

# Innovation in Cultivating E-commerce Talents in Higher Vocational Education in the Era of Big Data

Xunyang Feng

Jiangxi Vocational Technical College of Industry & Trade, Nanchang, 330038, Jiangxi, China

fx522008@163.com

**Keywords:** Era of big data, Vocational colleges, E-commerce Talents

**Abstract:** The promotion and application of big data technology in various fields of society has accelerated the cross-border integration process between information technology and traditional industries. E-commerce is a typical case, which combines traditional industry operation models with information technology and platforms, effectively expanding product marketing channels, and has positive significance for connecting regional economies and strengthening industrial integration. The e-commerce industry has been able to innovate and develop with the support of information technology, and the requirements and standards for e-commerce talents are constantly increasing. However, there are many shortcomings in the current teaching activities of e-commerce majors in vocational colleges, which restrict the quality of e-commerce talent cultivation. This article first analyzes the contradiction between the e-commerce education model vocational colleges and the demand for enterprise talents, and then proposes strategies for cultivating e-commerce talents, hoping to provide reference for promoting teaching reform in relevant vocational colleges.

## 1. Introduction

In recent years, driven by the rapid progress of the social economy, significant achievements have been made in the field of science and technology, such as big data technology, artificial intelligence technology, computer network technology, etc. <sup>[1]</sup>, which are becoming increasingly mature and widely used in all aspects of social production and life. Whether in business, economy, or other fields, modern technology can be used to collect, analyze, and utilize data, effectively ensuring the scientific and rational nature of decision-making. The e-commerce industry is no exception, as big data technology is widely used in practical operation and management work, which places high demands on the professional ability and information technology skills of e-commerce personnel. As an educational hub for delivering professional and skilled talents to various industries in society, vocational colleges should also keep pace with the times, formulate e-commerce talent training strategies in combination with the talent needs and requirements, and provide talent guarantee for the sustainable progress of China's e-commerce industry.

## 2. Contradiction between Traditional Education Models and Enterprises' Requirements for E-commerce Talents

### 2.1 Unreasonable Curriculum System Setting

In the big data era, the development trend of China's e-commerce industry is relatively rapid. However, vocational colleges, as an educational hub for delivering professional and skilled talents to various industries, have a disconnect between the theoretical knowledge system, curriculum design in major education, and the demand for talents in the e-commerce industry. Although there are many textbooks related to e-commerce that have been promoted in the field of education, most of the content is rigid and outdated, and can no longer meet the innovative needs of vocational education e-commerce teaching activities in the big data era. This requires vocational college teachers to have strong learning ability and innovative consciousness, and update their theoretical knowledge system in combination with the current situation of the e-commerce industry and talent

needs <sup>[2]</sup>. However, from the current e-commerce teaching activities carried out by major vocational colleges, most teachers have not yet reformed and innovated the theoretical knowledge system of e-commerce due to the long-term influence of traditional teaching concepts. They still carry out teaching activities according to textbooks, which cannot provide theoretical support for students' future practical work.

## **2.2 Neglecting Thinking Ability Training**

Most students enter vocational colleges for learning due to their failure in the college entrance examination. Their comprehensive cultural literacy is poor and self-restraint ability is not strong. Some students even lack basic interpersonal etiquette. In the face of this situation, currently few vocational colleges carry out education activities for students in accordance with job requirements and industry talent needs. The vast majority of vocational colleges rely on ideological and political courses, computer basic courses, etc. to cultivate and enhance students' professional qualities. When carrying out the above-mentioned courses, some teachers overly focus on professional theoretical knowledge and practical skills training content, thus neglecting the importance of cultivating students' sense of responsibility, professional spirit, innovation consciousness, etc., ultimately leading to a mismatch between the needs of e-commerce majors and enterprise talents, resulting in employment difficulties and inability to adapt to the market talent competition environment, which restricts the personal progress of students.

## **2.3 Disconnection between Teaching Objectives and Reality**

The e-commerce major has strong practical operability, while vocational colleges mainly cultivate frontline workers for various industries in society. Therefore, it is necessary to focus on coordinating the proportion of theoretical knowledge teaching and practical skills training in organizing e-commerce teaching activities to promote the overall progress of students. However, based on the analysis of the current situation of e-commerce teaching activities in vocational colleges, most teachers lack practical experience in e-commerce, which often leads to "talk on paper" in practical teaching, ultimately resulting in teaching activities becoming mere formality <sup>[3]</sup>. In addition, the practical teaching activities carried out by some colleges seriously do not meet the core requirements of enterprise talents, and cannot truly provide assistance for students to improve and apply practical skills. Some vocational college students have weak willpower and self-management abilities, and teachers are unable to provide effective guidance, resulting in students being confused in the practical process and unable to apply what they have learned, which affects the improvement of their professional abilities and personal career progress.

# **3. Innovative Strategies for Cultivating E-commerce Talents in Higher Vocational Education in the Era of Big Data**

## **3.1 Form Big Data Application Thinking and Innovate Educational Concepts**

In the big data era, if vocational colleges want to innovate their e-commerce talent training programs, they must establish a big data mindset, timely innovate their educational concepts, gradually transform the indoctrination-based teaching model with theoretical knowledge as the main body into a personalized teaching model with cultivating students' innovative thinking ability as the core, incorporate the cultivation of students' innovative thinking abilities into the talent cultivation plan, and develop targeted composite talent cultivation plans based on the current talent needs of the e-commerce industry. When teaching e-commerce courses, teachers should not only impart the latest professional theoretical knowledge to students, but also focus on cultivating their core abilities in mastering e-commerce related positions, such as the ability to apply theoretical knowledge, integrate information, learn independently, innovate and create. Teachers also need to focus on tapping into the intrinsic potential of students in teaching, and effectively cultivate their data literacy and professional abilities <sup>[4]</sup>.

### **3.2 Use Big Data Technology to Establish Data Models**

In the big data era, an increasing number of e-commerce enterprises have fully utilized big data technology in their actual business management work, which poses high requirements for the professional ability and information skills of e-commerce practitioners. It can be said that the e-commerce industry has promoted the reform of e-commerce courses and talent training programs in vocational colleges. However, some colleges have not yet analyzed the requirements and standards for professional abilities, qualities, and information technology levels of talents in e-commerce positions based on actual situations. In the face of this problem, colleges can use big data technology to conduct statistical analysis on the requirements of enterprise e-commerce talents, and use digital modeling to develop talent training plans based on professional settings, teaching staff, student learning ability, information skills, etc., to improve the quality of e-commerce talent training.

### **3.3 Improve the Curriculum System and Optimize Teaching Content**

In the big data era, regardless of the direction of education, vocational colleges need to focus on the integration of big data technology, cloud computing technology, modern e-commerce knowledge, management skills, etc. in carrying out e-commerce teaching activities. For example, teachers need to provide students with a detailed introduction to the advantages and disadvantages of big data technology on electronic payments, logistics management, and online marketing in the course of *Fundamentals of E-commerce*, properly extend the latest knowledge of mobile commerce application models, big data e-commerce processing platforms, etc., and timely help students keep up with the pace of the e-commerce industry in the big data era, ensuring that their professional abilities always match the talent requirements of the modern e-commerce industry.

### **3.4 Improve Employment Standards and Strengthen Teacher Development**

Firstly, each vocational college should do a good job in talent introduction, hire a group of professional talents with rich experience in e-commerce practice, and build a “dual teacher team”. Vocational colleges can also strengthen the cooperation between highly educated full-time teachers and enterprise part-time teachers, promote their respective advantages in e-commerce teaching activities, and improve the quality of e-commerce teaching [5]. Secondly, vocational colleges should also strengthen the training of in-service teachers, use theoretical knowledge education, educational and teaching seminars, and opportunities for external internships to continuously improve the teaching ability and professional level of professional teachers, ensure that e-commerce teaching activities are in line with the requirements of enterprise talents, and ensure that e-commerce talent training programs are implemented in place.

### **3.5 Build an E-commerce Platform and Promote a Dual Practice Model of Online and Offline**

Firstly, strengthen school-enterprise cooperation. In the big data era, vocational colleges can use school-enterprise cooperation to provide industry talent requirements information for e-commerce majors through the “cloud service” platform, and provide students with directions for independent learning and personal career planning. Vocational colleges can use the method of “strengthening skills through practice” to encourage students to participate in the development of e-commerce projects, leading students to experience the real working environment, workflow, and enterprise management mode of enterprises. In the process of improving students’ professional literacy, it can promote the formation of good professional ethics [6]. Secondly, establish an expert guidance team to provide technical guidance and standardized operational behavior guidance for e-commerce students. Vocational colleges can establish training bases within the school and imitate the operation status of e-commerce enterprises to continuously enhance students’ professional practical abilities.

## **4. Conclusion**

In summary, in the big data era, it is of great practical significance for major vocational colleges to reform and innovate their e-commerce teaching models, and develop e-commerce talent training

plans that are in line with market talent needs and students' actual situations. Not only can it improve the level and quality of vocational education specialization, but it can also enhance the position of vocational colleges in the competition of the education industry market. It is also a key measure to continuously improve the learning efficiency and professional skills of e-commerce students, laying a solid foundation for their career development. Vocational colleges are guided by the current development situation and talent demand of the e-commerce industry, reform and innovate the teaching mode and practical content of e-commerce, continuously deepen students' mastery of theoretical knowledge and practical skills in e-commerce, and provide talent support for the e-commerce industry.

## References

- [1] Li Jingyi. Exploration of Modern Apprenticeship Talent Training Model for E-commerce Majors in the Era of Big Data [J]. Talents, no.3, pp.22-24, 2023.
- [2] Zhou Juxuan, Zeng Haiwen. Exploration and Research on the Cultivation of E-commerce Talents in the Era of Big Data [J]. Research and Practice of Innovation and Entrepreneurship Theory, vol.4, no.9, pp.98-100, 2021.
- [3] Li Yan, Yu Hongpeng, Li Jian. Research on E-commerce Innovation and Entrepreneurship Talent Training Approaches in the "Internet plus+Big Data" Era [J]. Economic Research Guide, no.29, pp.50-51, 2020.
- [4] Hou Handan, Li Yan, Qi Jingjia. Thinking and Practice of E-commerce Talent Training in the Era of "Internet plus Big Data" [J]. Economic Research Guide, no.29, pp.52-53, 2020.
- [5] Xu Na. Challenges and Countermeasures for E-commerce Talent Training in the Era of Big Data [J]. Modernization of Shopping Mall, no.17, pp.49-51, 2020.
- [6] Sun Hongyan. Discussion on the Countermeasures for Training E-commerce Talents in Higher Vocational Education in the "Internet plus" Era [J]. Chinese and Foreign Entrepreneurs, no.20, pp.173, 2020.