Research on the Application of E-commerce in the Field of Education and Training

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Abstract. With the development of society and the progress of science and technology, the education and training market is developing rapidly. Both adults and children are individual needs. They form a huge market for education and training. Education and training industry is one of the most dynamic rising industry in twenty-first Century. This view has become the consensus of more and more people. At the same time, the rapid development of the telecommunications industry, mobile value-added services more and more attention by everyone. How to build a more scientific and reasonable application model of mobile value-added services has become the focus of research. The construction of the mobile e-commerce application model in the education industry, not only to meet the needs of people's education, but also create new opportunities for mobile value-added services. This is a win-win situation for the education and training industry and the telecommunications industry.

Introduction

Electronic commerce is developing rapidly in the world. In the information age, the profound changes in technology and market environment require education and training and other fields to keep up with the pace of the times. With the maturing of the market economy, various training institutions are faced with the same problem homogenization and low profit competition. Any education or training unit enterprises should be based on the market. It is necessary to improve enterprise management, reduce costs, to provide customers with better value, to better meet customer needs, rapid response to market changes. Only in this way can enhance their core competencies. In such environment and competition, mobile e-commerce will play an increasingly important role in the operation of education and training industry. Small and medium-sized educational and training units of various types of resources are limited. Does it need to be applied in the case of limited resources? How to apply e-commerce is a problem that must be thought and studied. At present, many education and training institutions are facing backward technology, lack of funds, shortage of talent and other issues. Due to the limited level of managers, managers of these institutions are not aware of the opportunities brought by e-commerce to small and medium enterprises. In the information age, if we still use the traditional management model, the education and training institutions will lose the chance of competition, business opportunities, resulting in economic losses. The application of e-commerce as soon as possible is the inevitable choice for these primary and secondary education and training institutions to adapt to the development of the contemporary economic environment. With the industrialization of education, education and training market competition is also increasingly fierce, various education and training institutions have the aid of advanced technology, improve their own quality of service, to attract more students to create greater value. At the same time, with the rapid development of the telecommunications industry, mobile value-added services to seek new profit growth point, to achieve the value of the value of the China Telecom industry, to promote China's national information strategy to make a huge contribution[1]. On the other hand, the education industry to keep pace with the times, meet the demand of education, improve the quality of national
ambition. Therefore, the application of advanced information technology to the traditional industry, the application of mobile e-commerce in the education industry, will be a significant application.

**Customer Object Analysis**

Customer choice is the strategic core of the e-commerce project. The target market is the enterprise to implement the project to meet the needs of those customers. Mobile e-commerce technology in the education and training industry has a huge market potential. Mobile e-commerce has great advantages in the education industry. It can be foreseen as long as the mobile operators do a good job in all aspects of their market size and market potential will be very considerable. Specifically, there are two aspects of the application model. First, the industrial value of the internal network of customers, that is, between nodes for each customer[2,3]. Second, the industry as a whole is facing the customer. It is also usually referred to as the end customer.

The group of customers of the industry, including enterprises, businesses, etc., to produce, spread, application of knowledge based units, institutional sector. Because of the important role of knowledge and skills in the production and operation of such customers, the spread of knowledge and information is particularly important. As a result, mobile e-commerce will undoubtedly create new value for these institutions, which can help the group to improve operational efficiency, increase profits, improve customer satisfaction, etc. Colleges and universities are the basic institutions of higher education. With the development of modern science and technology, the application of mobile e-commerce in Colleges and universities is an inevitable trend. In the next period of time the role of the Internet in various colleges and universities will become more and more prominent.

Network distance education is developing rapidly. Network distance education from the professional level of undergraduate education to undergraduate, and even to graduate students, the scope of the discipline has gradually covered all categories. In the practice of network distance education, there are many problems, such as the pursuit of technical efficiency, the neglect of social benefits, the pursuit of scale and the neglect of teaching quality. Wired network distance education is also limited by the fixed access point, lack of flexibility. It can be seen that the implementation of adult education schools or institutions will become mobile e-commerce applications in the education industry is an important customer, will also become the beneficiaries of the value of mobile e-commerce. At present, people in various industries have a high demand for knowledge. A variety of professional, technical qualifications, such as certification have emerged, the relevant training departments and institutions have emerged. The professional training department itself did not find an effective training mode, so they will encounter such as scheduling chaos in the course of business, institutions cannot find professional teachers, many problems such as the poor quality of teaching. Because of this, the application of mobile e-commerce in the education sector will become an inevitable choice for these professional training departments or institutions.

**Composition of Application System**

Service organizer is the intermediary role of traditional services, gathering and matching demand and supply. As the integrator of products and services, organizers provide value creation platform. Network organizers have two key roles. One is to create lasting customer relationships, nurture, organize and maintain internal relationships. Second, the organizer is the leader, the integrator and the intermediary. It is the central role of the agency. The network relies on various suppliers to form the product or the hope delivery of products or services to customers, and optimize the coordination, to ensure that all factors of the system integration and continuous high quality to provide value. The application mode of the organizers is the core of the organization, the mobile e-commerce system every player wants to play a central role in the organization of mobile e-commerce, so as to control the whole industry value net, making themselves in a favorable position in the competition. Mobile
network operators to provide the basis for the network platform is the core of the mobile e-commerce organization, and its core position will continue for a long period of time.

The core of mobile education and training e-commerce application system includes content service providers, application service providers and mobile portals. The importance of content service providers is beyond doubt. Content providers are creators of profit points. It provides rich voice, text, images, animation, video and other resources, such as teaching speech, lecture video, multimedia courseware, teaching plan, resource sharing, professional information, exercise, test question answering and so on. The application service provider mainly deals with the content that has been developed to form the application data which can meet the needs of the users and is suitable for transmitting on the mobile network. The application provider primary role in the development of value-added services, developers from the content service provider to obtain the content or information, that information needs to be treated with various combinations, turning them into value-added products. Application service provider, also known as the application development provider, the data content is mainly from the third party outsourcing content providers, and sometimes they will develop independently. Mobile portal is connected with the Internet, constitute a platform for sharing resources. It provides a wide range of personalized and localized services to mobile users, to minimize the user's navigation operations. It enables information, goods and services to reach consumers in the end, and realize the final process of value transfer. Mobile portal can provide a variety of special services to customers[4,5]. It provides an implementation environment for services such as online transactions, communications, information content, and remote or wireless interfaces for software applications. Mobile portal can be used as a separate node of the industrial value network.

System Integration

Key to the success of the application of the model is that through the joint efforts of the telecom operators, equipment manufacturers, content providers and terminal manufacturers and other parties to create a shared industry cooperation, so as to form an organic application mode. The mobile operator is the organizer of the industrial value network, which needs to further enhance the status of mobile operators. Under the leadership of the mobile operators, the elements of the industrial value network are integrated in order to realize the value of each node, and finally realize the value added of the customer. Therefore, the success of integration is the key to the successful application of mobile e-commerce in the education industry. Mobile operators in the application of the dominant model, the mobile operators to design business models, technical specifications, fees and even interface model, platform technology, etc.. For the various departments within the system only accept the terms of these controls can be identified as formal partnership. Due to the role of the operator is a commander in chief, it provides that the content provider's business can only be the content of education, information, pointing out the direction of the partnership. Customers choose to consider not only the product is good or bad, but also concerned about who is the provider of the product. Obviously, the provider of educational content is very important to consumer decision-making. Therefore, the content providers and application service providers of the model should be dominant, which is also a difference between the application model of mobile e-commerce in the education industry and other existing applications.

In the long run, content services should not only be a value-added business, but should become the core business operators. The application of mobile e-commerce in the education industry has limited its business content, that is, to provide content services for the education sector, to provide value added value for consumers who want to study or receive education. In the mobile e-commerce market, mobile operators may be in a passive position if they only locate themselves in data transmission. In the relatively narrow education sector to provide content services, content providers and service providers in the system is more and more important, the role of mobile operators in the value network will be diluted. Therefore, it is necessary to have a clear understanding of the long-term positioning of
the two sides, the mobile operators in the dominant position of the industry, shouldering the realization of the value of the whole industry. Mobile network operators must form a strategic partnership with the content service providers and application service providers, so that the development of the whole system based on their own development. For mobile operators on the one hand it can share the partner’s customer base. On the other hand, it can subdivide the market as soon as possible, develop the popular application, make an attempt and Research on product pricing and market strategy. For content providers and application service providers, mobile operators have valuable user resources, not only can tap more potential customers, but also can affect the breadth and depth of cooperation in a large extent.

Summary and Prospect

The application of mobile e-commerce in the education industry is the trend of the times, and is still in the stage of exploration and development. Mobile e-commerce to seek a new source of profit, the education industry needs the support of mobile technology. The combination of mobile e-commerce applications in the education industry is a win-win situation for both sides. The application of mobile e-commerce in the education industry to meet the needs of education, but also will provide a broader space for the development of mobile e-commerce. It wants to take the customer as the core, mobile operators as the dominant system structure is the basis for the development of mobile industry. However, due to the current operators are completely in a monopoly position, this way of cooperation, will result in unreasonable distribution of interests, resulting in the cooperation of enterprises are not satisfied, will lead to malicious competition. The application of educational industry in mobile e-commerce industry, the customer is in the core position, mobile operators in a dominant position, other departments and education departments to form a community of interests, content providers and service providers is the source of industrial application. The industry must be the cooperation of service providers, operators and terminal manufacturers together. On the basis of customer value as the core, the study of customer psychology, extensive collection of customer needs, and ultimately the formation of effective interaction between customers, content providers and mobile operators. It is necessary to make the interests of all the enterprises in the whole system consistent and form an organic whole. Only in this way can the enterprises in the system play the most important role and maximize the development of mobile e-commerce applications in the education industry. Along with the development of politics, economy, society, technology, and with the maturity of the market, the application of mobile e-commerce in the education industry will have a broader prospect.

References


