

## **Exploration on the Construction Path of Teaching Staff of E-Commerce Professional Group in Vocational Colleges**

**Hongfeng Chen**

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

chenhongfeng0503@sina.com

**Keywords:** Vocational colleges, E-commerce, Professional group, Teaching staff, Construction route

**Abstract:** With the deepening of China's educational reform and the continuous improvement of modern teaching level, people not only pay high attention to the effective application of modern teaching ideas and diversified teaching modes, but also pay more attention to the overall construction level of teachers. As one of the core forces in the construction of specialty and professional group, teachers can provide active support for the establishment and improvement of e-commerce professional group in vocational colleges. This paper makes a detailed analysis on the construction path of teacher staff of e-commerce professional group in vocational colleges. Through the continuous strengthening of system and mechanism and the establishment and improvement of development platform, it lays a solid foundation for the further improvement of the construction level of teacher staff of e-commerce professional group in vocational colleges.

### **1. Introduction**

Under the background of the comprehensive reform of China's social and economic structure and industrial upgrading, there is a diversified demand for vocational colleges, which requires vocational colleges to train as many professionals as possible to meet the requirements of social and economic structure transformation and industrial upgrading. In the process of training front-line technical and skilled professionals, vocational colleges usually take professional construction as an important measure to effectively improve the quality of talent training. However, in the changing process of China's social and economic development situation, the object of specialty construction is only a specific type of post. As a type of education, there are more and more problems in such a single technical training and skill training, which can no longer meet the demand for talents under the background of a new social form. Therefore, it is necessary to strengthen the active training of compound professionals. Through the construction of demonstration vocational colleges, the goal of building professional groups to drive professional development is the whole industry. By improving the construction level of teachers, we can ensure that the established e-commerce professional group aims at cultivating students' comprehensive ability, fully combines the advantages of vocational colleges, and provides positive help to improve students' comprehensive competitiveness.

### **2. Current Situation of Teacher Staff Construction of E-Commerce Professional Group in Higher Vocational Colleges**

First, the structure of teachers is unreasonable, which leads to the slow improvement of teachers' professional teaching ability. Second, teachers' positioning of their professional ability is lack of accuracy, and the development efficiency of practical teaching is low, which makes it difficult to improve teachers' practical ability. Third, the training activities carried out by vocational colleges for e-commerce teachers are lack of strength and rationality. Although the amount of funds invested in training activities every year is large, it still can't effectively meet the requirements of professional group construction for teachers. Fourth, vocational schools have not formulated a

scientific and effective assessment mechanism and incentive mechanism, resulting in uneven growth of teachers.

### **3. Effective Approaches to the Construction of Teaching Staff of E-Commerce Professional Group in Vocational Colleges**

#### **3.1 Strengthen the Optimization and Improvement of the System to Create a Good Platform for the Healthy Growth of Teachers**

Vocational schools should comprehensively sort out the existing system of e-commerce specialty, comprehensively optimize and improve various systems in combination with the actual development of teachers, and actively implement and adhere to the implementation in practical work, such as teacher assessment mechanism, incentive system, teaching ability improvement system, post appointment management system, innovative team construction mechanism, cultivation system, etc. Through the continuous optimization of various mechanisms and systems, teachers' sense of ownership is fully awakened, and teachers' continuous self-improvement and self-development are driven <sup>[1]</sup>.

Vocational colleges should further optimize the employment mechanism of e-commerce specialty, take positive incentive measures, give strong support to different types of teachers to achieve self-growth, and provide support and platform for the further improvement of teachers' educational ability. For example, in the process of assessing teachers' teaching ability, multi-dimensional evaluation and incremental assessment should be carried out. Vocational colleges can encourage teachers to actively improve themselves, and cultivate teachers' education and teaching ability by establishing diversified platforms such as teaching and research project approval, curriculum construction review and evaluation, teachers' teaching ability competition and teachers' professional skills competition. It can not only make teachers establish a strong desire to stay in school, but also ensure that teachers' comprehensive quality is comprehensively improved with the assistance of vocational colleges, provide positive help for the further optimization of the overall structure of e-commerce teachers in vocational schools, and improve the comprehensive strength of teachers <sup>[2]</sup>.

Vocational colleges should take diversified measures to ensure that e-commerce teachers can organically combine different educational nodes with different educational levels, strengthen the active cultivation of model teachers, and fully implement the famous teacher project. For teachers, it is an industry with high particularity. It requires teachers not only to have solid professional skills, but also to have noble teachers' ethics, which is also one of the important tasks of building e-commerce teachers in higher vocational colleges. Selecting models and setting up benchmarks can ensure that every teacher can have an example and goal to learn in the process of self-improvement and development, create a good atmosphere for teachers' team construction, make teachers proud of their own career, encourage teachers to learn from the list from a spiritual point of view, so that they are always in a self-motivated environment, and improve the construction and level of teachers <sup>[3]</sup>.

#### **3.2 Build a Team of Teachers Across Disciplines According to Specific Projects**

The e-commerce specialty has high practical characteristics. Therefore, in the process of cultivating the teachers of e-commerce specialty group, vocational colleges should focus on the cultivation of teachers' practical teaching ability. By carrying out school enterprise cooperation mode and using specific projects of enterprises to drive teachers' professional development, it can not only enrich teachers' practical experience, but also play a positive role in improving teachers' practical ability. The rapid development of e-commerce industry involves many contents, including not only online store operation, online marketing, live broadcasting and so on, but also has an inseparable relationship with big data analysis and software technology. By organizing teachers to participate in the real projects of the enterprise, vocational colleges can start with paying high attention to the construction of professional groups and the training objectives of professional talents, ensure that teachers' curriculum design ability and development ability of e-commerce

specialty are continuously improved, so that the teaching team can be effectively established driven by specific projects. The result-oriented method can be used to guide teachers to think about how to fully integrate the teaching content and post work, and how to carry out teaching to ensure that the trained professionals have the ability to meet the needs of e-commerce work <sup>[4]</sup>.

In the process of implementing various measures of the project, vocational colleges should organize teachers in different professional fields to discuss and negotiate with experts and technicians of enterprises in combination with the content of e-commerce project, and use the practical experience of experts and technicians to help teachers solve problems and puzzles. In the process of completing specific project tasks, teachers, enterprise experts and technicians can further improve teachers' communication ability, cooperation ability and professional ability by constantly thinking, summarizing and learning from each other <sup>[5]</sup>.

### **3.3 Formulate Scientific and Effective Teacher Training Plans and Programs Based on the Construction of Professional Groups**

According to the detailed analysis of the actual changes and development needs of the e-commerce industry, if we want to further improve the construction level of e-commerce professional teachers, we should not only ensure that the teacher training plan is highly scientific, but also take the construction and development plan of the professional group as the core goal, ensure that teachers have a clear grasp of their own career planning <sup>[6]</sup>.

In the process of cultivating the comprehensive ability of teachers of e-commerce specialty group, vocational schools can effectively integrate the itemized training, segmented training and layered training modes, and give full play to the role and value of different training modes in combination with the actual situation. For example, in the process of training the director of the training center, discipline leaders, directors of teaching and research offices, young and middle-aged backbone teachers and interns, the planning scheme formulated should have certain common characteristics, but the specific contents should have obvious differences. It is necessary to regularly organize the director of the teaching and research office to participate in the training activities of educational ideas and the experience sharing meeting of professional group construction in vocational colleges in developed and advanced areas, and then formulate the development plan and plan that can actively promote the construction of teachers in the school in combination with their own actual situation. Vocational colleges should also regularly organize young and middle-aged backbone teachers to participate in engineering practice projects in e-commerce industry, and ensure high-quality completion of corresponding projects through joint research and discussion with enterprise experts and technicians, so as to enable young and middle-aged backbone teachers to improve their professional construction ability and teaching ability in the process of participating in professional training. In the process of training interns, vocational colleges should ensure that interns fully understand the actual development status, existing problems, solutions, future development direction and other relevant contents of the e-commerce industry, actively organize interns to participate in the real e-commerce projects of the enterprise, so that interns can know the characteristics of vocational education. On this basis, according to the different development stages of teachers, vocational colleges can carry out planned and purposeful training and guidance for teachers, and carry out special training for teachers by regularly organizing teachers to participate in curriculum project construction, teaching skill competition, teaching ability competition and other activities <sup>[7]</sup>.

## **4. Conclusion**

It is a long-term and arduous task for the establishment and construction of e-commerce professional groups in vocational colleges. The talent training mode of professional groups is not only to list and integrate the talent training objectives of different majors, but should focus on which majors should be combined and what logic should be followed to ensure the effective realization of the integration results. The construction value of e-commerce professional group in vocational colleges is mainly reflected in the reconstruction of the existing curriculum system, ensuring the

effective integration of various resources, actively exploring and deeply excavating the forms and resources of school enterprise cooperation, so as to further optimize the talent training mode. The effective construction of teachers can fully realize the construction level of professional groups and ensure the comprehensive improvement of students' professional competence, industrial adaptability and industrial market ability. Therefore, it is imperative to strengthen the continuous optimization and improvement of e-commerce teachers in vocational teaching.

## References

- [1] Zhou Jiansong. Construction of high-level professional group: policy, theory and practice. Higher Vocational Education (Journal of Tianjin Vocational University), vol.29, no.03, pp.3-11, 2020.
- [2] Liu Yi, Tang Chayao. Research on the construction path of college teachers under the background of "double high" construction. Journal of Hubei Open Vocational College, vol.34, no.10, pp.41-42, 2021.
- [3] Zhao Hongyan. Research on the construction of e-commerce specialty group system in higher vocational colleges under the background of "double high schools". Modern Commerce and Industry, vol.42, no.21, pp.28-29, 2021.
- [4] Zhang Su. Research on the construction of teaching team with professional group as the main line -- Taking the School of Economics and Management of Changchun University of Technology as an example. Journal of Changchun University of Technology (SOCIAL SCIENCE EDITION), no.04, pp.145-147, 2012.
- [5] Shen Fengchi, Wang Hui, Ding Rongtao. On the construction of e-commerce specialty group in commercial higher vocational colleges. Education and Occupation, no.23, pp.79-80, 2018.
- [6] Dai Yimeng. On the construction of professional teachers in higher vocational colleges under the trend of vocational education reform. Journal of Changchun Institute of Education, vol.35, no.08, pp.40-43, 2019.
- [7] Zhao Lixiang, Gou Hongye, Pu Qianhui. Research on the cultivation of first-class teachers and the construction of policy support system in secondary colleges of colleges and universities. Chinese Journal of Multimedia and Network Teaching (first ten days in a month), no.01, pp.150-152, 2021.