

# Research on the Cultivation of Rural E-Commerce Talents in the Era of "Internet +" Economy

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## Abstract

The rapid development of the "Internet +" model and its gradual penetration in various industries have provided a new boost for the development of rural e-commerce. Rural e-commerce has gradually become a new type of industry for farmers to find employment, increase income, and get rid of poverty and become rich. With the popularization of rural Internet technology, it provides new technical support for the development of rural e-commerce, but due to the shortage of rural e-commerce talents, the advantages of Internet + technology cannot be fully reflected, thus delaying the pace of rural e-commerce development. The development of rural e-commerce urgently needs a large number of compound application-oriented high-tech talents to provide intellectual support, so it is necessary to combine the "Internet +" development background, strengthen the research on the cultivation of rural e-commerce talents, so as to provide talents for the development of rural e-commerce Assure.

## Keywords

"Internet +"; Rural Areas; E-commerce; Personnel Training.

## 1. Introduction

"Internet +" is a new economic form, relying on Internet information technology to realize the combination of Internet and traditional industries, and complete economic transformation and upgrading by optimizing production factors, updating business systems and reconstructing business models. The purpose of the "Internet +" plan is to give full play to the advantages of the Internet, deeply integrate the Internet with traditional industries, improve economic productivity through industrial upgrading, and finally achieve an increase in social wealth. The "Internet +" operation model has been fully implemented in all industries in the whole society, and more and more enterprises have realized the development of e-commerce with the help of the "Internet +" operation model. Rural economic development is no exception. It is urgent to take advantage of the development advantages of "Internet +" to solve the bottleneck problem of rural economic development and open up a new situation of rural e-commerce. As far as the current situation of rural e-commerce development is concerned, the lack of e-commerce talents is the reason for the poor development of rural e-commerce. Therefore, only by breaking through the pain point of the shortage of rural e-commerce talents can we provide continuous and stable development of rural e-commerce. Therefore, the rural economy can catch up on the fast lane of "Internet +" development and realize the strategic goal of China's new rural development as soon as possible.

## 2. The Value of E-commerce Talents in Rural Development

### 2.1. "Internet + Agriculture" has become an Inevitable Trend for the Large-Span Development of Agriculture

The wide application of the Internet in daily life has gradually penetrated into all aspects of agricultural production. The diversification of the network market has spawned new industries,

and the extension of the industrial chain can capture market demand and satisfy consumers in a more flexible way. The extension of the agricultural market industry chain requires the participation of more professional e-commerce talents. Through the unpredictable market dynamics, timely access to market demand information, rapid adjustment of product lines, expansion of sales channels, and formulation of appropriate promotion strategies. Only professional e-commerce talents can realize the rapid development of the network agricultural product industry chain and realize the large-span development of agriculture.

## **2.2. The Relative Lag in the Development of Rural E-commerce Requires a Large Number of E-commerce Talents**

With the country's emphasis on rural areas and the implementation of policies that benefit farmers, rural e-commerce will usher in a period of rapid development. Judging from the current trend of rapid development of e-commerce in my country, the market demand for e-commerce talents is increasing, and the demand for e-commerce talents in rural areas is also becoming stronger and stronger. Strengthening the supply of e-commerce talents has become the most critical to promoting the development of rural e-commerce. factor. Adequate e-commerce is an important condition to promote the development of rural e-commerce.

## **2.3. Objective Requirements for "New Farmers" in the Internet Age to Realize Their Entrepreneurial Dreams**

New business opportunities under the Internet economy provide a dream platform for many people to start their own businesses. E-commerce creates a larger market for high-quality agricultural products. "New farmers" realize their dream of starting a business at a low cost through e-commerce channels. The operation of the Internet has enabled more and more people to get rid of poverty and become rich.

# **3. Problems Faced in the Cultivation of Rural E-commerce Talents**

## **3.1. The In-depth Development of the Internet is in Urgent Need of Rural E-commerce Talents**

The development and progress of science and technology have changed the traditional agricultural production mode, and the arrival of the "Internet +" era has given wings to the realization of a qualitative leap in the rural economy. In the development era of Agriculture 4.0, the role of e-commerce in the development of agricultural economy has become increasingly prominent. With the help of the Internet, all aspects of agriculture, agricultural product sales channels, etc. are perfectly integrated with the Internet, and all stages of agricultural production, supply and marketing, such as agricultural product material procurement, planting management, finished product transportation, and agricultural product sales, are intelligent and precise. Combined with the needs of agricultural development, customized applications have formed a one-stop operation model for the production, supply and marketing of agricultural products, and created a bridge with urban economic development. Such a development model puts forward higher requirements for rural e-commerce talents. They should not only have knowledge of agricultural production, but also have knowledge of agricultural product sales and e-commerce operations, and be able to use the Internet to analyze the development trend of agricultural products market and grasp the right A favorable policy environment for the development of agricultural economy, etc., so it is very necessary to cultivate e-commerce talents in the context of "Internet +".

## **3.2. There is a Serious Shortage of Rural E-commerce Talents**

In recent years, the scale of the rural online shopping market has continued to expand, and my country, as a large agricultural country, has a rural population of more than 600 million and

will have a broad space for e-commerce development. With the continuous improvement of farmers' living standards, the rural landscape has undergone tremendous changes. As the main force of rural economic development, farmers' existing professional level and technical ability have lagged far behind the pace of modern rural economic development, and due to the needs of rapid urban economic development, a large number of young rural laborers have poured into the urban market, and rural labor The aging phenomenon is obvious, resulting in a serious shortage of rural e-commerce professionals, which affects the development efficiency of rural e-commerce. Therefore, it is necessary to strengthen the cultivation of rural e-commerce talents, encourage farmers to learn e-commerce knowledge and technology, and provide technical support for promoting the development of rural e-commerce. The acceptance of rural e-commerce concepts is low, and there is a large gap in professional e-commerce talents. Due to the low level of informatization in my country's rural areas, traditional concepts and consumption habits, and the general low level of education in rural areas, the current atmosphere of e-commerce in most rural areas in my country is not strong enough, and the acceptance of e-commerce is generally still at the superficial level. . As a very specialized and multidisciplinary skill, e-commerce requires systematic study and training. At present, there is a shortage of professional e-commerce talents with strong practical ability in rural areas.

### **3.3. The Development of the Agricultural Product Industry Chain is Inseparable from E-commerce Talents**

More and more farmers hope that their agricultural products can take the fast lane of the Internet and be sold all over the country and even all over the world, realizing their dream of making a fortune. However, we must also see that the current proportion of agricultural economy in the national economy is declining, and my country's agricultural development is facing the problem of structural imbalance. The industrial chain should continue to be extended and expanded, to realize the transformation of agricultural production from quantity to quality, to enrich the types of agricultural products based on market demand, to extend the industrial chain of agricultural products, and to ensure that agricultural products can be sold to the urban market more quickly and smoothly through the rural e-commerce operation model. Based on this, the application standards of rural e-commerce talents will also be improved. They must be able to analyze market development trends, capture consumer demand, continuously enrich and expand agricultural product sales channels, and adjust the types of agricultural products in line with market development trends. E-commerce has truly become a value-added point for rural economic development.

### **3.4. The Effect of Introducing Excellent Rural E-commerce Talents is not Obvious**

The backward living environment and lack of cultural atmosphere in rural areas make it difficult to attract outstanding talents. Most of the rural e-commerce enterprises are start-up enterprises with low level of technology and lack of awareness of talent management. The treatment is not comparable to that of big cities, which makes it difficult for outstanding e-commerce talents to be stationed in rural areas, and it is even more difficult to retain outstanding talents.

### **3.5. Colleges and Universities Lack Positioning in the Cultivation of Rural E-commerce Talents**

Local colleges and universities should serve local enterprises and provide suitable talents and technical support for the development of local enterprises. Due to the traditional backward concept, colleges and universities rarely focus on the direction of talent training to serve the rural areas; and the complexity of knowledge and skills in the field of rural e-commerce makes it difficult for colleges and universities to provide perfect teaching resources, and it is difficult

to cultivate e-commerce talents for the rural market. Lack of systematic and scientific personnel training system support, the training effect is limited. With the inclination of national policies and the continuous penetration of Internet technology, rural local governments have paid more and more attention to the development of local e-commerce and the training of local e-commerce talents and skills. Various localities have introduced relevant policies and carried out various forms of e-commerce talent training. Due to the unclear target of talent demand, lack of understanding of the ability and quality of trainers, the randomness of training content and form, and the lack of evaluation mechanism, the training effect is difficult to achieve expectations.

#### **4. Analysis of the Demand for E-commerce Talents in Rural E-commerce**

Rural e-commerce specifically includes rural information services, and the process of providing online product or service sales, purchases, and electronic payments for production and operation entities engaged in agriculture-related fields. Therefore, rural e-commerce talents not only need to master the theoretical knowledge of e-commerce, but also understand agricultural production, agricultural product planting and breeding technology, and be familiar with the characteristics of agricultural products and agricultural product markets. Specifically include: rural e-commerce operation talents. Rural e-commerce is to open up a larger market for agricultural products through the network platform. Therefore, technicians must not only be familiar with agricultural products, understand relevant agricultural planting technology, agricultural production technology, but also master Internet technology applications, art, brand development and operation, network marketing, line Through the operation of the network platform, the online development of agricultural product sales is driven by the ability to improve customer service and other capabilities. Rural e-commerce technical talents. Technology is the support of e-commerce, and the level of technology directly affects the effect of operations. Traditional e-commerce technologies, including art, website development, and data analysis, are usually completed by professionals. For the development of rural e-commerce, it needs specialized artists such as product material shooting and processing, as well as technical personnel such as website management and page design. In order to better grasp the market and predict product production, sales, product promotion, etc., data analysts are also needed. Rural e-commerce strategic management talents. Rural e-commerce is different from traditional rural development planning, and scientific management is an important link to promote rural economic development. E-commerce enables the expansion of the agricultural product market and the increase of product categories. The production, packaging, sales, logistics and other links of agricultural products should be standardized, scientific, and standardized. Managers should master brand management, agricultural product management, marketing management, and relevant laws and regulations. Comprehensive literacy such as agricultural policy.

#### **5. E-commerce Talent Training Strategy under the Background of "Internet +"**

##### **5.1. Formulate Talent Training Programs According to Employment Goals**

When implementing rural e-commerce talent training, it is necessary to formulate targeted specialized talent training programs according to the characteristics of rural and agricultural industrial structures and the direction of e-commerce talent needs. Therefore, when formulating a talent training plan, it is necessary to go deep into the countryside to conduct field research, fully understand which talents are needed in the development of rural e-commerce, deeply analyze the problems in the current rural e-commerce talent training, and

determine the electronic Professional training goals for business talents. It also analyzes the ability of vocational positions for employment in rural areas after professional training, so that students can find a platform to display their talents after graduation. The setting of e-commerce talent training courses should be matched with future jobs. For example, the development of rural e-commerce requires a large number of website construction and development talents, and courses in web design, PHP programming and other aspects need to be set up to meet the needs of rural e-commerce. Continuously enhance the practical ability of the trainees and cultivate more practical person-times for rural e-commerce.

### **5.2. Implement People-Oriented Training Principles**

In order to implement the rural e-commerce development measures and truly become a new type of industry for farmers to get rich and increase income, in the process of e-commerce talent training, we must adhere to the people-oriented training principle, and make flexible settings according to the specific conditions of rural areas and economic development needs. First, the training of new rural e-commerce talents should maximize the local regional advantages and product characteristics, so as to adapt to local conditions. According to the actual situation in rural areas, the training method and training content should be different, and cannot be copied. The training method and training content formulated should reflect pertinence and adaptability. Second, the training of new rural e-commerce talents should combine the advantages and disadvantages of different rural e-commerce development to formulate corresponding training strategies, and the policies adopted should be in line with the actual development of the local economy. Third, the training of new rural e-commerce talents should stand at the height of serving the economy of the districts and counties, so that farmers can not only achieve their own prosperity through e-commerce, but also radiate and drive the economic development of the districts and counties.

### **5.3. Establish an Agricultural E-Commerce Consulting Platform**

In the process of cultivating rural e-commerce talents, it is necessary to establish an agricultural e-commerce consulting platform, and regularly provide farmers with relevant knowledge consultation and technical guidance by hiring relevant experts in agriculture and e-commerce majors in colleges and universities to help them solve problems in actual production. and problems encountered in the sales process. Students who encounter difficulties in specific practical operations can log on to the platform for consultation at any time, and experts can provide help to farmers through online or message. The agricultural e-commerce consulting platform has become a bridge for farmers engaged in e-commerce to communicate with colleges and universities, scientific research institutes, agricultural experts, etc. Relevant experts and scholars can use their knowledge to guide farmers to better practice through the platform, which not only improves farmers At the same time, it has created conditions for experts and scholars to better carry out scientific research.

### **5.4. Realize the Integrated E-Commerce Talent Training Management Model of "Skill Training + Technical Guidance + Project Tracking"**

With the continuous development of Internet technology, more and more farmers complete their e-commerce training through the Internet, and use the advantages of the network to improve the effect of e-commerce training for professional farmers. Use the Internet to create an e-commerce skills training platform, allowing farmers to learn the corresponding e-commerce business anytime and anywhere according to their own needs. The e-commerce skills training platform aims to implement e-commerce training for professional farmers. Students only need to complete the registration before learning to choose the courses they study, download the required materials, online video learning, exchange seminars, submit assignments, and communicate with teachers. Through this way of learning, students can fully

understand their own learning situation and practice process. The training teachers and students use the e-commerce training platform to interact and communicate, which ensures the participation of the students and the training effect.

## 6. Conclusion

In the era of "Internet +", the development of rural e-commerce should integrate the advantages of information technology, network technology, and rural regional characteristics, formulate targeted e-commerce talent training goals for the development of e-commerce, and constantly enrich the training methods of e-commerce talents to improve Talent training effect. According to the specific situation of rural e-commerce personnel, create an integrated e-commerce talent training model of skills training + technical guidance + project tracking for them, adhere to the principle of people-oriented training, maximize the advantages of rural e-commerce talents, and help rural e-commerce Develop and train e-commerce professionals with more levels, more positions, and more skills, and provide more talent support for the development of rural e-commerce.

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