

Research on Cultivation and Management of E-commerce Talents in the Context of Rural Revitalization

Shengcheng Yang^{1*}, Guoye Feng², Xinyu Wang³, Shibo An⁴, Aijuan Leng⁵, Aisi Leng⁶, Gengchen He⁷

¹International Economics and Trade, Jilin University of Finance and Economics, Jilin Changchun, China

²Financial auditing, Chongqing Technology and Business University, Chongqing, China

³Management, Civil Aviation University of China, Tianjin, China

⁴Computer science, Dalian Neusoft University of Information, Liaoning Dalian, China

⁵German, Shenyang Normal University, Liaoning Shenyang, China

⁶Finance, Dalian University of Foreign Languages, Liaoning Dalian, China

⁷Management, Shandong college of arts, Shandong Jinan, China

*Corresponding author. Email: 1327413416@qq.com

ABSTRACT

2020 is the key year for poverty eradication in China, and thereafter President Xi Jinping proposed in the Fifth Plenary Session of the 19th Party Congress that China will achieve comprehensive rural revitalization by 2035. Based on this background, this paper, which combines the current situation of talent cultivation in our urban and rural areas, proposes some ways to cultivate rural e-commerce talents and some management methods to reduce the loss of rural talents so as to fill the gap of previous domestic and foreign scholars in this area, and also provide ideas for the subsequent research. Moreover, a feasible path for the implementation of relevant rural revitalization talent cultivation programs is provided.

Keywords: rural revitalization, rural e-commerce, talent cultivation, talent management

1. INTRODUCTION

Under the leadership of the Central Committee of the Communist Party of China, China has fully achieved poverty eradication in 2020. In order to consolidate the results of poverty eradication in China, General Secretary Xi put forward the development strategy of rural revitalization in the Fifth Plenary Session of the 19th CPC Central Committee, and made it clear that China should fully realize rural revitalization by 2035. The strategy of rural revitalization and the goal of modernization of rural agriculture have greatly promoted the development of rural e-commerce in China. To promote the realization of rural agricultural modernization, the key is to cultivate modernized rural scientific and technological talents, who—are the endogenous power and inexhaustible source for promotion exactly. After the completion of the poverty eradication task, farmers usher in their own spring. However, consequent problems such as stagnant

products after improving the mass production of crops have emerged.

Therefore, the establishment of talent training system led by rural e-commerce needs to be put on the agenda as soon as possible, and the primary task of cultivating rural e-commerce talents is to help farmers solve the problems of low cost fruit and no place to sell by helping farmers to live and build e-commerce platforms [1]. In the following paper, we will start from the current situation of modernized rural science and technology talents training in China, and then propose how to make more talents rooted in the countryside through rural e-commerce talents training and management, so as to promote the goal of rural revitalization and rural agricultural modernization in China.

2. REVIEW OF LITERATURE

Thanks to the support of the three major environments, consisting of economic, technological and

political, the scale of China's e-commerce has been developing rapidly, and online shopping users become a strong engine of consumption growth. According to the 2020 China E-commerce Report, although the overall economy was hit by the epidemic, the stay-at-home economy had given rise to online consumption, with national e-commerce transactions reaching 37.2 trillion yuan. Among them, the national online retail sales reached 11.76 trillion yuan, up 10.9% year-on-year; online retail sales of physical goods amounted to 9.76 trillion yuan, up 14.8% year-on-year. In recent years, China has introduced a series of policies to clarify the status of e-commerce and its service industry as a strategic emerging industry. The policies have strengthened the regulation of e-commerce and promoted the healthy development of online transactions. In order to encourage the development of the e-commerce service industry, the government improves the e-commerce supporting service system, and pushes the integration of e-commerce business model into the traditional economic field to drive the transformation and upgrade of traditional industries. Therefore, rural e-commerce has also started to rise, but the rise has been accompanied by many pressing problems. Hong Yong (2016)[2] pointed out the problems currently facing, including China's rural hollowing out problem and the lack of professional talents in e-commerce. The study of Niavand & Nia (2017)[11] showed that people lacked the correct understanding of rural e-commerce and its quality of service was poor. Wang Hefei (2018) [3] in her study on poverty alleviation through e-commerce in China raised several issues such as the lack of innovation drivers and the lack of public services in China. Pang Ailing (2019)[4], in analyzing the dilemma of rural e-commerce development, pointed out that China's rural e-commerce currently had problems related to difficulties in cultivating operational subjects as well as product logistics and distribution, which easily led to product decay. Qiannan Lu (2022) [5] proposed the joint school-enterprise approach to adjust the teaching methods for the cultivation of rural agricultural modernization talents through diversified teaching evaluation.

In summary, scholars, both domestic and abroad, have conducted quite rich research on rural e-commerce, which lay a solid research foundation for this study. However, these existing studies only explore issues such as the current situation and industrial development of rural e-commerce in China, and do not study in depth based on the actual background of rural agricultural modernization and rural revitalization. For instance, the ways to truly cultivate rural agricultural modernization talents or leaders rooted in rural areas are not covered. From the perspective of the real needs of rural agricultural modernization and rural revitalization talents, this study specifically proposes the training and management methods of e-commerce talents in line with the current background of rural agricultural

modernization and rural revitalization, and provides innovative ideas for the subsequent research of talent training.

3. THE ORDEALS FACED BY RURAL E-COMMERCE PERSONNEL TRAINING IN THE CONTEXT OF RURAL REVITALIZATION

3.1 THE POVERTY OF PROFESSIONALISM AND RELEVANCE IN TRAINING CONTENT

The talents in rural areas have different education levels, knowledge levels and personal comprehensive abilities. They are also without any experience in the e-commerce industry. coupled with the fact that the training courses are usually taught in classes, Therefore, the development of the teaching system for training e-commerce talents is one of the serious problems. Due to different abilities and adaptabilities among people, different speeds of teaching progress are requested in a class. Some of the students may want to speed up the teaching progress while some of them may request to slow down. Such differentiation causing the design of the course is not professional enough, not reasonable enough.

3.2 INSUFFICIENT ENVIRONMENT FOR THE PRACTICALIZATION OF TRAINING COURSE CONTENT

The current studio of the rural e-commerce platform usually is ordinary meeting places, some of which even are some humble rural huts. However, rural e-commerce platform relies on high-quality, high-level computer equipment to analyze data. From customer analysis to product attribute analysis, high-tech equipment is required to analyze the transportation of data in the background cloud so as to identify the potential customers and screen the bestseller. As a consequence, even if those rural e-commerce platform talents take the training courses, it is difficult to put what they have learned into practice and make live commerce immediately. In addition, whether online or on-site courses, the communication and interaction between teachers and students must face certain obstacles. When the course involves practical operations such as a large group of students making live commerce at the same time, the teachers, limited by their strength and energy, are difficult to take into account for all of them. Furthermore, the psychological care of the students cannot be ignored. If they encounter failure of the theories and practices, their enthusiasm and efficiency of subsequent learning will be frustrated.

3.3 THE INTRODUCTION OF RURAL E-COMMERCE TALENT IS DIFFICULT

In the field of rural e-commerce, labor sources can be roughly divided into village professionals, people returning from urban work, university graduates, and people left behind in the countryside. Among them, the college students are usually obtained a higher education level, so they tend to have stronger comprehensive abilities and higher development potential. However, the constructions of rural infrastructures, for example, basic transportation, basic network, basic education and basic medical care, are generally not perfect. The poor living environment and quality of life in villages easily lead to the reluctance of talents retaining in villages to a large extent. In addition, the career prospect is uncertain and unstable in rural areas. Compared with the jobs in urban, the position has little room for upward mobility and the salary is low. All of these factors will confuse those e-commerce talents and lead them to refuse to take the first step into the countryside eventually.

4. THE TRAINING METHODS AND MANAGEMENT METHODS OF ELECTRIC BUSINESS TALENTS IN THE CONTEXT OF RURAL REVITALIZATION

4.1 CULTIVATION METHODS OF E-COMMERCE TALENTS IN THE CONTEXT OF RURAL REVITALIZATION

At present, the training programs for e-commerce talents in China are only limited to three aspects: traditional e-commerce, cross-border e-commerce and mobile e-commerce [6]. As for rural e-commerce, there are few courses and practices for cultivating talents. As a major venue of cultivating talents, it is necessary for universities to consider offering rural e-commerce related courses within the professional field of e-commerce, which fit the characteristics of China's rural development and the needs of rural e-commerce talent cultivation.

Meanwhile, through civic education, students are helped to understand the arduous history of China's rural development so as to improve their ideological awareness; combined with students' own advantages, their interest in rural e-commerce can be cultivated; through school-enterprise and school-farm cooperation, students are provided with a rich practical platform for rural e-commerce. Therefore, with the progress of science and technology, the cultivation mode can not be confined to the traditional way of reading from a book, but to create an immersive practical training environment in schools to engage in rural e-commerce. Besides, schools can also combine different subjects in rural e-commerce such as platform enterprises, cooperatives, and farmers to customize talent training

programs [7]. This is able to help enterprises to train relevant e-commerce talents, as well as create a diversified practice environment to train the talents.

Moreover, it is possible to cultivate and deliver high-level and high-quality rural e-commerce talents by introducing large e-commerce enterprises into rural areas and allowing them to invest in building e-commerce bases in rural areas. The presence of large enterprises is also beneficial to not only drawing the community's attention to rural areas and attracting them to make investments, but also improving the logistics network in rural areas and thus helping the rural modernization and transformation. Projects such as Jingdong's "Thousands of Counties and Ten Thousand Villages" program, "Rural Taobao", "Suning Online Chinese Specialties Hall" and "Cloud Collection Hundred Counties and Thousands of Products", which covers tens of thousands of rural sites with a cumulative investment of tens of billions of dollars, have expanded the sales of rural products. As far as the benefits of the participating enterprise are concerned, a good corporate image can be created and its awareness can be raised due to the active response to national policies. As for the economic market in rural areas, the presence of large enterprises is able to open the sinking market and release the productivity and creativity of rural areas.

4.2 THE WAY OF MANAGING ELECTRIC BUSINESS TALENTS IN THE CONTEXT OF RURAL REVITALIZATION

Although it is crucial to cultivate rural e-commerce talents for rural revitalization, how to keep those talents in rural areas and enable them to devote to the rural e-commerce business are also essential issues that need to be solved. Properly speaking, most of the new graduates tend to develop in cities where a better working environment and more considerable salary are provided, thus causing the continuous flow of talents and the loss of rural talents [8].

Therefore, it is necessary to establish a reasonable talent management mechanism to reduce the brain drain of rural e-commerce. The government and schools can develop distinctive policies according to the current development status of rural areas. For example, the schools guide students to plan their career and provide them with abundant internship opportunities in conjunction with local governments and relevant enterprises. In this process, especially for students from rural areas, the concept of "returning to one's hometown may contribute to the realization of self-worth" is actively promoted [9]. In addition, local governments can establish diversified incentive systems, such as granting talent subsidies for returning students to engage in rural e-commerce, and setting up entrepreneurship funds for rural e-commerce talents who have made significant contributions.

5. RESEARCH CONCLUSION

The cultivation of rural e-commerce talents can not only promote the development of China's rural economy, but also accelerate the speed of achieving common prosperity in China. At present, apart from the imbalance of urban and rural economic development, the imbalance of urban and rural talent development [10] and the poor rural e-commerce infrastructure are also troublesome issues. The talent cultivation is an effective way to narrow the gap between urban and rural development in China, and thus help the government to achieve comprehensive rural revitalization in 2035. Speeding up the cultivation of China's rural e-commerce talents, as a result, can not only narrow the urban and rural economic development earlier, but also accelerate the rapid implementation of China's rural revitalization strategy. Although China has long achieved comprehensive poverty eradication, the cultivation and management mechanism of rural e-commerce talents in China has just started. China also faces various problems such as the immaturity of the cultivation mechanism and practical training environment for rural e-commerce talents, and citizens' inability to correctly understand the significance of rural modernization talent cultivation. Therefore, this discussion is the shortcoming of this study, and will be studied further in the future.

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