

Research on the Training Path of Live E-commerce Talents Oriented by Industry Development

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Abstract: The growth of user scale and application popularization of live streaming e-commerce promote the transformation of live streaming stores to store live streaming, live streaming scene to scene live streaming, and the transformation of web celebrity staff to staff web celebrity. The stock talents of live streaming e-commerce can no longer meet the development of the industry. Long-term training of applied talents in higher vocational colleges can provide human resources to the industry and promote the development of local industries. However, the rapid development of live-streaming e-commerce industry leads to the shortage of industrial development and talent supply, the dislocation of industrial demand and talent training, the disconnect between practical training conditions and training requirements, and the lack of complementarity between higher vocational teachers and industries. According to the new in April 2022, the revision of "vocational education law" requirements to promote enterprise depth to participate in vocational education, education fusion is live electricity talent training, talent training to adhere to the industry development, post, class, competition, and training process, college teachers and industry mentor complementary development, jointly promote live electricity talent training.

Keywords: Industry Orientation; Live Streaming E-commerce; Talent Training; Employment and Entrepreneurship.

1. Introduction

Following the agricultural economy and the industrial economy, the digital economy has become the third wave of development, which is the direction of a new round of scientific and technological reform and industrial development. Digital power enables the transformation and upgrading of traditional industries, and live streaming e-commerce has become an important means. In recent years, the live electricity application popularization, user scale rapid growth, according to August 2022 China Internet network information center released the 51st the China Internet development status statistical report, as of December 2022, our Internet scale of 1.067 billion, including live network users of 751 million, from December 2021, 42.78 million, accounting for 70.3% of the overall Internet users. Network live broadcast is ranked by the user scale, and live broadcast e-commerce occupies the first place, with a user scale of 515 million. With the integration and development of short video and live streaming e-commerce, the grass-planting and realization mode of "content + e-commerce" has deeply affected users' consumption habits. The huge user scale of live streaming e-commerce accelerates the transformation of "people, goods and field" in the industry, and promotes the transformation of web celebrity staff to staff web celebrity, live broadcast scene to scene live broadcast, and the transformation of live broadcast store to store live broadcast.

Talent is the foundation of the orderly development of the live-streaming e-commerce industry. Vocational education, as a type of education, provides talent and skill support for the country. According to the requirements of the newly revised Vocational Education Law in April 2022, enterprises are encouraged to deeply participate in vocational education and establish and improve it to meet the needs of economic and social development. Live streaming e-commerce not only trains anchors, but also aims to cultivate talents in all links of

the industry chain of live streaming e-commerce. It needs to be trained in the mode of "organized team", and also to need the deep integration of industry and education, strengthen the adaptability of talent training between universities and industrial demand, and realize the convergence between supply and demand of talents.

2. Talent Training for Industrial Live Streaming E-commerce is a Real Requirement

(1) Flow economy promotes industrial live broadcasting. Electricity is flow economy, live electricity user scale rapid growth urged industry development and transformation and upgrading, a large number of enterprises adopt live electricity business activities, in the form of live in product marketing and promotion, and in the form of fans attention, community, public domain flow into private domain flow, increase product after purchase rate, reduce flow acquisition cost, realize the user's precipitation and repeatedly touch again. According to the "2022 Research Report on the Development Trend of Chinese Enterprises' Live Broadcasting Industry" released by IResearch Consulting, nearly 70% of enterprises said that the frequency of live broadcasting increased further, and 49.0% of enterprises said that the frequency of live broadcasting increased significantly. Not only active live electricity, local governments, industry associations also actively contact, encourage or lead local enterprises to live electricity activities, such as parts of the mayor, county or mayor of the "long live", SMC, farmers' professional cooperatives and other institutions joint live form further promote industry live.

(2) The development of express delivery industry helps with e-commerce live streaming. The development of the express delivery industry has laid the foundation for the development of the e-commerce industry. In recent years, the

rapid development of the express delivery industry has given birth to many large-scale express delivery companies. In 2021, the business volume of express delivery service enterprises in China reached 108.30 billion pieces, up 29.9% year on year. In the context of the rapid development of the express delivery industry, the e-commerce industry has also ushered in an unprecedented prosperity. Consumers place orders on the Internet, and manufacturers cooperate with express delivery to ensure the rapid delivery of goods, which brings a better consumption experience for customers, and also facilitates the next consumption achievement. With the support of such conditions, the scale of the e-commerce industry continues to expand, and there is also a large gap in the e-commerce talent reserve.

(3) Talent cultivation to support industrial development.

Talent training is the key link in the development of live streaming e-commerce, and also the core competitiveness of various live streaming e-commerce brands. In recent years, with the development of live production, the Internet has given birth to many representative hosts with goods, and their role in the sales link and operation link is irreplaceable. First of all, in the sales link, talents with professional sales skills are the key to stimulate consumers' consumption desire so as to buy goods. The reason why some consumers buy goods is not because they have rigid demand for the goods, but because they have consumption desire through the introduction and promotion of the goods. Therefore, anchors' understanding of the goods and the promotion means are the key to improve marketing profits. Secondly, in the operation link, the talent in the operation link is the key to the development of the e-commerce brand and the adjustment of the marketing strategy. The basic work of the talents in the operation link includes store maintenance and activity data analysis, etc. After finishing the live broadcast, they need to analyze the data of the live broadcast immediately to adjust their sales strategy. It includes the selection of goods on the shelves, the adjustment of preferential activities, etc., so the operation talents must have professional skills such as data analysis. Therefore, talent support has a decisive impact on the benefits of the e-commerce brand. However, at present, there is still a large gap in the talent reserve of live streaming e-commerce, and how to fill the gap is an urgent problem to be solved.

(4) The integration of industry and education makes a win-win situation between schools and enterprises. In order to standardize the live-streaming e-commerce industry, improve the professional quality of employees and strengthen the quality of talent training, the Ministry of Human Resources and Social Security issued the National Vocational Skills Standards for Internet marketers (2021 Edition), and the training and certification of Internet marketers (live marketers) were carried out in an orderly manner. The development of live streaming e-commerce industry has aroused the social attention to talent training. Zhejiang, Guangdong, Jiangsu and other places have issued policies on live streaming e-commerce talents to attract employees in the live streaming e-commerce industry chain and guide both schools and enterprises to accelerate talent training. On the one hand, the enterprise gives full play to its industrial chain advantages to accelerate talent training, such as the construction of question bank, and starts the training and identification of vocational qualifications; on the other hand, higher vocational colleges practice the mission of talent training, give full play to the advantages of talent training

system, and strengthen the training of professional talents in live streaming e-commerce. Universities and enterprises strengthen cooperation, universities introduce enterprise supply chain, enterprise training equipment, industry mentors, combined with their own teachers and course teaching advantages, improve the quality of talent training; universities high quality talent delivery to feed the needs of enterprises, shorten the employment adaptation period and reduce the cost of enterprise talent training, mutual benefit and win-win results.

(5) Policy support to stimulate industrial vitality. The Chinese government has always attached great importance to the development of e-commerce and digital economy. Since 2020, the government has made important instructions on the development of e-commerce, put forward requirements for the development of rural e-commerce, cross-border e-commerce, Silk Road e-commerce, etc., clearly pointed out that e-commerce has great potential, and launched a lot of policies to support the e-commerce industry to promote the rapid development of the e-commerce industry. The "14th Five-Year Plan for E-commerce" issued and implemented in 2021 defines the development ideas and important measures in seven aspects: innovation-driven, consumption upgrading, business and industry integration, rural revitalization, openness and win-win, efficiency reform and development security. It is also that the government attaches great importance to and actively guides the healthy development of the e-commerce industry. Due to the promotion of policies, the e-commerce industry has ushered in unprecedented development, and the demand for professional and technical talents has also continued to grow. The past e-commerce mode and scale of talent education have been unable to meet the needs of the current development situation, so it is imperative to adjust the education mode and methods.

3. Literature Review of Live-broadcast E-commerce Talent Training

In the training of live-streaming e-commerce talents, higher vocational colleges write and demonstrate talent training programs based on the social talent demand and vocational position analysis, and fully integrate course teaching, skill competition and entrepreneurship training in the formulation and implementation of the plans, which is conducive to the improvement of the quality of live on-streaming e-commerce talent training.

Research on curriculum reform: The talent training of live streaming e-commerce enterprises is not a single anchor training, but the talent training of all links of the industry chain of live streaming e-commerce, and the training of professional quality of "established team", which can better strengthen the adaptability of e-commerce live-commerce talents and the needs of enterprises in various industries, and realize the fit between supply and demand of talents. When setting the course content in higher vocational colleges, attention should be paid to the cultivation of competency, namely learning ability, social ability, team spirit, desire for success, innovation ability, personal influence and interpersonal understanding, and the live streaming e-commerce talent training system established based on seven elements. Efforts to expand the independent development of the curriculum group, mobilize students 'subjective initiative of entrepreneurship, so as to meet the needs of students' survival and development. We should attach importance to the

cultivation of students' vocational skills and professional qualities, integrate courses oriented by the cultivation of entrepreneurial ability on the basis of professional courses, and refine and reorganize the content of relevant courses based on the principle of "practical skills", so as to build a curriculum system of "module + platform". In the cultivation of the ability of live-streaming e-commerce, students' autonomy and enthusiasm are particularly important. Various teaching methods such as situational teaching method, case teaching method, role-playing method and task-driven method can effectively stimulate students' learning interest in task-driven method. For live streaming e-commerce, teachers' practical ability is particularly important, and "double-qualified" teachers with entrepreneurial theory and entrepreneurial practical experience should be actively introduced or cultivated to guide students to start online businesses. The courses are directly based on practice, and textbooks serve as a supplement to teaching.

Research on skills competition: The professional talent training program is an important basis for student training. The vocational post skills training in the talent training program is closely connected with the corresponding post assessment of the competition project, and the curriculum is promoted and adjusted, and the content of the competition is implanted into the course according to different semesters. In teaching and evaluation, action-oriented teaching based on real project practice and entrepreneurial competition can be introduced, and an action-oriented curriculum system, implementation mode and evaluation mechanism can be constructed.

Network entrepreneurship research: live electricity user groups in China, the network scale of entrepreneurial innovation factors has significant positive shadow, the larger the network scale, the greater the possibility of enterprise can obtain information and resources, this not only for the enterprise to quickly identify and capture entrepreneurial opportunities provides help, also provides for the enterprise innovation resources. Encourage students to live electricity business, investment economic cost and cost is relatively small, in the process of entrepreneurship to develop their opportunity identification, information collection analysis and overall management ability, entrepreneurs in the process of learning to constantly capture new opportunities, and according to their own situation combined with resources to capture opportunities, promote entrepreneurial success. The effect of students' network entrepreneurship can be observed or evaluated from three dimensions: the participation and award of students' innovation and entrepreneurship competitions, the income of students in the process of simulated entrepreneurship, the proportion of students' self-employment and their influence on society.

Due to the development law of time, relative college students entrepreneurship research, scholars at home and abroad in live electricity research relative lack, and the current research mainly focused on the live electricity status quo analysis, the main platform and mode, live electricity application, etc., for live electricity talent training research gradually increased in the past two years, but still less, to course-competition-entrepreneurial perspective live electricity in higher vocational colleges more lack.

4. Implementation Dilemma of Live-streaming E-commerce Talent Training in Higher Vocational Colleges

(1) **Industrial development and shortage of talent supply.** Talent is the rigid demand of industrial live broadcasting. The rapid development of live broadcasting e-commerce industry leads to the contradiction between the output of talent training and the growth of talent demand. According to the 2021 China Short Video and Live E-commerce Industry Talent Development Report, by 2023, the number of short video and live streaming e-commerce employees in China will reach 10.67 million, with a gap of 5.74 million people. The educational requirements for live streaming e-commerce talents are mainly undergraduate and higher vocational colleges, among which higher vocational colleges account for 32.5%, more than 24.2% of undergraduate degree. Higher vocational colleges pay attention to applied talents training, fit live electricity industry development needs, the vocational education professional directory (2021) will network in 2015,27 to 2022,21,22, and mainly concentrated in 2021 and 2022, two years, a total of new collateral marketing professional renamed network marketing and live electricity professional, higher vocational colleges the professional number by increased 140, higher vocational colleges training period is usually 3 years, the talent output lag.

(2) **Misplacement between industrial demand and talent training.** According to the job needs of enterprises, the core positions of the live streaming e-commerce industry include anchors, live streaming product selection, live streaming operation and traffic delivery. Anchor mainly refers to the personnel who directly introduce or sell goods or services to the public in the broadcast room, Live broadcast with goods as the main work content; Live broadcast operation refers to the personnel responsible for the daily operation of the live broadcast room, The main work contents include: planning the live broadcast process, coordinating and promoting the live broadcast work, controlling the live broadcast process and the overall data, Participate in the platform live broadcast activities, data review, Customer relationship management well, Mining customer needs, etc.; Traffic operation is mainly responsible for the real-time tracking of the delivery data during the live broadcast process, Develop and optimize advertising strategies, Improve the user conversion rate; Live broadcast selection refers to the connection with upstream industries, Review, screen and screen the goods to be purchased, Assist the anchor and the team to understand the product, Provide high-quality product space for live broadcast activities.

There is a mismatch between industry demand and talent training in higher vocational colleges, First, the talent training of higher vocational colleges has a lag; Second, the depth of industry and education integration is insufficient, Low willingness to participate, The situation of hot universities and cold enterprises appears, efficient matching of professional learning with industrial needs, As a result, the export of talents and industry demand dislocation; Third, the number of "organized teams" trained in higher vocational colleges is insufficient, The development of live-streaming e-commerce needs talents from all links of the industrial chain, Non-single-position skilled personnel, The types of talent training in higher vocational colleges include professional

training, community training, curriculum training, Corresponding to the talent output of live streaming e-commerce industry can be divided into professional comprehensive, single skill and non-professional ability, Failed to match the talent demand of the "organized" teams of some enterprises.

(3) The practical training conditions are disconnected from the training requirements. All positions in the industry chain of live streaming e-commerce have high operation requirements for practical skills. Anchors, anchors, sub-broadcasting, operation or product selection personnel are all required to experience a lot of practical training to improve their professional ability, professional quality and teamwork ability. However, the lack of training conditions. First, the number of professional training rooms in campus is insufficient, the main reason is that the training rooms and the training equipment cannot meet the needs of the training system, and the system. In order to further understand the training conditions of live streaming e-commerce in higher vocational colleges, 357 valid questionnaires were issued and collected to students in May 2022. According to the statistical results, 30.25% of the respondents said they had learning experience in live e-commerce courses, but only 3.92% of the respondents had practical experience in live e-commerce. The low proportion practice experience had a certain relationship with the lack of training conditions, and it was difficult to meet the needs of talent training.

Table 1. Learning status of related courses of live-streaming e-commerce

	Frequency	Percent
deny	249	69.75
yes	108	30.25

Table 2. Willingness to broadcast live with goods

	Frequency	Percent
deny	246	68.91
yes	111	31.09

Table 3. Experience of live delivery

	Frequency	Percent
Yes	14	3.92
used to have	29	8.12
not have	314	87.96

(4) Lack of complementarity between higher vocational teachers and industries. For higher vocational colleges, it takes time for teachers to contact the live streaming e-commerce industry for a short time, to master the knowledge system and apply it. Online marketing and live streaming e-commerce majors have been greatly added, and a large number of live streaming e-commerce courses have been included in the talent training programs of various majors in higher vocational colleges, forcing teachers to speed up the transformation, and the number of live streaming e-commerce teachers cannot effectively meet the teaching needs. In order to speed up the transformation, the phenomenon of learning and teaching is relatively common. Teachers in higher vocational colleges strengthen independent learning, participate in short-term social training, and actively supplement the knowledge and skills of live streaming e-commerce. However, due to the release of national vocational

skills standards later than the development of the industry, the participating teachers have few systematic and standardized learning.

For enterprises, due to the weak interest correlation, no labor cost and practical teaching resources, the industry tutor is not strongly associated with the substantive teaching of higher vocational colleges, which fails to meet the needs. Higher vocational colleges can learn and update knowledge and skills due to the heavy teaching and research tasks. There are some obstacles in the two-way circulation of teachers and industrial tutors in higher vocational colleges, which hinder the teaching quality of professional teaching.

5. The Reform Path of Live-streaming E-commerce Talent Training in Higher Vocational Colleges

(1) Combine full-time and part-time talents to accelerate talent training and transportation. With majors, courses and associations as the carrier, we will accelerate the talent training in higher vocational colleges. Professional training: Relying on network marketing and live streaming e-commerce, formulate talent training programs and cultivate students' professional skills and professional quality in an all-round way, supplemented by humanistic quality training, to effectively improve students' professional ability and professional quality. Course training: live in the form of courses electric business teaching, has been more professional in higher vocational colleges, such as electronic commerce, mobile e-commerce, cross-border e-commerce, marketing, tourism management, finance and economics, information professional live electricity courses, add students live electricity special ability, meet the demand of social talent, improve students' employment ability.

Community training: Whether the use of non-teaching time is effective or not affects the height and speed of students' growth to a large extent, and community learning effectively complements professional ability learning and practice. Establish a live broadcast e-commerce club-live broadcast college-entrepreneurship studio-employment and entrepreneurship student training model to promote talent training. Practical exercises such as short videos; select outstanding students from community activities to enter the live broadcast academy, and invite teachers from inside and outside the school to carry out training together; The studio encourages tutors from industrial colleges to join, such as the cooperation model between Alibaba Digital Business Industrial College and higher vocational colleges.

(2) Promote learning through competition and improve students' comprehensive quality. Discipline competition effectively promotes the mastery and application of students' professional knowledge and skills, and can well improve their professional quality, including speech ability, field control ability, coordination ability, psychological pressure resistance ability, etc. At present, higher vocational colleges participate in many types of discipline competitions, and some colleges make grades according to the scientific, normative or importance of competitions, such as first-class competition, second class competition or key competition items, and general competition items. Regardless of whether the competition level is divided or not, the essence of discipline competition is always for talent training, quality improvement, and providing high-quality talents for the industry. At present, the competitions related to live streaming e-commerce mainly

include "Internet +" College Students 'Innovation and Entrepreneurship Competition, National College Students' E-commerce Innovation and Creative Entrepreneurship Competition and other competitions. Due to the popularization of live streaming e-commerce, most innovation and entrepreneurship competitions can be included in the relevant knowledge and skills of live streaming e-commerce. The implementation paths of discipline competition in higher vocational colleges are different, which include: first, skill training teams, chief instructors, backbone teachers and daily competition training; second, special funds for competition, focus on key projects and invest special funds to support projects and improve the quality and effect of competition training; third, teacher incentive policies to encourage or promote professional and technical positions, if the instructors in international or national competitions are directly promoted to the first level.

Higher vocational colleges attach great importance to discipline competitions, and encourage teachers to participate in or guide students to participate in competitions from multiple perspectives such as professional and technical position evaluation and teaching performance assessment. Due to the rise and popularity of live e-commerce, live e-commerce has become the basic ability that students should have in competition and work. Through the discipline competition, students constantly improve their professional ability and professional quality under the guidance and training of teachers, and are more popular with employers. At the same time, teachers can also get synchronous growth, the school wins honors, and achieve multi-win results.

(3) Integration of industry and education to improve students' entrepreneurial ability of live streaming e-commerce. Promoting mass entrepreneurship and innovation is an important support for the further implementation of the innovation-driven development strategy. College students are the new force for mass entrepreneurship and innovation, and it is of great significance to support college students in innovation and entrepreneurship. To improve the professional ability and professional quality of live streaming e-commerce through entrepreneurship education and real project entrepreneurship, promote the all-round development of college students, and realize higher quality entrepreneurship and employment of college students. The Ministry of Education in 2022 work point, points out that the implementation of "employment entrepreneurship promotion action", improve the employment entrepreneurship promotion mechanism, promote employment entrepreneurship work mass transfer efficiency, promote employment and enrollment training linkage reform, the implementation of supply and demand docking employment education project, and released on April 6, 2022, the Ministry of Education college students about the first phase of supply and demand docking employment education project list notice, in the form of project support state, leading enterprises and depth cooperation of colleges and universities, and education.

The joint industry and universities can effectively make up for the shortcomings of talent training, such as the supply chain system, real products, live broadcast operation account, and practical guidance of live streaming e-commerce enterprises, which can effectively complement the training of live streaming e-commerce ability of students in higher vocational colleges. Enterprises and higher vocational colleges cooperate to establish the operation mechanism of

"college mentor + student team + industry mentor + entrepreneurial projects" with entrepreneurial projects as the carrier. For example, Wenzhou Vocational College of Science and Technology and Alibaba jointly build the College of Digital Business Industry and the College of Live streaming Industry with Zhejiang 'ou. The enterprise provides college students with live streaming e-commerce entrepreneurship with real projects, promote students' all-round development in real entrepreneurship, and enhance students' entrepreneurial ability and entrepreneurial enthusiasm.

(4) Two-way circulation, effectively promote the double-qualified training. Under the background of the integration of industry and education, it is an inevitable requirement to introduce industrial mentors, which can make up for the weak links of practical teaching in higher vocational colleges, and talent training is closer to the actual needs of the industry. After the establishment of Wenzhou Vocational College of Science and Technology in May 2020, Based on Alibaba Digital Business Industry College, Zhejiang'ou Live Broadcast Industry College, Wenzhou E-commerce Live streaming Industry Park and other industry-education integration projects, more than 20 live streaming e-commerce industry mentors, Effectively supplement the teaching staff, Ensure the effect of practical teaching; besides, In order to strengthen the construction of the "double-qualified" faculty team, Establish a "friend" pair relationship between in-school mentors and entrepreneurs, At the same time, the "one hospital and 100 enterprises" action every year, That is, each secondary college contacted more than 100 enterprises to carry out teacher practice or enterprise services, Close contact with cutting-edge industry information, Help your businesses to solve practical problems, Improve the ability of "double teachers", Promote the "win-win situation between schools and enterprises".

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