

Research on the Practice Model for E-commerce Majors to Start Business in Rural Areas of Hubei Province Against the Background of Rural Revitalization*

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Abstract—Implementing the strategy of rural rejuvenation is an important opportunity for "agriculture, rural areas, and rural people", especially for rural people. However, a large number of modern resources are needed to invest in the construction of agricultural countryside. In order to solve the problem of talent insufficiency in the agricultural countryside, talents from all walks of life should be cultivated and attracted to devote energy to rural construction. This article tries to deeply analyze the demand for talents in the development of rural e-commerce in Hubei under the strategy of revitalizing the countryside, innovating the training path and practice mode of cultivating rural e-commerce talents in universities of Hubei to develop rural e-commerce in Hubei and solve the employment and entrepreneurship problems of a large number of college students returning to their hometown.

Keywords—rural revitalization; rural e-commerce; practical mode of college students' entrepreneurship

I. INTRODUCTION

The report of the Nineteenth National Congress put forward the strategy of rural revitalization. Nowadays rural e-commerce has become a new engine of rural revitalization. From 2015 to 2019, the CPC Central Committee and the State Council issued dozens of documents in succession, pointing out the direction for the further development of rural e-commerce in China, and rural e-commerce ushered in a rare historical opportunity period. However, the lack of talent is the obstacle to the sustainable development of rural e-commerce. Rural e-commerce has a very wide demand for talents, including online store design, construction, operation, customer service, logistics, packaging personnel and local service system related personnel. However, due to the lack of education, business support and medical facilities in rural areas, it is difficult to attract talented people. In fact, the number of people returning home every year has reached

several million, mainly college students, migrant workers and so on. If targeted education and training would be carried out for these groups in rural e-commerce entrepreneurship, high-quality talents would be able to be provided for rural development and the problem of talents that perplex rural development would be solved.

II. THE CURRENT SITUATION AND DILEMMA OF THE DEVELOPMENT OF RURAL E-COMMERCE IN HUBEI PROVINCE

A. Hubei Is Rich in Resources and Has the Inherent Advantages of Developing Rural E-commerce, but the Sales Bottleneck Is Obvious

Hubei Province is rich in agricultural products resources, but it still fails to completely break through the sales bottleneck. Once a full-featured rural e-commerce project would be built, the marketing channels of agricultural products will be effectively dredged and the pace of farmers to become wealthy and well-off will be speeded up.

B. The Development of Rural E-commerce in Hubei Province Has the External Conditions of Policy Support

In 2014, the Ministry of Finance and the Ministry of Commerce selected eight provinces and municipalities nationwide to carry out e-commerce demonstration in rural areas, and Hubei became one of the pilot provinces, with a special support fund of 140 million yuan, focusing on promoting the development of e-commerce in the demonstration counties (cities) in rural economy. According to the opinions of the General Office of the People's Government of Hubei Province on speeding up the development of rural e-commerce, rural e-commerce has developed rapidly in the whole province, and the scale of rural e-commerce transactions has increased by more than 30% annually. By 2020, Hubei Province will cultivate a number of leading enterprises and brands of rural e-commerce with considerable influence, and establish a comprehensive demonstration county of rural e-commerce.

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The 13th Five-year Plan for the Development of E-commerce in Hubei Province puts forward that by 2020, the annual transaction volume of E-commerce in the whole province will be over 2 trillion yuan, the penetration rate of E-commerce in Industrial Enterprises above scale will reach 90%, and the penetration rate of E-commerce in small and medium-sized enterprises will reach 70%.

C. The Dilemma of Talents in the Development of Rural E-commerce in Hubei Province

At present, nearly 30 counties and cities in Hubei Province are experimenting with rural e-commerce, and nearly 100,000 people are engaged in rural e-commerce. Taobao villages have been established in Honghu, Qianjiang, Shiyan and Yichang to drive local farmers to start businesses. However, while the development of rural e-commerce in Hubei Province is booming, a series of bottlenecks and difficulties are also highlighted, such as lack of e-commerce talents, inconsistent quality standards, high logistics costs, low brand awareness, and so on. Among them, the lack of professional e-commerce talents is a major obstacle to the development of rural e-commerce in Hubei Province. Because of the restriction of income, education level and region, many talents are unwilling to stay in the countryside. However, the development of rural e-commerce needs certain professional skills. Without the support of professional e-commerce talents, the development of rural e-commerce will be constrained.

III. CURRENT SITUATION OF RURAL E-COMMERCE ENTREPRENEURSHIP COURSE IN COLLEGES AND UNIVERSITIES OF HUBEI PROVINCE

Hubei Province is a major province of education in China. According to the Employment Report of College Graduates in Hubei Province in 2018, nearly 70% of the 2018 college graduates in Hubei Province came from Hubei Province, especially from rural areas. 24% of the graduates chose to stay in Hubei and 34% of the graduates chose to work. However, the proportion of self-employed graduates is very low. In fact, the government of Hubei Province supports University Students' innovation and entrepreneurship very much. The government of Hubei Province gives 20,000 to 200,000 yuan financial support to qualified entrepreneurship projects of University Students. Universities in the whole province have set up innovation and entrepreneurship education courses, and invested more than 20 million yuan annually to build practice and training bases for university students. However, due to the consideration of enrollment and employment, few colleges and universities offer E-commerce Specialty in rural areas to train rural e-commerce talents for the vast rural areas. The situation of offering rural e-commerce entrepreneurship courses in colleges and universities in Hubei Province is not ideal either.

First of all, most colleges and universities do not have courses specifically for rural e-commerce entrepreneurship. As a result, college graduates do not know enough about rural e-commerce, and their willingness to return home for

business is not strong. They are willing to stay in the city rather than return to the countryside to engage in rural e-commerce.

Next, the talent training of E-commerce specialty lacks practicality. Most colleges and universities in Hubei have unclear objectives in the training of rural e-commerce talents. They do not have the same curriculum according to their own characteristics and the local characteristics of Hubei. Many teachers who serve as e-commerce courses have no relevant rural e-commerce practitioners or practical experience, and theoretical teaching is more than practical teaching, resulting in low practical ability of e-commerce majors after graduation.

Finally, colleges and universities are lack of professional teaching materials and teachers. Rural e-commerce is developing rapidly now, but there is a great lack of e-commerce textbooks specializing in the agricultural industry. In addition, the talents needed for the development of rural e-commerce must be compound talents with diversified professional skills, but most of the existing e-commerce teachers in Colleges and universities are graduates of single major such as management and computer. The training of rural e-commerce talents needs more professional teachers.

IV. SUGGESTIONS ON INNOVATING COLLEGES AND UNIVERSITIES IN HUBEI PROVINCE TO CULTIVATE RURAL E-COMMERCE TALENTS

The following aspects should be started in order to innovate the training path and practice mode of cultivating rural e-commerce talents in colleges and universities in Hubei Province:

First of all, colleges and universities can set up e-commerce specialty in rural areas; explore the talent training mode of order-based training, so as to meet the industrial needs and professional settings. Colleges and universities should not blindly set up rural e-commerce specialty. They should make a detailed market survey of rural e-commerce industrial parks, rural e-commerce enterprises and related enterprises at all levels in the province before making a decision. At the same time, the government can appropriately give preferential policies to encourage e-commerce enterprises and universities to form joint orders to train rural e-commerce talents, so as to attract more rural graduates to return home to participate in rural e-commerce construction.

Secondly, the course content should be connected with the post goal, and the teaching should be guided by the work task. Schools and enterprises should sign joint training agreements, carry out curriculum design according to post requirements, and tailor-made for enterprises to train skilled and applied talents. Four years of university, schools and enterprises work together to formulate personnel training plans and determine the curriculum system, and work together to rationally plan students' employment positions and career. Schools and enterprises cooperate to build

teaching teams, establish strategic partnerships, jointly build practice bases, and train compound rural e-commerce talents.

Thirdly, rural e-commerce teachers should be strengthened. The following measures could be taken to strengthen the construction of rural e-commerce teachers: encouraging teachers to cooperate in projects and practice in rural e-commerce industrial park; inviting senior managers and experts who have rich practical experience in rural e-commerce to provide specialized training for university teachers in rural e-commerce business; establishing a scientific and effective evaluation system of teaching quality, and determine the quality of teaching. Teachers are expected to be assessed.

Fourthly, the construction of rural e-commerce textbooks should be strengthened. Colleges and universities can organize professional teachers, industry experts and business executives to compile more innovative and practical textbooks for rural e-commerce specialty, taking into account the needs of rural e-commerce industry and job requirements.

Fifthly, the practical teaching system should be improved and the practical training platforms and post practice bases both inside and outside rural e-commerce schools should be built. Rural e-commerce requires higher social practice ability of students. Schools may invite experts of rural e-commerce enterprises to hold special lectures from time to time. In addition, cognitive practice can organize students to visit rural e-commerce Industrial Park on the spot. Schools should strive to cooperate with Taobao Village, Jingdong, Suning E-commerce enterprises and platforms, build more practical platforms for students, and build more and better practical training bases for rural E-commerce specialty.

At the same time, the cooperation between rural e-commerce enterprises and universities, the practice of college students and the provision of self-employment platform are inseparable from the support and promotion of the government. The government can introduce relevant policies to attract students to return home and start businesses. In order to integrate the entrepreneurship of college students with the development of rural e-commerce, the government needs to improve the relevant supporting measures, strengthen the communication and contact with schools, and let students establish the idea of entrepreneurship through rural e-commerce without leaving school. The government can also give policy and financial support to migrant workers returning home to start businesses, encourage them to participate in professional training of rural e-commerce in Colleges and universities, and lay the foundation for the specific work of rural e-commerce later.

Last but not least, schools should be encouraged to establish innovation and entrepreneurship clubs for college students and returning migrant workers. It mainly includes the following aspects: according to the entrepreneurship subject and entrepreneurship content of different entrepreneurship projects, setting up tutor teams,

creating different training systems, and achieving more precise guidance; helping to screen and recommend entrepreneurship projects, and screening out less investment and risk based on the precise poverty alleviation policies in industries. Lower projects for the local poor farmers, the poverty alleviation and e-commerce entrepreneurship will be organically integrated. At present, Wuhan has established a number of "entrepreneurship homes" in colleges and universities. There are many entrepreneurship teams and related entrepreneurship projects interested in rural e-commerce. The government can provide funds, venues and other support for innovation and entrepreneurship clubs. For example, in cooperation with universities, the government can set up a team of professional entrepreneurship mentors and set up a bank of professional mentors. At present, the angel mentors' group of entrepreneurship in Wuhan has considerable social influence; a entrepreneurship project bank also could be established, the entrepreneurship projects that can be implemented locally should be excavated either; a special financial channel for e-commerce venture capital loans should be opened up too.

V. CONCLUSION

From the point of view of practical talents training mode in colleges and universities, this paper hopes to make effective use of academic resources, teachers' resources, software and hardware resources in colleges and universities to help college students establish the concept of entrepreneurship, provide training and guidance for them to return home and start their own businesses, and become the backbone of rural e-commerce; and even provide urgently needed knowledge and guidance for rural e-commerce. Skilled groups provide training and technical support. In this way, it can not only meet the huge demand for talents for the rapid development of rural e-commerce in Hubei, but also help solve the problem of employment and Entrepreneurship of college students to a certain extent. In view of the current situation that Hubei colleges and universities are not clear about the training objectives of rural e-commerce talents, lack of pertinence in curriculum setting, teachers and professional teaching materials need to be constructed, this study is more necessary, and can provide innovative modes and paths for the entrepreneurship of rural e-commerce college students in Hubei against the background of rural revitalization.

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