Research on Cultivation Mode of Rural E-commerce Talents in Hubei Province

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Abstract. With the rapid development of E-commerce economy, rural E-commerce in Hubei province also meets the unprecedented development opportunities. The current development of rural E-commerce in Hubei province also face many constraints, especially lack of rural E-commerce talents has become a bottleneck in the development of rural E-commerce. This paper introduces the development potential of rural E-commerce in Hubei Province, analyzed the rural E-commerce demands for talent and talent dilemma, suggests by the training method of “government domination, industry guidance, enterprises to participate and universities to teach”, explore a feasible group cooperation mode for "government industry enterprise and university", in order to cultivate innovative rural E-commerce talents to adapt the demands of rural E-commerce market and provide some help for the reservation of rural talents.

Introduction

Our country is in the new period of construction of new socialist countryside, the building a well-off society, the main problem in the new countryside construction facing is the circulation of agricultural products, the key to solve this problem is to develop of rural e-commerce, establish a modern circulation system in rural areas. At present, China's rural E-commerce are facing many problems, such as the farmers are not familiar with online transactions, logistics is not developed, etc. However, to achieve leapfrog development of rural electronic commerce, the largest short board is the lack of E-commerce talents, in particularly, for those complex talents both understand the network and business, both skilled for application and innovation in rural E-commerce. The development of rural E-commerce in Hubei Province also faced such dilemma. Although there are many colleges and universities in Hubei Province, the quality and quantity of talent cultivation is very substantial. But E-commerce talents merely contribute to development and construction in the rural area, also cannot be competent for the special work of rural e-commerce. Therefore, the research on the talents cultivation of rural E-commerce in the context of the rapid development of e-commerce in rural areas of Hubei province is of great significance.

The Implication of the Rural E-commerce and the Development Potential of the Rural E-commerce in Hubei Province

Rural E-commerce refers to an operation process for agricultural production, transportation, sales and payment by farmers or agricultural business entities for the use of the Internet, mobile terminal and computer terminal and other advanced technology. Rural E-commerce
services are the development and application of e-commerce in the rural market. Rural E-commerce model has experienced from the "agricultural products + e-commerce" bundling mode in the early days has gradually developed into the present new integration model of "City + urban + platform".

The Ministry of Commerce and relevant 19 departments on September 1, 2015 jointly issued "some advices on accelerating the development of rural e-commerce", followed 10 measures to support E-commerce, logistics, business, finance and other types of capital for the development of rural E-commerce. In October 14, 2015 the executive meeting of State Council held the opinion that by the public entrepreneurship, innovation, play the role of market mechanism, accelerate the development of rural E-commerce, combining the bricks-and-mortar and online stores, make the real economy and the Internet have superposition effect, beneficial for promoting consumption, expanding domestic demand, promoting the upgrading of agriculture, rural development and farmers’ income. Entered in 2016, the national policy focused on agricultural reform. In January 10th, the central rural work leading group said that the reform of agricultural supply side will be the key of the rural reform in 2016. In addition, with the "Internet +" policy vigorously tilt to agriculture, rural E-commerce gained good policy. Although the current development of rural E-commerce exist many problems, but in the long run, the development of rural E-commerce has a broad prospect for electronic business platform and national development.

In the suggestion "on promoting the development of electronic commerce" by Hubei Provincial People's Government pointed out that "to foster agricultural e-commerce platform, to promote e-commerce application in the rural areas and circulation of agricultural products, to cultivate agricultural products E-commerce enterprises, to support the construction of e-commerce platform for agricultural products, to promote agricultural E-commerce enterprises to develop the operation branding of agricultural products, standardization and scale management. To expand agricultural products online trading channels, to create online shopping platform fresh agricultural products for urban and rural residents to provide convenient and safe shopping channels." Therefore, to play the advantages of E-commerce, to solve agricultural problems in Hubei E-commerce development, to adjust of agricultural structure, to improve the market competitiveness of agricultural products, and enhance farmers' income is of great strategic significance. The Commerce Department in Hubei province said that as of the end of October 2015, the province's 26 national and provincial demonstration county developed rural users of 4,670,000 people, more than 100 thousand people engaged in rural E-commerce business, the transaction volume of 8,900,000,000 yuan, three indicators are ranked first in the middle region. But the amount of Hubei province is not perfect: the province's electricity business turnover of 800 billion yuan, the eighth in the country. Infrastructure is not perfect: Hubei Internet penetration rate of 40.1%, only 4 enterprise focus on third-party service system, while the popularity of the Internet in Zhejiang, Guangdong has reached the 60%. Logistics development support inadequate: 329 courier companies in province, and the income of the former are non local enterprises in Hubei.

The rapid development of e-commerce in rural areas of Hubei Province, at the same time, we should also see that because of the slow speed, the development of rural E-commerce in Hubei province is faced with many problems, mainly in: (1). lack of standard operating platform with low brand recognition. Most agricultural products classification and quality definition need further standardization, because there is no basis for the brand operation, it cannot carry out the system of packaging and marketing, cannot meet the needs of the
circulation market. (2). The industry environment is poor, lack of aggregation type development. 3.6% of the country's online shopping customers from Hubei, but annual sales amount over 100 million yuan enterprises accounted for only 1.2%. China has dozens of Taobao village, but Hubei, as a big agricultural province, no one selected. At the same time, some government departments have no relevant E-commerce business strategy, lack of special funds to support, also unable to attract other business enterprise. (3). Lack of supporting resources for logistics, financial services and after-sales service. Some villages of Hubei province are relatively backward, rural logistics cover area is small, cold chain logistics is low, makes the development of rural e-commerce more difficult. Lastly, financial payment, like the third party payment, is difficult to achieve because no logistics companies supporting. Meanwhile, the rural area commercial bank site limited, resulting in the number of Internet users in rural areas grew rapidly, but the financial resources for online shopping needs is still lack.

**Analysis on the Demand of the Talents of Electronic Commerce in the Countryside of Hubei Province**

The development of rural electricity supplier in Hubei province is facing a lot of problems, besides logistics and distribution problems, quality standard problem, weak e-commerce infrastructure in rural areas is weak, the main business idea is backward, the lower the degree of organization of these problems, the largest short board is the lack of E-commerce talents, in particularly, for those complex talents both understand the network and business, both skilled for application and innovation in rural E-commerce. The sustainable development of rural talent supply and demand contradiction of e-commerce industry has brought new challenges. Mainly manifested in:

(1). E-commerce talent shortage. "Internet+ national strategy" think-tank in our country issued "2015 Survey Report of China E-Commerce Talent" shows that the existence of talent gap is 3/4 in E-commerce on Hubei province, on rural area even fewer. On the one hand, the education in university is seriously out of step with the practice, especially rural E-commerce need talents to be able to solve the development problems, the fundamental service for the transaction in E-commerce. On the other hand, business enterprise lack of agricultural knowledge and confidence of the characteristics of the rural E-commerce.

(2). Overall level of talent is not high. According to the survey, most of the current rural E-commerce practitioners are undergraduate, the major they studied not professional and lack of high level professional staff, it makes the rural E-commerce development so difficult and become a key factor restricting the development of rural E-commerce.

(3). Talent distribution is not balanced. This kind of imbalance is mainly reflected in the scale of enterprises and regional distribution. Large scale enterprises become the first choice for high skilled E-commerce, has just created or smaller enterprises into the plight of skilled talent shortage. From the regional distribution, close from the city or county transportation flexibly can easier to attract E-commerce personnel. The county town of some agricultural products rich county, because of far from downtown, while demand for talent is so large, a lot of job seekers are not willing to remote villages and towns that hinders the modernization management of the rural E-commerce barriers.

Through the investigation and analysis of rural E-commerce, we are not difficult to find, the demand for electronic commerce in rural areas is mainly divided into the following categories:
(1). Agricultural E-commerce operating talents. Domestic agricultural E-commerce operating mode mainly in three modes: B2B, B2C and C2C. Some businesses and sellers by some domestic business platform, part of them use of professional agricultural products B2B and B2C platform, some of them using mobile APP for mobile e-commerce. Regardless of which platform or which APP tool, how to better carry out operations, are the key to rural E-commerce, so the demand for E-commerce operators of agricultural products is very large.

(2). Agricultural network marketing talents. Now the marketing of agricultural products has entered the stage of brand marketing, the need for agricultural products shaping the network brand, commercial packaging and the investigation of the agricultural products market segmentation, advertising for agricultural products, we are required to further develop the agricultural product network marketing talent promotion.

(3). Agricultural E-commerce technical talents. To carry out the e-commerce of agricultural products also need e-commerce technology and tools needed for support, such as Internet technology, web design technology, online payment technology, e-commerce network security technology and so on, which needs the technology of agricultural products professional technology talents.

(4). Agricultural E-commerce management talents. The development of electronic commerce of agricultural products is the same as the brick and mortal shops, which involves all aspects from production to sales. What is different is the view of Internet thinking method from the consumer put forward higher requirements on the management requirements, management personnel have overall awareness, innovative idea, entrepreneurial passion.

Research on the Mode of Talents Training in Rural E-commerce

For the urgent rural talent demand in Hubei province, I intend to put forward a cultivation mode of "government domination, industry guidance, enterprises to participate, universities to educate", to explore a feasible "government, industry, enterprise and university" cooperation mode, in order to cultivate the innovative talents for solving rural E-commerce market demand.

(1). Government, including the relevant departments at all levels of government and other office, such as Social Security Bureau, Industrial and Commercial Bureau, tax bureau, government and relevant departments should support the development of E-commerce from various aspects, according to the needs of E-commerce, some relevant departments issue the relevant policies, balance all aspect resource, provide the financial support to provide protection from the organization, policy and funds.

(2). Industry is the industry association, including those engaged in electronic commerce and related business supporting science and technology, education, distribution and other related enterprises and institutions and social groups. These associations can develop talent training standards, to provide services for the training plan and make a detailed description of the rural E-commerce, electricity providers, online business, mobile business operation and other professional knowledge and skills, formulate coherent training standards and evaluation system, to facilitate the teaching and training practice. Actively carry out the basic situation of the industry survey, collection and analysis work, to suggest timely manner to the countermeasures and suggestions of the development of the industry schools and training institutions, make the universities education and training industry jobs can achieve seamless.

(3). Enterprises, is the enterprise participation, is exert the subjective initiative of the enterprise, and actively cooperate with university, joined the E-commerce talents training.
They can carry out the "order form" mode, on the one hand to provide the skills of rural E-commerce personnel and the quality of teaching resources demand for technology, operation and management and other teaching resource about ability and skill; on the other hand they can attract students to visit and study in the enterprise, let students accept the system theory education, meanwhile can grow up in the atmosphere and environment in enterprise.

(4). University, means study of the theory in university. The main task is that colleges and universities should take on the training of rural talents, give full play to the government, industry and business advantages, to formulate personnel training plans and programs of the development of rural E-commerce, to establish talent cultivation three-dimensional, diversification in education, the modern education concept of lifelong occupation training. Grasp the construction of E-commerce network, the construction of teaching staff, the implementation of training venues, strict examination and training, and other aspects of education.

Conclusion
The development of rural e-commerce has economic value and social value, not only stimulate domestic demand, improve the living standards of farmers, but also boost economic restructuring and upgrading through the agricultural products into the city and industrial product into country. However, the problem of talent shortage has become a bottleneck in the development of rural E-commerce, therefore, to vigorously develop the rural E-commerce, we must produce skillful and professional rural talents, especially innovative entrepreneurial thinking talents, through the government, society and university all-round talent training to cultivate professional skills training system, sense of innovation, electronic business professionals dedicated to join the development of rural E-commerce talents. This paper put forward to a creative cultivation mode for "government domination, industry guidance, enterprises to participate, universities to educate", in order to cultivate the innovative talents of rural E-commerce market demand in rural areas of Hubei Province, hope to solve the dilemma in Hubei rural E-commerce talents, for the development of Hubei rural E-commerce market, and provide some help and inspiration to promote the overall development of E-commerce.

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