

Research on Training Mode of Rural E-Commerce Talents in Universities under the Background of Rural Revitalization

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Abstract: China's rural E-commerce industry ushered in a new advancement and expansion stage under the background of rural revitalization. The cultivation of rural E-commerce professionals is the key to the advancement and expansion of rural E-commerce industry and an important measure to promote the implementation of rural revitalization strategy. Universities are important platforms for cultivating rural E-commerce professionals, and play an irreplaceable role in solving the problem of insufficient rural E-commerce professionals. Based on the background of rural revitalization, this paper analyzes the current situation of rural E-commerce advancement in China and the challenges and obstacles existing in the comprehensive training of rural E-commerce professionals. The paper puts forward countermeasures and suggestions for the comprehensive training of rural E-commerce talents in universities, aiming at providing certain reference for improving the comprehensive training model of rural E-commerce professionals.

Keywords: Rural Revitalization; Colleges and Universities; Rural E-Commerce; Talent Training Mode

1. Introduction

The rural revitalization strategy is a strategic task related to the comprehensive construction of a modern country. With the rapid advancement and expansion of information technology and the continuous enhance and refinement of E-commerce ecosystem, Digital commerce has become one of the significant ways of rural revitalization. The formation of rural E-commerce industry has promoted the economic advancement and expansion of rural areas. Due to the reasons of rural living conditions, rural E-commerce talents are very insufficient. The high-quality advancement and

expansion of rural industries and the cultivation of new industries need the support of relevant professionals. Accelerating the comprehensive training and skill advancement and expansion of new rural E-commerce professionals has become an important guarantee for "number of businesses to develop agriculture".

2. Current Situation of Rural E-commerce Advancement and Expansion

2.1 The Foundation of Rural E-commerce

With the rapid advancement and expansion of communication technology, the foundation of rural E-commerce is constantly strengthened. According to the 50th Statistical Report on China's Internet Development, the Internet penetration rate in rural areas has reached 58.8%. Internet infrastructure in rural areas has been comprehensively strengthened. The problem of rural communication has been historically solved. With the continuous enhancement and refinement of rural network and logistics infrastructure, the volume of online merchandise transactions in rural areas has increased year by year, which has promoted the advancement and expansion of rural economy. With the change of people's consumption concept, more and more rural people are shopping online. The development of rural E-commerce has promoted the development of rural economy.

2.2 Problems Existing in the Advancement and Expansion of Rural E-commerce

Although the construction of rural E-commerce facilities continues to enhance and refine, the cold chain logistics, traceability system and supply chain system need to be strengthened. Due to the low degree of standardization and short shelf life of agricultural products, qualitative changes are easy to occur in the distribution process, resulting in low customer satisfaction.

Agricultural products have very high requirements for distribution. The supply chain system is a significant factor restricting the high-quality advancement and expansion of agricultural products. The functions of the E-commerce platform are relatively complete, but it lacks the support of a perfect offline service system. The key factor restricting the advancement and expansion of rural E-commerce is the shortage of rural E-commerce professionals, and the supply speed of rural E-commerce talents does not match the demand of rural E-commerce progress. Due to the poor rural infrastructure and living environment, the outflow of professionals from rural areas to urban areas is particularly prominent[1]. Rural E-commerce positions have different degrees of shortages of skilled professionals, mainly insufficiency of comprehensive applied professionals.

2.3 Training Types of Rural E-commerce Talents

The cultivation of rural professionals in China mainly includes the cultivation type of colleges, business enterprises and government-led type. College comprehensive training and skill advancement and expansion type is the E-commerce professionals trained by universities which are the significant sources of E-commerce practitioners. Most rural E-commerce professionals are mainly graduates of E-commerce majors and agriculture-related majors. E-commerce talents play an important role in promoting the process of rural revitalization in rural areas. As the main position of rural E-commerce talents comprehensive training and skill advancement and expansion, universities should strengthen the cultivation of rural professional talents. Enterprise-driven refers to the business entities and corporations encountered talent bottleneck. In the face of rapid market changes and talent bottlenecks encountered in development, the business entities and corporations cultivate E-commerce professionals through flexible and diverse cultivation methods to promote employment. Government-oriented is that the government departments formulate targeted policies and train rural E-commerce professionals through comprehensive training and skill advancement and expansion. The government has adopted measures to promote the employment and entrepreneurship of rural

e-commerce merchants.

3 Problems Existing in the Skill Advancement of Rural E-commerce Professionals in Universities

3.1 The Comprehensive Training System Does not Match the Actual Demand

Although universities develop corresponding cultivation systems for E-commerce majors according to cultivation goals, rural E-commerce business entities and corporations can't recruit professionals and professionals graduating from college can't find suitable jobs, resulting in an imbalance between the demand and supply of rural E-commerce talents[2]. Due to the rapid advancement and expansion of E-commerce, universities can't form a complete knowledge structure and educational system. The content focuses on cultivating learners' theoretical knowledge, which is inconsistent with the actual demand. It is difficult for learners to apply the content to the practical work. The educational workers lack the understanding of rural E-commerce advancement and expansion when formulating the cultivation program of professionals. They can't formulate a suitable cultivation system according to the requirements and expectations.

3.2 Teaching Content is out of Line with Practice

In recent years, various universities have supplemented and reformed the instructional content of E-commerce major according to the requirements of rural revitalization policy. The reform effect has not met the requirements of actual rural E-commerce professionals[3]. E-commerce business entities and corporations need compound talents, but the establishment of E-commerce curriculum system in universities lags behind. At present, E-commerce related majors have courses such as management, economics, and website construction, which are comprehensive studies of traditional E-commerce knowledge. In addition to the professional knowledge of e-commerce, rural e-commerce talents should also have a deeper understanding of rural areas, agriculture and other aspects, so as to combine the professional knowledge of e-commerce with the actual situation of rural areas[4]. The educational content about the skills and practice of rural E-commerce operation is

relatively lacking, which is seriously out of step with the practical activities of E-commerce operation. Universities and rural E-commerce enterprises have not established instructional and educational cooperation. The college teachers teach according to the textbook. Most of colleges lack E-commerce comprehensive training and skill advancement practice base to provide students with practice.

3.3 The Educational Staff Lacks Practical Exposure and Experience

The teachers in the universities are masters or doctors, and a small part of them are employees with enterprise work experience. Most teachers do not know the workflow of business and lack experience in agricultural products operation. College teachers lack experience in rural E-commerce practice, which makes it impossible to design learners' practical operation activities in class, which affects the instructional and educational process and quality of hands-on capabilities and skills. Some teachers with corporate work experience are not consistent with the advancement and expansion of business. Their experience can't adapt to the current market demand, which makes it difficult for them to form an effective docking with the current rural E-commerce market when they impart professional knowledge. The lack of practical experience of most teachers affects the practicability and applicability of what students learn.

3.4 Students Lack Job Adaptability

When the teachers make the comprehensive training and skill advancement program of the learners, they overemphasize the promotion of professional ability, but neglect the cultivation of students' adaptability to the post. The learners from the role of students to professionals, and from colleges to the workplace, need to adapt to the working environment and role requirements. The students are lack of sufficient understanding and cognition in employment. They blindly choose the jobs and find that the job is not suitable, and eventually have to leave the current position. Many students are not able to adjust their psychology according to the changing environment in the transition from university campus to their role in society. Colleges and universities pay attention to

improving students' theoretical knowledge and professional level, but neglect the cultivation of students' rural feelings, which leads to the lack of understanding of the countryside and the emotion of "hating agriculture" in the process of development[5]. Therefore, in order to enhance and refine the adaptability of students, especially the ability to live in the countryside for a long time, universities should focus on cultivating the adaptability of rural E-commerce professionals.

3.5 Students Lack Creative and Novel and Business-minded and Enterprising Literacy

Most of the colleges pay attention to the inculcation of knowledge and neglect the cultivation of students' creative and novel thinking. The college learners who are learning in the classroom generally lack the ability to think independently. The learners can't find new ideas to solve problems when they encounter the challenges and obstacles. The professional talents should master the theoretical knowledge of related majors. At the same time, they should have the spirit of innovation, creative consciousness and business-minded and entrepreneurial ability. Some college teachers lack the consciousness of innovation and entrepreneurship, and don't pay enough attention to the cultivation of students' innovative thinking and entrepreneurship ability. In the traditional E-commerce curriculum, there is relatively little knowledge about entrepreneurship and innovation, which leads to the lack of creative and novel thinking and creativity of students.

4. The Cultivation Strategy of Rural E-Commerce Talents in Universities

4.1 Build the "1+X" Model to Cultivate Rural E-commerce Talents

The "1+X" certificate system is a combination of academic certificate and occupational and practical skill level certificate. The purpose of the "1+X" is to enhance and refine learners' occupational and practical ability[6]. This system has delivered talents that meet the requirements and expectations of business entities and corporations to the society, and has been widely praised in the pilot universities. Universities should formulate talent comprehensive training and skill advancement and expansion programs according to the

requirements and expectations of enterprises and build a curriculum system suitable for rural E-commerce positions. Universities compile textbooks related to rural E-commerce, formulate professional course assessment content according to occupational and practical requirements, and skillfully integrate occupational and hands-on capabilities and skills into professional courses. By integrating courses such as rural E-commerce basics and practices, rural E-commerce and network new media, live E-commerce operation, big data management and application into E-commerce courses, which will solve the problem of rural E-commerce lacking talents such as agricultural products online shop operation. Through the comprehensive training skill advancement and expansion of "1+X" mode, students can broaden their employment knowledge, enhance and refine their practical operation ability, and augment their employment competitiveness.

4.2 Build the Training and Skill Advancement Platform for School-Enterprise Village Cooperation

Universities should strengthen long-term collaboration and partnership with enterprises and villages, establish comprehensive training and skill advancement base platforms, and introduce rural E-commerce projects. Through online and offline comprehensive training, the platform trains learners and agricultural personnel to become talents who can independently handle complex businesses such as network operation and promotion. Universities and business entities and corporations establish E-commerce practice bases in rural areas, and regularly carry out rural E-commerce training courses[7]. The practice base is equipped with agricultural product packaging, agricultural product shooting, agricultural product marketing and other studios, through the simulation of the actual E-commerce process, to further augment and strengthen the students and agricultural personnel's E-commerce practical exposure and experience and practical ability. In addition, universities cooperate with business entities and corporations to establish E-commerce comprehensive training and skill advancement bases on campus. The company's projects will be introduced to students, so that students can participate in E-commerce trading

activities, augment and strengthen students' practical experience. The enterprise develops a simulated practical training platform, which should be consistent with the real E-commerce transaction process to enhance the learners' comprehensive ability[8]. The functions of the the training and skill advancement platform are shown in Figure 1.

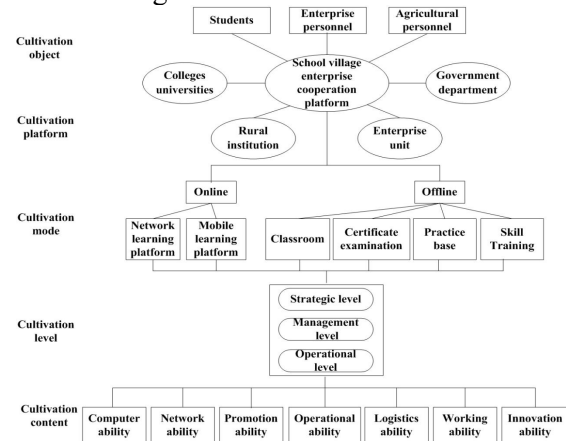


Figure 1. Functions of the Training Base Platform

4.3 Enhance the Practical Exposure and Experience of Teachers

Universities cooperate with relevant departments to set up comprehensive training and skill advancement courses on rural E-commerce professional skills to enhance teachers' understanding of rural E-commerce. Universities invite professionals with rich practical exposure and experience in rural E-commerce to cooperate with teachers, and enhance the practical ability of teachers through joint advancement and expansion projects. Universities encourage teachers to conduct in-depth research in rural areas to deepen teachers' understanding of the advancement and expansion status of rural E-commerce. Teachers master first-hand information, especially the current difficulties encountered in the advancement and expansion of rural E-commerce, carry out instructional and educational research, and put forward measures to solve the bottleneck of rural E-commerce advancement and expansion. The teachers go to the countryside for research, which is conducive to the close integration of E-commerce courses with rural reality, and is of great benefit to the formulation of curriculum content and curriculum system. At the same time, college teachers go to rural areas to carry out E-commerce professional

knowledge comprehensive training and skill advancement to help enhance and refine the E-commerce knowledge of agricultural personnel. In addition, teachers and students go to the countryside, which stimulate their enthusiasm for entrepreneurship in the countryside. In this way, teachers can know more comprehensively the needs of talents in rural areas and contribute to the future advancement and expansion of rural economic development.

4.4 Determine the Comprehensive Training Objectives of Rural E-commerce

Under the background of rural revitalization advancement, the universities should make sure the goal of cultivating rural E-commerce talents. In the process of formulating the comprehensive training objectives of rural E-commerce talents, universities should actively carry out the investigation of the advancement and expansion of rural E-commerce, fully combine the actual requirements and expectations of rural E-commerce and the growth characteristics of students, and vigorously train practical E-commerce professionals who adapt to the advancement and expansion of rural areas. Universities set up professional teams to carry out investigations in rural areas to understand the actual demand for professionals in agriculture and rural business entities and corporations. Universities closely combine the demand with instructional and educational, and cultivate practical E-commerce talents for rural areas. In the process of comprehensive training students, universities should strengthen the interaction with rural areas, to ensure that the talents cultivated are the needs of the countryside.

4.5 Compile Teaching Materials for Rural Electronic Commerce

In the educational work of colleges and universities, teaching materials play an extremely important role. The quality of teaching materials also directly determines the level of rural e-commerce personnel training. In order to improve the training mode of rural E-commerce talents and improve the efficiency and quality of talent training, colleges and universities need to devote themselves to the development of teaching materials for the training of rural e-commerce talents, ensure that the teaching materials are scientific and reasonable, and meet the needs of the

development of rural e-commerce industry, so as to ensure the high quality of education work in colleges and universities[9]. Colleges and universities set up professional teaching materials research and development teams to formulate teaching materials that meet the actual situation of rural e-commerce, so as to ensure that the training of rural e-commerce talents can achieve good results.

4.6 Cultivate Students' Ability of Innovation and Entrepreneurship

Innovation and entrepreneurship education has become a necessary instructional and educational content in universities. In order to train creative and novel talents in the field of rural E-commerce, universities should set up innovation and entrepreneurship platforms and construct diversified innovation and entrepreneurship curriculum system. Universities should deepen the reform of curriculum system and increase innovation and entrepreneurship courses[10]. Universities should improve their educational ideas and methods according to the requirements and expectations of rural advancement and expansion. In view of the emerging field of rural E-commerce, universities which are the important place for comprehensive training and skill advancement talents should strengthen innovation and entrepreneurship education and provide strong support for students to carry out E-commerce work in rural areas. Universities promote students' awareness of innovation and entrepreneurship through the competition and entrepreneurship projects.

5. Conclusion

Under the promotion of rural revitalization strategy, the rapid advancement and expansion of rural economy has improved the formation of new rural business forms. Excellent E-commerce talents can provide a steady stream of power for the development and expansion of the rural revitalization strategy, and are the key engine to promote the rapid advancement and expansion of rural E-commerce. In addition to mastering professional knowledge and skills, rural E-commerce talents should also have higher comprehensive quality, more basic agricultural knowledge, deeper cultural cognition and strong innovation consciousness. To this end, universities should base on market

demand, strengthen the comprehensive training and skill advancement and expansion of rural E-commerce talents under the guidance of the government, enhance and refine the comprehensive training and skill advancement system of rural E-commerce talents, and constantly provide E-commerce professionals for promoting the process of rural revitalization.

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