Study of Collaborative Cultivation in Liquor Industry

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Abstract. Excellent talents are the support and guarantee for the transformation and upgrading of the liquor industry, while talents separate training can hardly form a system, coordination and pertinence model by different cultivation subject, which needs to strengthen the cooperation among government, liquor enterprises, universities, research institutes. This article proposed "the establishment of industrial classification of talent training mode, implement on effective training complementary resources between the trainer, basic ideas for a long time mutual benefit among the trainers in the core of co-create, co-share, co-work, to put forward the co-cultivation path and countermeasures from four parts of university, enterprises, liquor enterprises and liquor industry. The purpose is to improve the quality of human resources through complementary resource exchanges of different trainers, and to realize the increase of human resource capital and promote the healthy and stable development of the liquor industry.

Introduction

Collaborative culture is a way of resource allocation, namely the combination of tangible and intangible resources, specifically refers to collaborative system structure and operation mechanism of the collaboration subject, including the relevant subjects (such as universities, enterprises and research institutes), related objects and elements (such as scientific research strength, market, technology, funds), and other inner links, interaction motivation, methods, functions, procedures and operation principle in the interaction of collaborative training[1,2]. From an industrial economic point of view, the industrial chain covers the value chain, the enterprise chain, the supply chain and the spatial chain. Along with economic and social development and boundary extending unceasingly of liquor enterprise, the enterprise's own resources, especially talent resources should be more fully reasonable use by collaboration. As a traditional pillar industry, affected by external environment, the liquor industry is under the great pressure of the transformation and upgrading. For this reason, the transition of liquor industry must rely on talents for whom are the internal and external factors of the industry integration, the dynamic capabilities basic to cope with the dynamic change of the external environment[3], the core resources of realization of liquor enterprises and even the entire industry growth[4,5]. Liquor industry involves a great of types, quantity of talents, it’s far from enough to support cultivation alone by liquor enterprise itself. Therefore, to
strengthen the collaborations among government, the liquor enterprises, universities, research institutes and other subjects, establish liquor industry collaborative training mechanism, strengthen the integration of internal and external resources of dynamic capabilities, effectively improving the quality of liquor industry talents training, promote stable development of liquor industry, is particularly important.

The Basic Idea of the Cooperative Cultivation of the Liquor Industry

The classified and collaborative cultivation of liquor industry talents can better form a more systematic and targeted cultivation model than separately training by different trainer. Therefore, the classification and collaboration should be combined and take all kinds of features and personnel quality requirements into fully consideration in the process of training and determine the corresponding trainer to develop a more comprehensive, systematic, professional cultivation model and maximize the effect of liquor industry talent cultivation.

Establishment of Talents Classified Cultivation Pattern

Firstly, according to the new normal requirements, the trainers have to scientifically classify the talents of liquor industry, and construct competency model for different types of talents, design the training in different ways according to the competency model which is possible to make a more pertinence and elaborative cultivation to explore their potential talents. Secondly, develop personalized tracked project and solutions based on liquor industry classification, by the cooperation between university & company, university & university, university & government and other joints training model for a high combine between theory and practice, internal and external trainings, which can maximize reduce the possibility of errors occurring in talent cultivation of liquor industry, in order to increase the talent training quality.

Effective Complementarily of Resources in the Cultivation Subjects

The basic principle of the collaborative and classified talents cultivation of liquor industry is the high combination of efficient use of resources and complementarity. Firstly, talents classification cultivation can be supported by different liquor companies with their own strengths, for instance, liquor marketing enterprise can afford the marketing talents cultivation to avoid resource waste that a single company affords all types of cultivation. Secondly, it can realize the efficient flow of various technical proprietaries to avoid talents short board, for the whole liquor industry, which can also produce various types of high-quality talents. Thirdly, the coordination of liquor industry talents training, including Sichuan liquor industry enterprises, colleges and universities, government, associations, and other main body which live up to their own resources advantage can realize resources complementary, integrate their respective advantages resources, reduce duplication of training costs, cultivate high quality talents.

Realization of Long-Term Reciprocity by Talents "Three Common" Cultivation

The break in liquor industrial talent cultivation chain is a result of lacking a shared talent credit system and the battle for talents, rather than a shared talents platform led by it. Liquor industrial collaborative cultivation, with co-creation,
co-sharing, and co-governance as its core, can realize long-term reciprocity of talent cultivation in liquor industry[^6]. First, talents co-creation mechanism of Sichuan liquor industry means everyone can create value and thence create huge achievement of liquor industrial talent capital appreciation. The second is to build an achievement-shared credit system with liquor industrial talent-shared mechanism; the sharing of cultivated talents, creation achievement and cultivation platforms is of high priority in avoiding the break in liquor industrial talent cultivation chain[^7]. The third is to co-govern problems in liquor industrial talents cultivation with the liquor industrial talent co-governance mechanism to prevent opportunism. In a word, liquor industrial talent collaborative cultivation can realize co-creation, co-sharing, and co-governance, can realize long-term reciprocity between varied cultivation subjects, and make liquor industrial talents cultivation system produce talents with high quality more continually.

### The Path of Liquor Industrial Talent Collaborative Cultivation

Liquor industrial talent collaborative cultivation should define cultivation objectives and subjects in different periods, and define responsibilities of different cultivation subjects. The growth of liquor industrial talents follows the flow process of ‘colleges and universities → companies → vocations → industry’. In this talents growth flow, colleges and universities is the initiative stage, companies and vocations correspond the stage after initiation until maturity, and industry corresponds talents maturity stage, decline stage or continually developing stage. Hence we can define a path for liquor industrial talent collaborative cultivation: colleges and universities, companies, vocations, industry. From the aspects of talent contribution, colleges and universities have potential intake effect of inexplicit knowledge of liquor industry talents, which is a dormant phase for liquor industrial talents’ potential. Companies act as the roles to transform liquor industrial talents’ inexplicit knowledge into explicit knowledge, which is a promotion stage of liquor industrial talents’ potential; vocations act as to help accumulate experience through deep understanding of the vocation and transform the ability and experience into theoretical knowledge to a higher level, it’s a re-producing stage. Industry means the transfer of the theoretical knowledge gained in the last stage to backup talents, it’s a developing stage which directly determines the future of liquor industry, decline stage or continually developing stage. Therefore, objectives in the different stages of liquor industrial talent cultivation can be defined as: dormant potential, ability promotion, knowledge re-producing and transfer of new knowledge. The path of liquor industrial talent collaborative cultivation is constituted by these cultivation objectives and responsibilities in different stages or of different cultivation subjects.

### Collaborative Cultivation Path on the Level of Colleges and Universities

As liquor industrial talent cultivation subjects, the main objective for colleges and universities is to increase talents’ potential. Potential increasing is manifested in the intake of inexplicit knowledge. Liquor industry must attach attention to the transition of liquor professionalism, increase the amount of liquor experts such as winemaker and taster, and fully act their collaborative effects in liquor industrial talent cultivation. On the one hand, inner collaboration focuses on the cultivation units’ cooperation between universities’ second colleges to realize cross disciplinary training and cross disciplinary teaching and fusion of winemaking, management, economy, tourism and law...
disciplines and cultivate inter-disciplinary talents with high level for Sichuan liquor industry’s development. On the other hand, it should pay attention to external collaborative cultivation with companies on the basis of inner collaborative cultivation of colleges and universities, such as: entrusted cultivation, customized training, individualized training, specialized training, to ensure the cultivated talents can meet the requirements of companies. It should improve the cultivated talents’ practical ability and cultivate high-end innovative talents for liquor industry.

**Collaborative Cultivation Path on the Level of Liquor Companies**

As liquor industrial talents cultivation subjects, liquor companies’ main objective is to develop the potential of the incoming talents, and to transform their inexplicit knowledge into explicit knowledge and thence improve their ability.

Training is the main method in liquor industrial talents’ potential development, it can directly increase employees knowledge and ability. We can set out different training curriculums and different training methods according to different training objectives and trainees. E.g.: operational skill training can use liquor companies’ inner training, winemaking difficulty solving training can be manifested in the form of collaborative training between companies and external winemaking research institutions, middle and high level management training can use external training method.

Potential development. Liquor companies are of the responsibility and duty to develop liquor industrial talents’ potential. Liquor companies can use methods such as talents data base, talent quality assessment, employee career management, post rotation to broaden liquor industrial talent developing channels and build a liquor industrial talent developing system with multi-classifications, multi-levels and multi-cascades.

Establish liquor industrial talent cultivation tutor system. Liquor industry should internally select talents for tutors and guide with joint compensation mechanism. Tutors deserve talent cultivation compensation to inspire their subjective initiative into talent cultivation. Liquor industry should especially put importance on teachers’ code of morality and teaching ability. Compared with teachers in colleges and universities, tutors in companies should emphasize on imparting professional and practical ability, and facilitate the transition from theoretical knowledge into practical technologies.

**Collaborative Cultivation Path on the Level of Liquor Vocations**

Liquor industry a system with liquor vocations, it consists of liquor raw material vocation, packaging vocation, storage vocation, logistics vocation, tourism vocation and so on. Vocational level’s cultivation should focus on liquor vocation but can not be split with other vocations, and pay attention on bridging liquor industrial talents with other vocational talents. Vocational level’s cultivation subjects mainly refer to liquor industrial associations and research institutions, its main objective is to cultivate liquor industrial talents’ creation of new knowledge.

Liquor industrial associations should actively organize relevant industrial communication meetings to provide excellent talents in the industry with platforms to communicate industrial knowledge and to improve their industrial knowledge updating ability. These associations should focus on the cultivation of industrial talents’ strategy ability.

Relevant industrial research institutions should focus on the innovative ability
of liquor industrial talents. To innovate industrial technologies is to create new knowledge, and to raise the new knowledge into new theoretical knowledge to conduct liquor industrial practice.

Liquor vocational talent cultivation should be linked to other vocations in liquor industry to impart knowledge and skills closely relevant to liquor vocations, and to facilitate the communication, consensus and win-win result between liquor vocational and other vocational talents.

Collaborative Cultivation Path on the Level of Liquor Industry

Liquor industrial talent cultivation is for the liquor industry and industrial development is inseparable with government’s strategic service. Liquor industrial development can’t be carried on without companies and vocations, and it also needs strategy guidance from government. For the industrial level of liquor industrial talent cultivation, cultivation subjects need policy support from governments at all levels. E.g.: Chinese liquor ‘3C’ project, Chinese liquor golden triangle strategy. However, there still lacks a strategic document for liquor industrial talent cultivation. Liquor industrial level’s cultivation objectives are the transition of new knowledge and the promotion of liquor industry into a continually developing stage. It needs a continual support of liquor industrial talents. Governments at all levels should enact and perfect policies and institution for liquor industrial talent cultivation, establish liquor industrial talent selection and assessment system, build liquor industrial talent data base, create transition platforms for liquor industrial talents to ensure enough backup talents for liquor industry and to formulate a liquor industrial talent structure of a pyramidal shape.

Conclusion

Liquor industrial talent cultivation is a systematic project. To make talents cultivation more systematic, collaborative and well-directed, it should establish liquor industrial talent classified training mode, realize effective resource complementation between cultivation subjects, realize the long-term reciprocity of liquor industrial talent cultivation subjects with co-creation, co-sharing and co-governance as core. We should take varied measures to further strengthen the talents cultivation collaboration between colleges and universities, liquor companies, liquor vocations and liquor industry, establish liquor industrial talents collaborative cultivation mechanism, improve talents’ quality and realize human resource appreciation by increasing resource complementation between cultivation subjects to promote liquor industrial competence and promote the healthy and stable development of liquor industry.

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