



Research on Employment Opportunities Brought by e-Commerce Under Digital Economy

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ABSTRACT

In the context of the growing popularity of the digital economy, China's e-commerce industry is also developing rapidly and has become a new driving force of China's economic growth. This paper analyzes the strengths, weaknesses, opportunities and threats of rural e-commerce and cross-border e-commerce development respectively by combining the current development status of rural e-commerce and cross-border e-commerce, using the SWOT model. The employment development opportunities are discussed and future employment suggestions for the e-commerce industry are proposed. Rural e-commerce should strengthen propaganda to advocate returning to the countryside for employment and entrepreneurship, and inject new vitality into the countryside. Cross-border e-commerce should strengthen cooperation with overseas e-commerce companies and promote the development of cross-border e-commerce in different forms to create more employment opportunities. Both rural e-commerce and cross-border e-commerce should focus on the development of college students, increase the practical operation of e-commerce courses for college students, and actively guide e-commerce talents to return to their hometowns for employment and entrepreneurship. This paper aims to improve the employment opportunities of e-commerce and promote the better development of the e-commerce industry.

Keywords: *Digital economy, Cross border E-commerce, Rural e-commerce, Obtain employment, Online retailers.*

1. INTRODUCTION

1.1. Research Background

At present, the world has fully entered the digital economy era, with 5G, artificial intelligence, smart cities and other new technologies, new industries, and new platforms flourishing, China's digital economy construction has also made great achievements, big data, cloud computing and other new technologies to accelerate innovation, increasingly integrated into various areas of economic and social development. During the "13th Five-Year Plan" period, China's economic development has entered a new normal, and e-commerce has flourished, becoming a new driving force for China's economic growth, a gas pedal for economic transformation and upgrading, and providing a broad space for employment and entrepreneurship. For a developing country like China, with a large population

base and large differences between the rich and the poor, the problem of employment and unemployment is increasingly appearing in front of people. The central to local governments have introduced policies to promote the development of e-commerce and the relationship between e-commerce and employment and entrepreneurship policies are getting closer and closer. On the one hand, e-commerce policies focus more and more on promoting employment; on the other hand, employment policies also increasingly emphasize the development of e-commerce. Along with the development of the Internet, e-commerce is making the whole society's production, consumption, management and circulation have undergone new changes. E-commerce drives the characteristics of strong relevance, making it an important way to solve the employment problem.

1.2. Literature Review

In the past decade, the rapid development of China's e-commerce industry has greatly contributed to the growth of GDP, and many traditional industries have thus ushered in unprecedented challenges and opportunities. According to the 2020 China e-commerce report, the number of e-commerce practitioners grew year by year from 2014 to 2020 and reached 60,153,300 in 2020.

Changying Chen (2014) found that among those engaged in the e-commerce industry, the majority are born after 1990, which is more than 60% of the total sample, and more than half of them think that e-commerce is an industry with development potential. It can be seen that young people are more inclined to choose the e-commerce industry. Qiying Lei (2015) found that the development of e-commerce has driven economic development while creating many entrepreneurial and employment opportunities. However, there are still talent vacancies in the industry. In particular, the employment rate of students majoring in e-commerce is much lower than the national average employment rate of college students. On the one hand, cross-border e-commerce (CBEC) in China is a new pillar of China's economic development, promoting China's foreign trade transaction activities and creating many new jobs. However, Meirong Wu (2021) found that CBEC would have an impact on traditional jobs and affect the employment of workers engaged in traditional industries. On the other hand, the growing maturity of e-commerce has led to rural economic development. Fang Qin, Jiancheng Wang and Qin Xu (2022) found that the development of rural e-commerce can provide farmers with opportunities for entrepreneurship and employment, broaden their income avenues, and thus help them increase their income. However, Fangfang Zhu (2021) found that there is still a problem that rural areas in different regions have different levels of economic development of e-commerce. This may affect the employment opportunities brought by e-commerce.

Based on the employment situation in the e-commerce industry and the literature above, the e-commerce industry still possesses significant employment opportunities. Therefore, this paper focuses on two areas of employment growth in the e-commerce industry, cross-border e-commerce and rural e-commerce, providing suggestions and countermeasures to achieve these growth points.

1.3. Research Significance

By studying the employment opportunities brought by both rural e-commerce and cross-border e-commerce, this paper hopes to have a relevant reference effect on alleviating the employment pressure in China and

driving the development of the e-commerce industry and promoting economic transformation. The e-commerce research can not only accelerate the development of rural e-commerce and county economy but also add new entrepreneurial space for young entrepreneurs, which is of great significance to the current policy of precise poverty alleviation. At the same time, it can strengthen the propaganda of the development of e-commerce, so that the major universities and colleges of additional e-commerce majors, to train more talents for the development of e-commerce laid a solid foundation for the e-commerce industry to inject new vitality and bring more value.

2. CURRENT SITUATION OF E-COMMERCE IN CHINA

2.1. Employment Status Of the e-Commerce Industry

With the development of e-commerce and the Internet, global employment and innovative employment have become the trend and direction of future network entrepreneurship. Along with the continuous extension of the e-commerce industry chain, a large number of new occupations have emerged from it, creating a large number of jobs and positions. The development of e-commerce makes a serious shortage of e-commerce talents, and the total shortage of talents has become a bottleneck restricting the development of e-commerce in China. Preliminary estimates, the future demand for e-commerce talent in China is about 200,000 people per year, while the current number of talents output by China, including universities and various training institutions, is less than 100,000 per year.

2.2. Rural E-commerce Has Development Potential

In the context of increasingly mature Internet development and strong national support for 5G base station construction, China's network infrastructure is improving day by day with a network coverage rate of over 90%. As of June 2021, the size of Internet users in rural areas in China is 297 million, which is an increase of 54.71 million compared to March 2020; the Internet penetration rate in rural areas is 59.2%, an increase of 3.3% compared to December 2020. Therefore, the rapid growth in the size of Internet users in rural areas and the widespread popularity of the Internet in rural areas have laid a good foundation for the development of rural e-commerce in China.

In the past five years, China's online retail sales in rural areas have grown steadily. A survey shows that rural online retail sales in China nearly doubled between 2016 and 2020. The sales in 2020 reached 1.79 trillion yuan, accounting for 15.3% of the China Network Sales

total, an increase of 8.9% year-on-year 0. As can be seen from Figure 1, during the five years, the year-on-year growth rate of network retail sales in rural areas declined year by year, indicating that China's rural e-commerce is maturing while developing at a high rate, but there is still a lot of room for development and development potential.

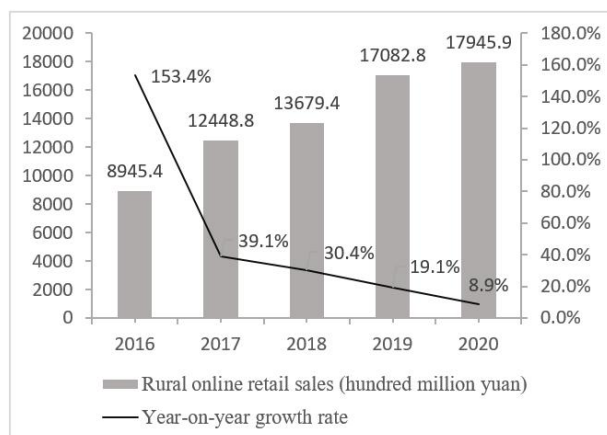


Figure 1 Rural Online Retail Sales In 2020 [1]

<http://images.mofcom.gov.cn/dzsws/202110/20211022182630164.pdf>

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Among them, the online retail sales of agricultural products reached 4,158.9 trillion yuan, an increase of 26.2% year-on-year 0. This indicates that rural e-commerce has largely promoted the sales of agricultural products, solved the problem of stagnant agricultural products, and indirectly provided employment opportunities for villagers, helping them to increase production and income.

2.3. CBEC Industry Is Growing Rapidly

In recent years, the traditional foreign trade industry has been gradually replaced by CBEC and started the transformation of net e-commerce. According to the research data from the web of east money, China's CBEC is beginning to enter a mature period. From 2017 data to the present, CBEC has grown nearly 10 times in 5 years, and the import and export volume reached 1.98 trillion RMB in 2021, an increase of 15% year-on-year. The number of overseas warehouses in CBEC reached 1,800 with an area of 12 million square meters, an increase of 80% and 50% respectively0. In the next one to two years, China's imports and export continues to grow at a high double-digit rate, and digital foreign trade platforms such as CBEC will enter a period of rapid development.

At present, China's existing CBEC-related enterprises are 33,900. In recent years, China's CBEC-related enterprise registrations have been rising year by year. Referring to figure 2, 3,985 new

enterprises were added in 2019, up 24.38% year on year. 6,313 new enterprises were added in 2020, up 58.42% year on year. 10,900 new enterprises were added in 2021, up 72.20% year on year, with growth increasing year by year 0. The population engaged in the industry will also continue to grow with the overall development of the e-commerce industry. The government document is called 14th Five-Year Plan, which is for e-commerce development. The file shows that the number of people employed in e-commerce will exceed 70 million in 2025. In the following chapters, we will analyze the CBEC industry through SWOT analysis, and on this basis, we will analyze what employment opportunities it can bring and what fields and professions are involved.

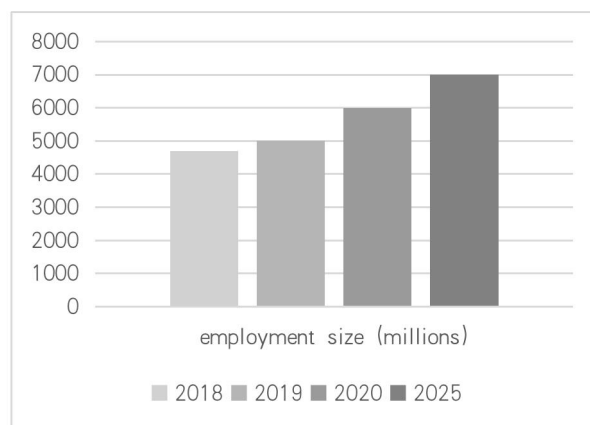


Figure 2 e-Commerce Employment Size
(From China e-Commerce Development Report 2019 To 2020)

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3. SWOT ANALYSIS OF RURAL E-COMMERCE AND CROSS-BORDER E-COMMERCE

3.1. Rural e-Commerce

3.1.1. Strengths

3.1.1.1. Rural e-Commerce Helps Villagers Increase Their Sales Outlets.

Before the widespread popularity of e-commerce, villagers needed to sell their products to all parts of the country even all over the world through distributors, which incurred many costs that were not part of the product itself. This not only makes agricultural products more expensive but also increased the pressure on consumers to pay. But thanks to the rapid development of rural e-commerce in recent years and the improvement of China's logistic supply chain, villagers can sell their agricultural products to all parts of the country and the world at a lower price without the help of distributors. Therefore, the development of rural e-commerce has reduced the price difference brought by

middlemen, making the marketing of agricultural products more diversified, solving the problem of stagnant agricultural products and indirectly bringing employment opportunities to villagers.

3.1.1.2. Villagers Have More Connections To The Outside World

The development of Internet technology has enabled more and more villagers to have access to get information about the world, which broaden their horizon. The Internet has led to the development of rural e-commerce, which allows villagers to buy goods from big cities or even other countries and use special products from other places, in addition to selling local agricultural products to other places. Therefore, the development of the e-commerce industry in rural areas has helped villagers to have more connections with the outside world.

3.1.2. Weaknesses

3.1.2.1 It Is Difficult To Train Villagers To Become e-Commerce Practitioners

Villagers are generally poorly educated so it is difficult to train them. China classifies academic qualifications as low, medium or high. Junior high school and below are low qualifications, senior high school and secondary vocational school is medium qualifications, and junior college and above are high qualifications. Research shows that, as of 2017, the proportion of rural people who had not attended school and those who had only attended primary school was 8.2% and 34.6% respectively; the proportion of rural people who had attended high school and those who had attended junior college or university were 11.0% and 3.5% respectively⁰. Therefore, the education background of villagers is mainly in junior high school, which is relatively low. Their education level is not high, the scope of knowledge is relatively narrow, and the ability to learn new knowledge is weak, which causes it to be more difficult to cultivate villagers to become e-commerce practitioners.

And paradoxically, the shortage of talent in the e-commerce industry, coupled with the industry's higher educational requirements for practitioners, and some positions even require high-end composite talent, resulting in a greater shortage of rural e-commerce talent.

The government and some enterprises have set up some e-commerce training courses in rural areas to provide villagers with the opportunities to gain e-commerce knowledge and indirectly drive employment for villagers. However, most of the training courses are based on theory resulting in a lack of practical opportunities for trainees. In addition, most of

these curriculums are not systematic and the knowledge points are scattered. This also makes it difficult to train e-commerce talents.

3.1.2.2. High Level Of Homogenization Of Agricultural Products

Rural e-commerce enables villagers to sell local agricultural products, but the homogenization of agricultural products is serious. There are a wide variety of agricultural products on major e-commerce platforms. In the same kind of agricultural products in different regions, their physical characteristics such as appearance and colour do not look very different. Moreover, whether the product is of good or bad quality, they also look very similar, so it is difficult for consumers to choose. This is one of the reasons for the homogenization of agricultural products. In addition, the varieties and cultivation methods of agricultural products are very similar, and their marketing time is also very similar, which will lead to a large number of agricultural products flooding into the market and thus lead to the homogenization of agricultural products⁰. Therefore, the homogenization of agricultural products will hinder the development of rural e-commerce

3.1.2.3. Rural Infrastructure Is Inadequate

The infrastructure of rural areas in China is relatively backward compared to big cities. Establishing the communication base stations is difficult because of the rugged terrain and bad weather in some remote areas. Thus, these remote areas cannot be covered by the network. Although the government has established communication base stations in most rural areas, many of these areas are facing problems such as poor network signals, poor network transmission lines, untimely information delivery and so on. This makes it difficult to develop an e-commerce economy in rural areas

3.1.3. Opportunities

An enterprise called PingDuoDuo (PDD) focuses on training talents in the field of rural e-commerce. In recent years, PDD has been deeply engaged in the field of agriculture, rural area and farmers. In 2021, PDD invested at least 10 billion yuan to set up a special project called "10 billion agricultural research" to promote scientific and technological progress in agriculture, help the agricultural economy to develop in the direction of digitalization, and bring many employment opportunities for villagers.

In terms of cultivating talent, PDD has also put in a lot of effort. PDD has cooperated with major research institutes in China to develop a training system for rural e-commerce talents, bringing talents with e-commerce expertise to rural areas. In addition, PDD is committed to digging and training talents called "new new farmers".

Most of them are born in rural areas after 1990. But unlike their parents, they are equipped with more knowledge of the e-commerce industry. According to the survey, each "new new farmer" has brought more than 50 local jobs on average. At the same time, this e-commerce platform has driven more than 100,000 "new farmers" to return to their hometowns to start their businesses.

PDD's series of initiatives in rural e-commerce has provided great momentum to search and cultivate rural e-commerce talent, as well as help villagers, get jobs.

3.1.4. Threats

3.1.4.1 The Logistics Network Is Imperfect

Although China's logistic network has roughly spread all over the country, a considerable portion of remote rural areas is still not covered. Among many logistics companies, only a company named EMS has express stations that can cover all the townships. For example, in some remote areas, courier stations are separated by several kilometres so villagers need to transport goods to the courier station for delivery, which leads to high costs of goods distribution. Villagers selling agricultural products on e-commerce platforms need to be shipped with the help of express stations. But the uneven distribution and incomplete coverage of the station bring limitations to villagers' shipments, which in turn constrain the development of rural e-commerce.

3.1.4.2 Mechanized Production Of Agricultural Products

The mechanization of production of some agricultural products has led to a decrease in the unit price of these products. If production is continued for some time, the average long-term cost of these agricultural products decreases, creating an economy of scale effect. Most of the villagers who are engaged in the rural e-commerce industry grow their agricultural products and then put them on the e-commerce platform for sale. However, these agricultural products are produced on a small scale, whose prices are higher than those produced through machines. As a result, the low prices of mechanically produced agricultural products lead to difficulties in selling villagers' grown agricultural products on e-commerce platforms, which affects villagers' income and, in turn, their employment in the e-commerce industry.

3.2. Cross-Border e-Commerce

3.2.1. Strengths

3.2.1.1. Mature Development Of CBEC Platform And

Policy Support

The Chinese government currently attaches sufficient importance to the development of cross-border e-commerce, in various regional cities across the country, and extensive coverage of the construction of comprehensive pilot zones for e-commerce, as of now China has 132 comprehensive experimental zones. Special policy support is provided for enterprises in the pilot zones, including financial support, customs clearance facilitation, and special income tax collection. In addition, several forums were held at the China E-Commerce Conference at the end of last year, including new consumption, CBEC, and e-commerce for state-owned enterprises. Give China CBEC, including the e-commerce industry, full development space, and policy support.

3.2.1.2. Overseas Product Pre-Sale Mode To Solve The Backlog Of Goods

The eBay currently launched the "Star Plan", mainly for its brand, at the same time with independent R & D design capabilities of the enterprise launched a new product pre-sale model, and sellers can be through the eBay platform for product debut, effective pre-sale of new products. Sellers can get up to 30 days of new product pre-sale period. This is for many small businesses and limited funds to start their own business, the funds can be used for the initial product promotion and marketing. The subsequent pre-sale session can be produced by the pre-sale quantity of products, reducing unnecessary production costs, and through the pre-sale stage of the deposit has a partial return of funds. In addition, it also avoids the long-term backlog of excessive goods in overseas warehouses. In November last year, the program launched internal testing. The test phase shelves more than 40 new products for the platform debut, a total of tens of thousands of products sold, sellers on average to improve the speed of sales by 3 times to 5 times, the pre-sale of new products to attract buyers from more than 100 countries.

3.2.1.3. Cooperation Between e-Commerce Platforms And The Chinese Government

In docking foreign e-commerce platforms, China's Shanghai Municipal Commission of Commerce and the world's leading e-commerce platform eBay cooperate to promote the digital transformation of traditional enterprises and brands. It is beneficial to the development of potential or mature CBEC enterprises if eBay and governments across China step up their cooperation even to form a Chinese form of product sales for the characteristics of China's e-commerce industry. In addition, eBay also signed an exclusive talent training program with universities in Shanghai.

3.2.2. Weaknesses

3.2.2.1. Policy Differences Are Prone To Lead To The Interests Of Platform Sellers

The disadvantages of CBEC are not only for Chinese sellers but also for sellers from other countries. The size of CBEC sellers or enterprises is mainly small and micro enterprises, and some are medium-sized enterprises. These sellers' products will be sold to many countries around the world, which will face each country for the product packaging, quality, or different standards on product tax. For small sellers, it is not practical to fully understand and comprehend these details. Such platforms as Amazon for the official rules are adjusted very frequently, sellers do not have the timely understanding to make adjustments, prone to violations. Amazon is monitored by various countries from around the world, the media, etc. In June 2021, the British government sued Amazon for "illegal comments" and "merchandising violations" on the Amazon platform, and as a result, many stories on the platform were As a resulted, and many stories on the platform were forced to close.

3.2.2.2. Lagging Information And Improper Product Management

Regarding the product management of overseas warehouses, which is difficult to operate because of cross-regional operation in terms of warehouse management, if it is self-built warehouse staff management and hiring may lead to information asymmetry due to remote management, warehouse problems can not be found promptly. Third-party warehouses in the management of improper handling, and lead to product damage or because the delay in delivery so that the interests of the seller are damaged caused by disputes and even legal proceedings 0.

3.2.3. Opportunities

3.2.3.1. Mature Local Industries Create Development Opportunities For CBEC

In the context of coordinating the level of economic development in each region and driving regional production, the Chinese government encourages regions to develop industrial clusters with regional characteristics like electronic information in Fujian, flowers in Yunnan for agricultural products, and vegetable clusters in facilities in Shandong. Regional industries have mature production experience and supply chains for their products, and the quality of their products has been tested in the market for many years. This is the time when government departments can cooperate with local CBEC enterprises or even set up affiliated related departments to send regional speciality

products for overseas sales. At present, the development of e-commerce in some rural areas has become more mature, and the development of CBEC's direction can further drive rural economic development and solve the problem of unbalanced regional development.

3.2.3.2. Smaller Language Countries With Low Penetration Rates Become New Markets

Data show that in the Amazon Netherlands sellers, the local sellers account for only 2%, of which China's sellers account for more than 50%. According to 2021 research data released by eMarketer, the number of CBEC customers and penetration rate of some countries around the world, with 10 million to 30 million CBEC customers in Italy, Spain Mexico and other countries, but the penetration rate is less than 25% 0. There is a lot of upside in terms of the number of customers. Focus Technology, one of the three largest B2B platforms in China, said that the small language market will become a "new blue ocean" for China's foreign trade, and will subsequently step up and the Middle East, Southeast Asia, Europe, South America to carry out special picking matchmaking sessions to facilitate the development of small language markets.

3.2.3.3. Foreign Markets Dominated By Low-End Manufacturing Products

Data from eBay shows that sales of home gardening supplies grew by nearly 420% in 2021 compared to the same period, decorative lights grew by nearly 240%, and yoga and fitness equipment grew by more than 660% year-on-year. Air evolvers and vacuum cleaners in small appliances grew by nearly 240% and 75%, respectively. The sales data shown in Amazon Netherlands shows that clothing and other daily necessities account for more than half of sales in all categories 0.

3.2.4. Threats

3.2.4.1. COVID-19 Epidemic Affects Product Production

Until now the epidemic in China has been distributed in an epidemic-like manner. This year, the impact of the epidemic has been more lasting. The current epidemic situation has not yet ushered in a turning point, and some areas are still likely to have another epidemic. Because of the strict prevention and control of the epidemic in China, enterprises affected by the epidemic will face shutdown and production, and products cannot be shipped, which will cause losses to sellers.

3.2.4.2. International Environment Triggers Exchange Rate Fluctuations And Seller Damage

Influenced by the international political and economic factors, the trend of many currencies has been unstable in recent months, like the Japanese yen which saw a new 20-year low against the US dollar, and the RMB exchange rate. Among them, the number of cross-border e-commerce transactions, costs, revenues, and currency exchange rates are closely related. Influenced by objective factors that may lead to delayed delivery of goods, and the exchange rate fluctuations during this period, the seller needs to bear higher logistics and compensation costs.

4. EMPLOYMENT OPPORTUNITIES IN THE FUTURE

4.1. Rural e-Commerce

4.1.1. The Development Of Rural e-Commerce Attracts Young People To Return To Their Hometowns To Work Or Start Their Businesses

The fast pace and great pressure of life in first-tier and second-tier cities have led to the phenomenon of "reverse urbanization" in recent years.

The rapid development of rural e-commerce has attracted many young people to return to their hometowns to work or start their businesses. Such as, establishing special brands of local agricultural products, selling local special products, engaging in live streaming with goods etc. Many young people who grew up in the city are also willing to go to the countryside to start their businesses and inject vitality into the countryside.

4.1.2. Companies Develop Rural Businesses Helping Create More Jobs

With the popularity of e-commerce in rural areas, many companies have expanded their business scope in rural areas in addition to maintaining their original businesses. These businesses sell high-quality local agricultural products all over the world which expands the popularity of agricultural products. With the development of business in rural areas, more and more jobs are created. For example, villagers can work on processing, sorting, and packaging products, as well as selling goods with live streaming, filming promotion videos and doing market research.

As a result, there are more job opportunities available for villagers.

4.2. Cross-Border e-Commerce

4.2.1. New Employment Opportunities Brought By Overseas Marketing Link Of Products

Under eBay's new pre-sale model, advance marketing and advertising of products are required, and through an influencer, overseas customers are made aware of the brand before this process of converting subsequent streams into sales. CBEC companies need talents with related disciplines (media, marketing, advertising) to develop overseas markets, such as product advertising design, product marketing planning, video shooting, poster design, etc.

4.2.2. Growth Of e-Commerce And Tourism Employment Opportunities Due To Local Industry Construction

This part is an extension of the part on the local construction, the industry chain is mature based on the CBEC can be the new development direction, the number of jobs brought can be a certain percentage of growth on the original basis, if the government and the relevant e-commerce enterprises cooperation, can expand the employment of e-commerce companies like product after-sales, customer service, product marketing promotion and other positions. Certain regional products can also be transformed into tourism for development. Residents in rural areas can open B&Bs, develop experience programs to attract urban tourists, etc. to obtain new employment opportunities to improve their living standards, and the agricultural products can also be turned into domestic sales, which can alleviate a certain degree of the product backlog.

4.2.3. Entrepreneurial Opportunities Brought By The Development Of e-Commerce

On a start-up basis, the e-commerce industry is supported by a pair of policies mainly for small, medium, and micro-enterprises, which are favourable for newly established companies. And the 132 CBEC integrated pilot zones set up in various regions have brought CBEC enterprises convenient policies such as customs clearance facilitation and targeted income tax collection. Local governments also keep issuing special support funds to support relevant enterprises. According to the O (opportunity) in the SWOT analysis, people can learn that CBEC still has a lot of room for development abroad. At present, the popular sales products are mainly concentrated in the low-end manufacturing industry. These products do not require high technical content in production and materials, and the production cost is relatively low, which is conducive to the business

development of start-up companies and will not encounter problems in the technical core. It is also a good employment option for those who specialize in the CBEC industry, such as product marketing, management, or product design, to start their own business. In addition, there is more room for overseas countries, mainly small language countries, where people with relevant language backgrounds can work in CBEC companies for product communication, product after-sales, translation of related documents, etc.

4.2.4. Cargo Management Upgrade

Taking CBEC in Japan and China as an example, the overseas warehouse management in Japan lacks professional and systematic management. Most of the people hired for warehouse management are non-professionals and suffer from poor information and low management efficiency. The professionalism and timeliness of the third-party warehouse management used by the vast majority of CBEC companies are insufficient. Under the combination of China's mature e-commerce and logistics experience, those with a professional background in logistics management can coordinate and develop new ways of goods management to replace non-professional warehouse managers or conduct professional training for managers, and those with software development capabilities can integrate software through the design of logistics information to achieve timely delivery of information and facilitate rapid communication between sellers and warehouses.

5. SUGGESTIONS FOR FUTURE EMPLOYMENT IN THE E-COMMERCE INDUSTRY

5.1. Rural e-Commerce

5.1.1. Increase The Proportion Of The Practical Part Of The Talent Training Course

The rapid development of rural e-commerce has brought many jobs for villagers, such as selling agricultural products, packing and shipping goods, distributing goods and so on. The government and enterprises have also set up e-commerce training courses for local villagers. However, the current e-commerce training courses are mainly theoretical, resulting in fewer opportunities for learners to practice. That is, learners are more passive "input" and less active "output".

Therefore, it is recommended to increase the proportion of practical classes in the curriculum. For example, the government can organize learners to learn in the e-commerce enterprises to understand the daily work of e-commerce practitioners and assist them in their work if possible. Another example is to set up a

simulated live broadcast scenario in the course so that learners can attempt to carry out live broadcasts and go deeper into the process of live streaming.

5.1.2. Government Should Encourage e-Commerce Talents To Return To Their Hometowns To Work Or Start Their Businesses

Large cities have more resources and opportunities than rural areas, which is the main reason for the flow of the working population from rural to urban areas. In addition, many e-commerce talents return to their hometowns to start their businesses and create unique brands of agricultural products, which also creates employment opportunities for the villagers. However, on the whole, the number of talents returning to their hometowns is still relatively small, and the rural working population is mainly outflow.

Based on this situation, the government can encourage e-commerce talents to return to their hometowns to work or start their own business. The government should increase the policy support and give proper subsidies to the returning e-commerce talents, such as entrepreneurship subsidies, medical subsidies and children's education subsidies, to attract e-commerce talents. In addition, it is recommended that the government improve rural infrastructure constructions. Reducing the urban-rural gap in infrastructure can also attract e-commerce talents to return to their hometowns for entrepreneurship and employment to a certain extent.

5.2. Cross-Border e-Commerce

5.2.1. College Students Increase Industry And Professional Knowledge Through Practice

For most of the students in e-commerce, the expertise is only on the surface. During the process of learning professional knowledge from freshman to junior year, only a small percentage of students will have the awareness of finding internship jobs and participating in competitions. Therefore, most students lack of practicality practice. And, the e-commerce industry is growing rapidly now, but there is a shortage of human resources, and there is a gap in 80% of enterprises. Colleges and universities can strengthen the cooperation between them and enterprises, open lectures, and internship programs, or even promote the enthusiasm of e-commerce students' practice through enterprise scholarships, guide students to understand the industry system and clarify the work they will do in the future and help them make up for the job gap in e-commerce enterprises.

5.2.2. Increase In Government Jobs To Guide Young People To Participate In Local

Construction

E-commerce has become one of the pillars of economic growth in many towns and villages, and the government is paying more and more attention to e-commerce. The current development of the local special industry economy and the industry will CBEC direction, can have the opportunity to increase economic benefits. With that, if the government creates more related civil service positions, it can attract young people from related industries to develop and build the local economy and prevent brain drain.

5.2.3. The Government Should Strengthen The Cooperation With e-Commerce Platforms

The regional government can learn from the form of cooperation between eBay and relevant government departments in Shanghai, and promote CBEC through government-enterprise cooperation, which can also be one of the channels for CBEC enterprises to solve business-related problems and advance the future development of CBEC. In addition, signing a talent training program with the CBEC platform can also be one of the ways to attract local e-commerce professionals and related professionals and increase regional competitiveness.

6. CONCLUSION

6.1. Key Findings

Through the analysis of rural e-commerce and cross-border e-commerce respectively, this paper has the following specific findings: on the one hand, rural e-commerce has great potential for development. The country's vigorous implementation of the rural revitalization strategy and the sinking of e-commerce has created many jobs and brought unprecedented employment opportunities for China's rural villagers, for example, rural villagers can sell their agricultural products directly to the world without going through intermediaries. But the disadvantages are also obvious, the villagers' education level and the popularity of e-commerce courses are not high have greatly increased the difficulty of development. It is not only necessary to increase the proportion of practical courses in talent training courses, but also to encourage e-commerce talents to return home for employment through the government. On the other hand, CBEC is currently one of the important ways to replace traditional trade under the epidemic, and the cross-border e-commerce industry is developing rapidly with sufficient policy support and the formation of a pre-sale model to jointly promote the mature development of cross-border e-commerce. However, differences in policies thus lead to damage to platform sellers, and asymmetric and lagging information also results in mismanagement of products.

The article suggests that the practical process of university students should be increased to have a better understanding of the profession and industry and that the government should actively guide young people to participate in local construction and should also strengthen cooperation with overseas e-commerce enterprises. This paper gives reference to the employment of related professionals and changes the current slowdown of e-commerce employment.

The innovative research of this paper is to study the employment opportunities brought by e-commerce through two branches of e-commerce, rural e-commerce and cross-border e-commerce, using the SWOT analysis method. It is found that with the development of 5G technology, Internet technology, the establishment of new infrastructure, and the growing maturity of e-commerce, there are more jobs in China than before, bringing many employment opportunities to the working population.

6.2. Future Studies

Driven by new technologies such as big data, artificial intelligence and mobile Internet, e-commerce has become a new way of life, developing rapidly and maturing. China has a large consumer population and mature Internet technology, which also provides an important foundation and impetus for the development of e-commerce. In the future, the development of e-commerce will certainly take regionalization strategy before logistics can only reach the city, but now gradually covered every village, and will be more convenient. Secondly, the development of e-commerce will tend to diversify, and as more and more people use e-commerce, there will be more and more e-commerce related industries. In the future of e-commerce, to meet the needs of consumers, the division of e-commerce will be more precise.

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