Research on the Qualities of Innovative Talents from the Perspective of Agricultural Electronic Commerce

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Abstract. Nowadays, the issue of Internet + Agriculture is very popular. But we should know that, the development of agricultural electronic commerce faces a lot of problems, such as model construction, logistics distribution and talents shortage, etc. So this paper mainly discusses the development status of agricultural e-commerce in China, and the main characteristics of innovative talents. Then on the base of the discussion, we summarize the quality requirements of innovative talents in the agricultural e-commerce area.

Introduction

Agricultural e-commerce provides the production and business entities engaged in the field of agriculture the online trading process, which includes buying, selling, and electronic paying, by using modern communication technologies, such as the computer, Internet, multimedia.

Compared to the development of e-commerce in other areas, the development of agricultural e-commerce is relatively slow, and it faces a lot of questions, such as talent shortage, infrastructure weakness, conservative thought, poor logistics, etc.

But agriculture as the largest market in China, we should see that the agricultural e-commerce has a huge growth potential for development. Agricultural products are quite different from the other industrial products, they exist such these characteristics as long industrial cycle, strong regional, low standardization, strong seasonality and difficult to circulate and storage. Those characteristics all constitute the development obstacle of agricultural e-commerce.

But recent years the agricultural e-commerce develops [1] rapidly in China because we have done lots of work. First, the support of relevant laws and policies from our country government; second, the platform construction of agricultural e-commerce; third, the development of network technology. The other reasons are the improvement of logistics storage system, the construction of information management and secure payment system, the training of the professional e-commerce talents, the formation of trust and brand of agricultural products, etc.

The Development of Agricultural E-commerce in China

According to “The white paper on agricultural products e-commerce (2015)”, which is released by the Alibaba Group Research Center, the Alibaba platform completed the sale of
agricultural products about 69.55 billion yuan, the number of agricultural products sellers is more than 900 thousand and the sellers were mainly from Guangdong province (over 100000), Zhejiang province, Jiangsu province, etc. Combined with the reports and related information, we can see that:

**We Focus on the Terms of Infrastructure Construction in Agricultural E-commerce.**

Recently the relevant laws and regulations system about agricultural e-commerce has been gradually established and improved. The series of laws, regulations and standards is good for the maintenance of trading order and reducing the risk of trading.

Now governments at all levels are playing their leading role in supporting, regulating and guiding the development of agricultural products e-commerce. The e-commerce system is gradually established nationwide, and large agricultural products website is also established by the county government to provide information network platform for professional farmers. At the same time, the governments constantly encourage enterprises to participate in the rural e-commerce, and increase financial support to help enterprises to develop the rural market. In addition, the governments also encourage the scientific research institutes, technical services and agricultural electronic commerce association to popular and promote the e-commerce knowledge, and actively carry out the transformation, training and other advisory work, supporting the innovation and development of e-commerce enterprises.

**We Focus on the Terms of Platform Construction in Agricultural E-commerce.**

In order to break the regional of agricultural products, Taobao, Jingdong, No.1shop, Weibo, WeChat, mobile Internet, and big super online client, have constantly explored and innovated agricultural e-commerce channels and ways in recent years. The advertising, credibility, compensation system, and evaluation system have been gradually improved.

In practice, each region adapts different agricultural e-commerce platform model according to the characteristics of regional agricultural economic development.

Economically developed areas realize the electronic transaction through e-commerce platform; Business flow, information flow and capital flow are on the Internet to truly reflect the advantages of e-commerce.

On otherwise, underdeveloped areas use the primary e-commerce model. They only release the supply and marketing information through the agricultural e-commerce platform online. But they complete the transaction offline.

**We Focus on the Terms of Logistics and Warehousing System in Agricultural E-commerce.**

As we know the logistics is an important part of electronic commerce. Taking into account the characteristics of agricultural products, we should change the traditional logistics dispersed state, organize and manage the agricultural products logistics from the angle of the whole society. To improve the logistics distribution system in agricultural products area, three things are very important. First of all, establishing the cross regional logistics and distribution organizations, that is, the distribution center, for the connection of production and sales. Second, establishing regional distribution network within the city, and the distribution network is a planar network on a single level; in urban areas, the distribution center completes a series of distribution activities, such as the purchase orders, acceptance of storage, storage, sorting, processing, replenishment, picking, and loading, in order to provide support for the sales of agricultural products. Third, developing the third party logistics actively, because it
can play a great role on connecting the urban and the rural markets. Also, cold chain transport should be taken seriously so that some of the perishable agricultural products can be preserved.

The survey found that the self-run logistics system of major logistics companies and electric business platform are connected with the logistics system of urban and rural market. So many activities are developed to provide support for the agricultural products sales, such as setting up distribution centers, organizing and managing procurement, acceptance, storage, sorting, processing, distribution, fittings and a series of distribution activities; At the same time vigorously cold chain transportation technology and advanced distribution tool are also developed to ensure the freshness of agricultural products.

**We Focus on the Terms of Terms of Agricultural Standardization and Brand Construction.**

Agricultural products have a strong regional characteristics, which means we can’t establish a unified national agricultural market relying on the traditional market model. So in this regard, we can try some methods, as using modern electronic information technology to gather the main trade with the transaction information, improving the efficiency of spatial agglomeration, so that we can realize the trade of agricultural products in unified trading rules, establish a unified national market of agricultural products, realize the rational allocation of agricultural products, and establish a scientific pricing system.

At present, a unified standard system of our country in agricultural products quality and information classification has not been established. But we can see that the provincial government and industry in China has through various efforts, constantly promote to construct regional agricultural products brand. We have created some unique regional brand of agricultural products, such as top ten brands of agricultural products in Hubei province, Shendan eggs, Qiao rice and Zhouhei duck, etc.

**The Main Characteristics of Innovative Talents**

Innovative talents, it points to the persons who have innovative spirit and innovative abilities. They usually have four basic characteristics as body, knowledge, personality and intelligence.

**They Should Have Strong Physical Qualities**

It is the first premise, including two parts: physical strength and endurance quality. Physical strength reflects a person's physical strength, and endurance quality refers to a person's ability to resist fatigue in the activity for a long time. Innovative talents need to do continuous thinking and extraordinary mental activities in a high concentration, which requires a good physical strength to ensure that they have adequate physical capital and exuberant energy through the hard and long innovative study. At the same time, the innovation is so difficult; it has a very low probability of success, and the success didn't happen overnight. So it is a long-term adherence to the process of continuous efforts. In these long-term experiments and thinking process, only outstanding persons who are endurance prominent people can endure loneliness. The persons who have health, who can insist for a long time, and who have a firm belief will finally win the success one day.
They Should Have the Reasonable Structure of Knowledge

This is the hardware security of innovative thinking, and is the foundation of the innovative activities. Reasonable knowledge structure refers to the most reasonable, the optimization of knowledge system, which is actual, needed by the industry development, and it contains two meanings: depth and breadth. The depth refers to a profound professional knowledge and skills. The breadth means a wide range of cultural knowledge and knowledge of related disciplines. With the development of science and technology and the progress of the society, the innovation no longer focuses on a single subject area, but has the characteristics of highly integrated cross and penetration, this requires creative talents to learn and master the most up-to-date and the most advanced knowledge and skills, expand the field constantly, and learn multidisciplinary comprehensive knowledge system, to keep up with the times. In the modern knowledge society, only with reasonable knowledge structure, can we develop our own scientific thinking mode and innovation.

They Should Have Sound Personalities

The innovative activities are the highest integration level of the psychological activities, and they are closely related to the creator’s personality traits. Personality is the most essential and stable characteristic of human beings; it is unique; and it is matured with the process of socialization. Personalities always include: character, temperament, moral character, quality, faith and the formation of dignity, charm, etc.

Only innovative talents with healthy and noble personalities can cooperate with other people, these personality traits generally include generous self consciousness, right personality, sincere positive attitude and lofty ideal, good social adaptability, dedication, good emotional control ability, cooperation consciousness, etc.

They Should Have Higher Intelligence Qualities

It is the core of innovative activities. Intelligence is the performance of intelligence and ability. Innovative talents must have some unique intelligent qualities: strong problem consciousness, persistent exploration spirit, and excellent practical ability. Strong problem consciousness is the driving force of creative thinking, which can cause people to find the problem, analyze the problem, and finally solve the problem; Innovative talents who want to break the mindset, must have persistent exploration spirit, must always maintain high spirited spirit, and must pursuit of the best solution to difficulties without fear of setbacks. Practice is the source of, but also the only way to the growth of innovative talent. Innovative talents cannot be separated from practice; through practice they can have a deeper understanding of knowledge, using knowledge to find the way to solve the problem by continuous experiment finally.

The Qualities for Innovative Talents from the Perspective of Agricultural E-commerce

At present the innovation on the supply system, service system and infrastructure of agriculture e-commerce in China, have put forward higher requirements to the professional qualities of agricultural e-commerce. The innovations contain: from traceability to quality control, from logistics to finance, from partner to Amoy helper.

Under the background of agricultural e-commerce, we should take the market demand as the guidance, take the electronic commerce technology application in the field of agriculture as the core, and cultivate the innovative spirit of the agricultural e-commerce application oriented talents
E-commerce Technology: Professional Knowledge and Professional Skills

Professional knowledge refers to the relevant economic, legal, computer, and marketing, English, finance, logistics management and other basic knowledge in the work of electronic commerce. Professional skills are the practical application ability of professional knowledge and general basic knowledge in the work, there are three main technical requirements for electronic commerce talents: Internet related technologies, business activity skills, and other skills. Specifically, Internet related technologies include: strong computer systems and network operation abilities; network and Internet application tools; computer virus and network security; web production, commerce website construction and maintenance capabilities; database design and dynamic website design ability. Business skills include: the organization of business activities and marketing capabilities; good business negotiation skills; electronic payment management; the basic ability of network research, website promotion and online sales management; network marketing business planning, implementation and operation of the small and medium-sized enterprise network capacity; customer relationship management; e-commerce product development design and sales management ability. And other skills include: office automation technology; enterprise information collection and application of technical ability; logistics distribution basic ability; survey report writing ability; English ability.

The Agricultural and Agricultural Products Related Knowledge

Agricultural e-commerce focused on the circulation of agricultural products, China’s agricultural market is widely distributed and dispersed, with the characters of many varieties, large quantity, production region, difficult transportation, seasonal and cyclical products. From this perspective, the most important task of the agricultural business professionals is understanding the agriculture, understanding the development status of the agriculture and rural areas in China, being familiar with the characteristics of agricultural economic and agricultural products, grasping the basic rules of operation etc. The operation of agricultural e-commerce has four processes: the production and quality control of agricultural products, the logistics of agricultural products, the net sales of agricultural products, the after sales of agricultural products and consumer demand. These four aspects reflect the characteristics of agricultural products, which means our agricultural business professionals need to study seriously in all aspects of a agricultural products, understand consumer needs, solve every detail, strengthen the standardized management of agricultural e-commerce products, and develop agricultural products brand with distinctive features. Agriculture-related knowledge must combine with e-commerce skills, and form agricultural knowledge and skills with distinctive features, such as agricultural website planning, abilities to manage the site before and after the station, information collection capabilities of agricultural and agricultural products.

Social Abilities: Personality Traits and General Abilities

In addition to e-commerce and agriculture related knowledge and skills, agricultural business professionals also need to have some personality traits and general abilities, which have a great role in personal career growth. Personality traits include: integrity, initiative, responsibility, innovation, hard working, dedication to the service of professionalism, high professional ethics and team awareness, etc. General abilities include the spirit of innovation, self-planning and learning ability, communication skills, teamwork ability, execution, etc.
In summary, the uniqueness of agricultural e-commerce puts forward the new quality requirements of the business professional talents. In the perspective of agricultural e-commerce, we have to make a plan to do market needs research on agricultural e-commerce business talents. According to the developing difficulties in agricultural e-commerce, we should improve the corresponding professional ability and professional quality, strengthen the training of agricultural business professionals, and finally accelerate the construction and development of the agricultural e-commerce.

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Reference


