On the Establishment of Rural E-commerce Talents Team in Internet Plus Era

Ming-Hui LONG
Wuhan Donghu University, Wuhan, Hubei, China
642604051@qq.com
*Corresponding author

Keywords: Internet plus, Rural e-commerce talent, Team building.

Abstract. Internet plus is the result of the further practice of Internet thinking, it represents a new form of society and it advocates to combine all traditional industries with the Internet by utilizing information and communication technology and Internet platform thus to promote the innovation and productivity of the whole society. The development of electronic commerce in the countryside not only speeds up the construction of modern agriculture, but also is an urgent requirement for the prosperity of the rural economy and increasing the income of the farmers. The rural electronic commerce makes the informatization infiltrate into every corner of the farmer's lives including their production, management, consumption, study and so on thus farmers' production efficiency and living standard has been greatly improved. The rural e-commerce is related with various departments and fields and rural e-commerce talents serve as the main force of rural e-commerce development. How to keep up with the pace of the development of modern agricultural business is a very important issue. This paper discusses the development of agricultural electricity business and the establishment of rural e-commerce talents team on base of the actual conditions of rural e-commerce talents.

Introduction

The origin and development of electronic commerce is closely related to network technology. E-commerce is a kind of new business operation mode, namely new types of business activities in the open Internet network environment, including trading activities between enterprise and enterprise, enterprise and consumer, and enterprise and government. With the rapid development of computer and network technology, the Internet of things, big data, cloud computing, intelligent hardware, 3D printing and other high-tech applications has greatly changed the way of the operation of electronic commerce. Internet plus concept first appeared in the twelfth National People's Congress government work report, which has repeatedly stressed the electronic commerce, and proposed to “encourage innovative development of e-commerce”, “speed up negotiations on new issues like e-commerce” and “encourage import policies to increase import goods of short supply and enlarge cross-border e-commerce pilot”. Therefore, in the fast developing Internet era, e-commerce discipline and major establishment must follow the development of the times, so that high-quality educational resources need to be enriched and the form of education need to be more diversified and humanized.

In January 2015, the “No.1 Central Document” first put forward the needs to “strengthen the construction of agricultural e-commerce platform”, it can be said that the development of
rural e-commerce is the trend in aspect of both policy orientation and market trends. The three agriculture issues have always been the key issues to the development of national economy. In order to solve these problems, the 18th National Congress of the Communist Party of China reports pointed out that the integration of urban and rural development is the basic way to solve the “three agriculture” problems. This means to promote industrialization, informatization, urbanization, agricultural modernization synchronous development, so that the vast number of farmers can share the results of development. A good job in agricultural and rural work needs to be down-to-earth, and the spirit of the eighteen major spirits and the central rural work conference needs to be carried out so as to continue to create new situations of economic and social development. At the same time, the development of electronic commerce is becoming more and more mature. “Internet plus” cross-border integration, remodeling of structure, connection research cooperation between industry, all these features lead to closer cooperation among industries and disciplines, deeper and wilder researches. However the application level of our country’s rural e-commerce is developing slowly, the basic factor is the lack of rural e-commerce talents.

The Connotation and Application of the Internet Plus

Current Research Situations in Foreign Countries

Foreign experts and scholars have carried out a lot of fruitful research on the education and training of electronic commerce. Foreign e-commerce education started earlier. In 1994, Vanderbilt University has set up e-commerce research projects and the electronic commerce laboratory. In 1999, Carnegie-Mellon University set up the world’s first e-commerce master degree, the professional higher education of e-commerce prelude. The electronic commerce professional education enjoyed a rapid development in England, on the basis of focusing on school traditional professional advantage, E-commerce Specialty in different directions have been set, besides there is a research center and program coordinators that can help build a platform for academic research. Etheridge has carried on the summary of the electronic commerce curriculum arrangement, summed up the four different levels of electronic commerce course, they are master of natural science, bachelor of natural science, electronic commerce non-degree certificate education, e-commerce MBA. Rezaee et al. has carried on the research to the electronic commerce teaching outline of 79 universities all over the world from the course name, course level, course content, course structure, course description and target, reference materials. Electronic business courses in American colleges and universities are mostly in the stage of graduate students, adhere to the market oriented, combined with e-commerce research center, emphasizing the training of students’ ability.

Domestic Current Research Situations

The Internet plus education is put forward more often in practical level, specialized research achievements in exploring Internet plus from the perspective of education showed up in China since 2015. In the aspect of connotation of Internet plus education, Zhao Guoqing, Tan Kai, Zhou Zhihua, Zhang Pingyan, Zhou Min, Tan Xiangliang and other scholars have elaborated their opinions from different perspective. Zhao Guoqing has stressed out education is facing opportunities and challenges under the impact of the Internet plus environment, and had put forward the measures. Qin Kai has analyzed the change of market talent demand in Internet plus era, e-commerce majoring students are facing new challenges in employment and
entrepreneurship. Zhou Zhihua and Zhang Pingyan has put forward the idea of teaching reform of making computer curriculum integrated with Internet plus education to provide some new ideas for the application of Internet plus education in computer courses system. Tan Xiangliang and Zou Min had constructed the comprehensive evaluation model of the students’ learning, and discussed the quality and effect of the new curriculum reform. Tian Yingwei has carried on the discussion to the countryside electronic commerce talented person's training pattern from the new countryside construction and the countryside electronic commerce present situation. The year of 2015 is a crucial year for the development of electronic commerce, with the implementation of the national “Internet plus” strategy, e-commerce will become the new engine to improve employment, promote economic restructuring and upgrading. This paper attempts to conduct research on the cultivation of rural e-commerce talents in the Internet plus development background based on the theory of related research.

“Internet Plus” Era and the Development of Rural E-commerce Status

The concept “Internet plus” first appeared in the twelfth National People's Congress government work report. The connotation is to use information and communication technology and the Internet platform to combine all walks of life, including the Internet and traditional industries. So this can enhance the innovation and productivity of the whole society. Building a new socialist countryside is not only the benefit of hundreds of millions of farmers, but also related to the long-term stability of the country’s strategic initiatives.

With the development and popularization of information technology, agricultural websites in China are developing very fast, involving all aspects of planting, animal husbandry, fishery, forestry, processing, marketing, production and life. It covers almost all aspects of agricultural production, rural economy and farmers and rural life, such as Gold Rural Web, Rural Information Network, China agricultural Information Network, etc. Many farmers have benefited from the trade of agricultural products, and tasted the sweetness of agricultural e-commerce. Agricultural e-commerce business has developed from the retail farmers online sale of native products to larger scales of village, town, county as the unit of production, supply and marketing industry group. E-commerce services include providing online information services, online auctions, trading and other online transactions for agricultural products trading.

The Current Situation and Problems of Rural E-commerce Talent Team

Talent Shortage Hinder the Development of E-commerce in Rural Areas

Although rural e-commerce is showing a thriving trend, still most of the e-commerce merchants in rural areas are faced with the shortage of talent. Farmer talents are most practical talents with sound technical knowledge, talents who understand not only the characteristics of agricultural production and agricultural products but also modern marketing management knowledge of rural e-commerce is in severe shortage. Additionally the lack of self-awareness within the industry is making rural e-commerce business at a disadvantage in many areas in the early stage of market competition. The scope of rural e-commerce involves rural tourism, special economic and investment, etc. At present, many people’s concept on e-commerce is still people who can surf the Internet that can also open an on-line shop, they don’t have a clear understanding of product planning, quality standards, brand packaging, promotion, sales, logistics, customer service and other sectors in the process of operating.
The Growth Mechanism of the Rural E-commerce Personnel Needs to be Improved

The contradiction between the rapid development of rural business talent gap and industry has been formed, in the short term it is very hard to solve through a single talent introduction. It is imperative to carry out specialized personnel training in rural areas, as soon as possible to make up for the short board. Talent growth mechanism is not perfect, it will not be conducive to the training of reserve personnel and training, and is not conducive to the continued stability of the rural e-commerce personnel.

Traditional Electricity Business Education Can not Meet the Demand for Electricity Suppliers

The concept of "Rural e-commerce talent" is actually very broad in meaning, not only refers to the management personnel, but also includes the practical talent of e-commerce, strategic talent, or even some of the needs of the development of innovative talents in the process of e-commerce. While there are e-commerce majors in colleges and universities, the current college training of e-commerce still can not meet the needs of rural e-commerce market development. However, in the case of the general lack of talent in the entire electricity business market, e-commerce is among the most difficult majors to find a job issued by the Ministry of Education in 2014. This fully shows that the real needs of the electricity business personnel training and the market is wrong.

Agricultural Infrastructure Construction is Relatively Backward

In recent years, China’s rural areas have made great progress, but some of the infrastructure construction is still lack of enough funds, it is difficult to meet the requirements of the rapid development of modern agricultural e-commerce. A sound and efficient infrastructure is an important prerequisite for the rapid development of agricultural e-commerce, however, many large databases in rural areas are not really put into practice. There are some e-commerce professionals who are not very willing to work in rural areas, which affect the sustainable development of China’s rural e-commerce.

"Internet Plus" Era of Rural E-commerce Talent Demand Characteristics Analysis

Knowledge Requirements of Rural E-commerce Professionals

Industrial upgrading and urbanization in rural areas is not a simple network of rural areas, but also includes farmers’ income, agricultural development and rural stability and other issues, which is exactly the problem to solve in the “three agriculture” issues. Study on the rural electricity supplier needs to study Internet plus “three agriculture”. “Internet plus” era e-commerce talents demand is mainly the requirements of professional knowledge integrated with interdisciplinary knowledge. Rural e-commerce talents emphasize the basic, advanced and practical knowledge of professional knowledge. This means that the rural electronic business professionals not only need to understand the needs of the development of disciplines, but also need to grasp the contents of agricultural development, such as economic and trade knowledge, legal knowledge and other cross professional knowledge.

The Technical Requirements for the Talents of Electronic Commerce in Rural Areas

Whether the traditional agriculture or modern agriculture, agriculture has been in a weak position in the three major industries. In China currently, "Internet plus" has changed the
industries one after another, but progress in agriculture is not great. This is because there is a certain difference between rural resources and urban community resources, the rural ecological system is more complex, simple e-commerce model is difficult to transform the rural economy. For the new rural e-commerce personnel, based on the existing theoretical basis, they should strengthen practice, and strive to improve their ability to serve the first agricultural production and management to get self-improvement constantly in practice, and to enhance the ability of acquiring knowledge to serve the “three rural issues”.

“Internet Plus” Era of Rural E-commerce Talents Development Strategy

Improve the Mechanism of Personnel Training and Structural Adjustment

The cultivation of the talents of the e-commerce in rural areas must be based on the needs and development of the electronic commerce in the countryside. The strength of talent development and training should be increased to ensure the effective supply of talent. In particular, full play should be given to the role of the main channel of e-commerce personnel training in colleges and universities to cultivate a wide range of multi-level rural e-commerce talents and improve e-commerce continue education conditions, establish various levels of training courses, so that the majority of personnel can adapt to the development of agricultural e-commerce and social and economic development needs.

In China, there are many problems in the development of e-commerce in rural areas, which are not suitable for the development of agricultural e-commerce and the need of new socialist countryside. These problems can be achieved only by improving the macro control mechanism. For this reason, the government should introduce the specific guiding policy to guide the adjustment of the direction of the cultivation of the talents in the countryside. To actively develop the western economy of China, to attract the talents to West rural e-commerce, balanced regional structure. To improve the educational level and knowledge structure of the talents of e-commerce in rural areas, and strive to make the structure of e-commerce talents in the rural areas gradually rational in order to meet the long-term requirements of the construction of new rural areas.

To Establish a Diversified Investment System for the Development of Talents

Investment in the development of e-commerce talents in rural areas should be gradually formed by the government investment as the main investor, the non-government sector investment as a supplement to build a new investment system. Strengthen the capital investment management system to establish efficient funds supervision mechanism. Starting from the rural areas, farmers and agriculture should be integrated into the existing training project with the characteristics of agricultural products C2C business, combined with the "agriculture super docking" B2C business knowledge, agricultural product network marketing skills of e-commerce of agricultural products, consumer psychology and other knowledge and skills as the main content, according to some industry foundation, the higher cultural level, entrepreneurial aspirations of farmers and migrant workers, previous graduates should carry out e-commerce business training to strengthen farmers' information consciousness and cultivate new farmers with high quality and teams of rural e-commerce application talents.

Develop Efficient and Reasonable Position, Department Incentive System

Rural electric business enterprises should form a reasonable incentive mechanism to retain talents for the purpose to avoid the loss of rural e-commerce enterprise personnel. Healthy
and sustainable development, high-quality e-commerce talent team building needs a reasonable, professional, clear and efficient organization structure. The rural business enterprise is an example, the 6 business unit of customer service, marketing, planning, product distribution, logistics are essential, and each business unit must have a clear and reasonable division of labor, so that the various departments can form an efficient cooperative combat team organization. The evaluation of actual effect on the assessment of the performance appraisal process needs to be done to gradually modify and night index system and stabilize the rural e-commerce team morale, motivate the team’s potential to truly play the role of assessment.

**Speed Up the Construction of Network Infrastructure in Rural Areas**

Network infrastructure construction includes a variety of information transmission network construction, equipment development, information technology development and other facilities construction for multimedia teaching, remote education, remote medical care. After the complementation of infrastructure construction, it need to be connected with the information terminal equipment such as telephones, personal computers, mobile phones to realize e-commerce activities, thus speeding up infrastructure construction is the basis for the development of e-commerce in rural areas.

**Conclusion**

The lack of e-commerce talents is a practical problem for the development of e-commerce in China’s rural areas. With the constant expansion of the scale of agricultural electronic commerce, the construction of rural e-commerce talents team should be combined with the actual situation in rural areas to effectively solve the practical problems of rural e-commerce. In this context, the local government should have a reasonable training plan, to create an atmosphere of all types of personnel to improve the enthusiasm of the farmers; According to the actual needs of farmers, the implementation the construction of e-commerce team should be done step by step. The cultivation of e-commerce talents in colleges and universities need new ideas to cultivate innovative and comprehensive e-commerce professionals in order to promote the healthy and stable development of e-commerce in China’s rural areas.

**Acknowledgements**

This study was supported by Wuhan Donghu University Institute of Agricultural e-commerce in Hubei province Collaborative Innovation Center (cultivation) [2015] 11.

**References**


