construction path and practical effect of the project.

1. Introduction

In recent years, with the development of online and offline integration, the retail boundary has been constantly surpassed and broken. Since October 2016, Jack Ma, chairman of the board of directors of Alibaba, put forward the concept of "new retail" at the Computing Conference, "new retail" has rapidly become the focus of industry development. 2017 is known as the first year of China's "new retail". Since 2017, Alibaba and other core enterprises have actively layout "new retail". At one time, new retail species emerge in endlessly. Box horse fresh, super species and so on have become a phenomenon of concern. In 2018, the core enterprises further fight for the dominance of "new retail". In 2019, the mode of online and offline integrated marketing has been formed , based on the Internet plus, has constructed a new retail management pattern of "offline shop + e-commerce + logistics", and has become a new trend of the development of the retail industry in the future.

As a new form of online and offline business, new retail needs to rely on the development and application of modern Internet technologies such as big data, cloud computing and the Internet of things(IOT) to improve customers' consumption experience and realize resource integration and value chain reconstruction. The emergence and development of this mode not only points out the direction for the innovation and development of Chinese chain retail enterprises, but also puts forward higher requirements and new challenges for the economic and management universities that transport application-oriented talents to industry enterprises.

2. New retail connotation, characteristics and related literature review

According to Jack Ma, the proposer of the concept of "new retail",in the future, online-offline retail will be deeply combined, coupled with modern logistics, and service providers will make use of big data, cloud computing and other innovative technologies to form the concept of "new retail"[1]; Some literature's interpret "new retail" as: the close combination of online-offline and logistics. The core is the comprehensive integration of consumer centered data on membership, payment, inventory and service. The goal is to provide all channel, all category, all time and all experience services for all online-offline customers, so as to meet people's demand anytime, anywhere and at will All round needs of the market[2]. From the definition of new retail given by scholars, its core lies in the

reconstruction to produce a new commercial format, and its core value is to maximize the circulation efficiency. Its basic characteristics include three aspects: first is the deep integration of "Online + offline + logistics", which aims to provide Omni-channel and comprehensive services for consumers; second s the data technology driven, data technology driven Third is the essence of retail with consumption as the core is highlighted, and efforts are made to provide consumers with efficient, satisfactory and even better than expected services.

Around these new changes, the relevant research on talent training and development also presents a new situation. Generally speaking, the existing researches mainly focus on three aspects:

2.1 Research on the training mode of new retail talents

Long studied the training mode of Internet e-commerce talents under the background of new retail, and proposed that the curriculum system should be reconstructed with "new retail" as the carrier, the "double teacher" system should be established, and the construction of practical teaching system should be strengthened to reconstruct the training mode of Internet e-commerce talents[3]; Hong pointed out that after the emergence of "new retail", the teaching of mobile commerce specialty needs to keep up with the development of new retail format[4], aiming at the permanent professional courses of logistics management specialty, it carried out the application analysis of teaching reform practice based on Internet + VR technology, hoping to provide reference and reference for the teaching reform of logistics management specialty in universities.

2.2 Research on the construction of new retail training platform

Li proposed that "it is an important means to cultivate skilled talents to reform the traditional practical teaching mode and create suitable practical teaching situation. When making full use of modern educational technology to assist teaching, virtual reality technology should be introduced into practical teaching, so as to optimize the effect of practical teaching[5]. Cai analyzed the necessity of creating a multi professional and post comprehensive training platform under the VR environment of modern enterprise operation, and established a multi professional and post comprehensive training platform including nine sub platforms, including manufacturing enterprise operation simulation confrontation system, window business simulation system of industry and Commerce Bureau, and consulting network system, which has the characteristics of multi professional and comprehensive, high simulation, and dynamic confrontation and innovation.

It can be seen from the above that the existing research has done a lot on the training of new retail talents according to the changes and challenges of new retail, which provides reference and enlightenment for this study. However, the existing research on the combination of virtual and real to build a new retail talent training practice platform is not much. Therefore, this paper explores the path to create a new retail virtual reality combined with training platform based on the analysis of the main problems existing in the existing practice teaching of economics and management related majors.

3. The main problems existing in the practical teaching of Applied Economics and management related majors

3.1 The practice teaching is too theoretical, single project and not comprehensive

Practical teaching is a systematic project. The whole system should include the design of practical teaching content, the implementation of practical teaching organization, the application of practical teaching methods and methods, the selection of practical teaching places, the ability requirements of practical instructors and so on. Due to the small amount of Applied Economic and management related professional teachers, heavy teachers' tasks, and the lack of double qualified teachers, the practical teaching link is replaced by professional teachers in the school, and even replaced by classroom teaching, which makes the theoretical nature of practical teaching too strong and divorced from the essence of practical training.

3.2 The integration of industry and education is not in place, and the lack of real projects and environment, experience and participation

At present, the vast majority of Applied Economics and management majors lack local industry support and do not really achieve school enterprise cooperation and integration of production and education in the process of practical teaching. The training link of the school basically depends on the relationship of teachers and the enterprise, or through the simulation software, can not go deep into the enterprise or introduce the enterprise into the campus to guide students' practice, which leads to the lack of practice of training teaching.

4. Construction and practice of new retail virtual reality integration training platform from the perspective of Internet

New retail is a new form of business after the Internet technology has developed to a certain stage. In fact, there is no completely talent training program for reference, but the new retail business is developing rapidly. Therefore, school enterprise cooperation and integration of production and education are vital ways to build new retail talent training and practical training platform.This paper takes a new retail model—Wuchang Institute of Technology as an example, which started in 2017 to cooperate with Wuhan today dream Trade Technology Co., Ltd. (today), to jointly develop a new retail talent training program by using big data, Internet and other advanced technologies, and to build an internship and training teaching system for new retail talents.

4.1 Analysis on the core competence of new retail demand posts and post requirements

According to the demand of Today's new retail positions, the talents needed for the new retail positions are: new retail product managers, new retail data analysts, new retail information consultants, new retail industry trainers, new retail marketing planners, and new retail logistics operations, etc. The core competence of the post requirements mainly includes Omni-channel marketing ability, communication planning ability, operation management ability and big data analysis ability. Taking the post of new retail data analyst as an example, the post requirements of new retail data analyst recruited by Today are as follows: (1) be responsible for the business model design of new retail and O2O products, and guide a series of offline indicators such as distribution and sales through data system; (2) design product form and function, and clarify product implementation based on the sales situation of online-offline consumers and stores Road-map; (3) coordinate resources to promote product landing, follow up project progress, effectively communicate with internal and external teams to improve the overall quality of the project; (4) be responsible for product design, online and offline communication and new business model exploration. Therefore, to meet the requirements of this position, there are five core competencies:(1) O2O, offline retail, supermarket, supply chain management, Internet products and operation capabilities; (2) a good understanding of retail, innovative and unique thinking of the industry; and (3) cultivate students' enthusiasm, passion, good logic and structured thinking, and be able to think and realize products from the perspective of standardization; (4) establish students' sense of responsibility, good cross team cooperation and organizational coordination ability, and be able to cope with the challenges of complex product lines; (5) make use of students' strong learning ability and curiosity, increase classroom interest, and instill new retail (including but not limited to smart stores, big data Smart Location, new media operation, new retail SCRM, etc.) ability.

4.2 Construction and practice of virtual reality integration training platform based on post ability

(1) Construction of virtual reality integration training platform based on post ability

By analyzing the new retail demand posts and the corresponding post core competence, the new retail virtual reality integration training platform of Wuchang Institute of Technology is mainly composed of three parts: new retail VR live show, smart store experience center of Today, new retail virtual platform and new retail virtual simulation system. Among them, new retail VR live show

includes new retail foreground live show, new retail middle stage live show and new retail background live show; smart store experience center includes new retail cloud POS, store face recognition system, cloud shelf and big data display screen; new retail virtual platform includes new retail virtual simulation whole process sand table, virtual simulation game confrontation system and business ERP management system And intelligent logistics supply chain.

The new retail training experience area takes the new retail smart store as a core application system, takes the consumer driven business as the core, and fully meets the training and experience, including WebPOS, infrared sensor, thermal sensor, vending cabinet, intelligent robot, follow shopping cart, etc. Through digital collaboration, it provides consumers with experience and service upgrading in the links of near store, entering store, decision-making, payment, after-sales, etc. Traditional retail stores lack of data collection and analysis of consumer behavior. Through mobile phones, WebPOS and other devices, new retail smart stores can strengthen online to offline integration and diversion, provide faster and convenient payment and preferential experience, more humanized after-sales service, and more targeted identification of customers, so as to formulate accurate marketing and service strategies, so that enterprises can not only enhance transactions, but also deposit data to consumers. Among them, big data analysis includes customer analysis, sales analysis, commodity analysis, etc.

According to the new retail collaborative logistics platform, the new retail collaborative logistics and supply chain platform driven by real-time data is established. On this supply chain platform, astronomical phenomena logistics operation platform, heavenly palace central inventory platform, sky warehousing operation system, and Pegasus distribution scheduling system coordinate operation, open up the whole chain of procurement, finance, online and offline sales, and restore the layout, transportation and distribution of multi temperature integrated warehouse logistics of today (enterprise), providing powerful software support. It can also be realized through the development of the existing school logistics system.

(2) Practice of virtual reality integration training platform based on post ability

The first is to meet the practical teaching needs of new business interdisciplinary specialty. The new retail virtual reality integration training platform can not only meet the training of retail management specialty, but also support the training of marketing specialty, e-commerce and e-logistics specialty. It can also connect with the financial management specialty to carry out financial business training and financial data analysis for the new retail data. Therefore, it has become an interdisciplinary characteristic comprehensive training platform; The second is to expand students' imagination. According to the case background, the new retail virtual reality integration platform is combined with the innovation and entrepreneurship platform, so that students can carry out a variety of innovative store design, store operation, store management, simulate the store operation process, which can guide them to complete a variety of different assignments , improve students' operation skills and business skills, and help teachers and students complete the simulation practice of retail operation and management related courses; The third is to cultivate students' awareness and ability of innovation and entrepreneurship. The mission of the cooperative enterprise (Today) is to build a national brand. Bench-marking with Rosen and other international convenience store giants, it welcomes every customer with an open and diversified attitude. At the same time, it is committed to changing the original employment relationship for internal employees. Employees can participate in the operation of the convenience store as partners. Employees who have worked for one year and performed well can enter Today to start a business after graduation, they can join the platform to become franchisees, or participate in the investment of convenience stores to become the partners of single stores, so that employees can find a sense of belonging and career in today's entrepreneurship platform.

The platform has been running for more than two years, providing human resources support for the development of new retail formats in the region. Many students have been promoted to manager of Today, forming a relatively perfect practical teaching curriculum system, and obtaining excellent grass-roots units in Hubei Province in 2019. At the same time, it has strengthened the in-depth cooperation between schools and enterprises, and the enterprise side has provided 500000-1 million

transaction data for practical training for the scientific research and learning of new retail laboratories In addition, increase internship and employment opportunities. At present, enterprises open 400 stores of internship and employment opportunities to our school.

Acknowledgements

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