

Analysis on the Difficulties and Solutions of University E-commerce Teaching in the New Era

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Abstract: With the rapid development of digital economy, e-commerce teaching is facing many difficulties and challenges. The traditional education model can't keep up with the development trend of the industry, and the curriculum is out of touch with the actual market demand, which leads to the lack of students' ability after graduation. This paper aims to analyze these problems and put forward corresponding solutions. First of all, under the new era, technological innovation has brought pressure, and the traditional cultural education model has been evaluated. Secondly, it emphasizes the specific measures that need to be taken to optimize the teaching of e-commerce in universities: updating the course content, strengthening the construction of teachers, strengthening the practice stage and establishing an effective feedback mechanism. In order to solve these problems, we can introduce the latest case studies and frontier science and technology applications in updating the course content; In the construction of teaching staff, it is necessary to equip with practical experience and theoretical basis, and pay attention to industrial dynamic personnel as faculty members; At the same time, the practice link is strengthened by providing internship opportunities, building simulation platforms and carrying out cooperative projects. In addition, it is necessary to establish and improve the student evaluation and feedback mechanism to continuously improve the teaching quality. This will help to cultivate outstanding talents who adapt to the rapid development of the digital economy and prepare for their employment and career development in the field of e-commerce.

1. Introduction

With the rapid development of information technology and the rise of internet economy, e-commerce has become one of the most dynamic and potential industries in the world. In the new era, e-commerce education is facing great challenges and opportunities. As an important position to cultivate talents and promote social progress, universities have responsibilities that cannot be ignored in adapting to the needs of the new era and promoting students' employment and entrepreneurship [1]. However, in the process of setting up e-commerce major or related courses in universities, we must also face a series of difficulties and problems directly. First of all, the knowledge update speed is too fast, which leads to the lag of teaching materials. The traditional teaching materials have a long writing cycle and complicated examination and approval process, which makes it difficult to keep up with the latest changes in the industry. Secondly, there are defects in the structure of the teaching staff, some teachers have insufficient understanding of cutting-edge technology and relatively little practical experience [2-3]; Furthermore, the practice link is weak. Due to resource constraints and limited opportunities for cooperation between enterprises and institutions, it is relatively scarce for students to get in touch with real projects.

In view of these difficulties and problems, this paper aims to explore the difficulties faced by e-commerce teaching in universities and put forward corresponding solutions. Through in-depth analysis of these problems, and put forward corresponding solutions, it can better guide universities to carry out e-commerce education in the new era. At the same time, it can also promote students to obtain more comprehensive knowledge reserves and practical experience, so as to adapt to social needs and be competitive, and to grow and develop rapidly in the future workplace. The ultimate goal is to promote China's colleges and universities to cultivate outstanding e-commerce talents that meet the requirements of the times and promote the healthy and sustainable development of China's

digital economy.

2. Characteristics of e-commerce teaching in universities in the new era

With the rapid development of e-commerce industry, e-commerce teaching in universities has paid more and more attention to diversity and comprehensiveness. In addition to the traditional basic courses such as marketing and operation management, the contents of frontier fields such as data analysis, user experience design and cross-border e-commerce have also been added [4]. This diversified curriculum can better meet the needs of different students and cultivate them to be competitive in all aspects.

The new era requires the university e-commerce education to combine theoretical knowledge with practical application, emphasizing practice orientation and innovative thinking. Through case analysis, project training and enterprise cooperation, students can deeply understand the real industry situation and carry out practical operation, so as to improve their skills and problem-solving ability in practice.

In the era of digital economy, e-commerce education in universities needs to pay more attention to the integration of knowledge in various fields and set up related interdisciplinary subjects. For example, in the case that artificial intelligence technology is widely used in e-commerce, artificial intelligence and e-commerce can be combined to set up related courses to cultivate compound talents with cross-border thinking and innovative consciousness [5-6]. Due to the rapid development of e-commerce industry, e-commerce teaching in universities needs to be updated in real time and closely connected with the industry. By inviting enterprise experts to teach the latest technology, share practical experience and provide workplace guidance, students can understand the market dynamics, grasp the cutting-edge trends and better adapt to the needs of the job market.

Under the background of digital transformation, e-commerce education in universities should focus on cultivating students' creative thinking and innovative spirit. Educators and educational institutions should encourage students to think independently, propose solutions, and give them the right to try and improve the existing model [7]. This training method can stimulate students' potential and stand out from the competition.

Under the background of the new era, the characteristics of e-commerce education in universities highlight diversified curriculum, emphasize practical orientation and innovative thinking, advocate cross-integration and cross-border disciplines, connect with the industry in real time, and cultivate creative thinking and innovative spirit. These characteristics aim to provide students with comprehensive knowledge reserves, practical experience and development space, so that they can adapt to and lead the rapid changes and development of e-commerce industry.

3. An analysis of the difficulties faced by e-commerce teaching in universities

E-commerce teaching in universities faces some difficulties, including the lag of knowledge updating, the structural defects of teachers and the weak practical links.

First of all, due to the rapid development of e-commerce industry, new technologies and new models emerge one after another. However, the teaching material system and curriculum of universities often cannot keep up with these changes in time. The lag of knowledge leads to the gap between the content taught and the actual demand, which may lead to the lack of competitiveness in the graduate employment market.

Secondly, the structure of teaching staff is also a challenge. In the case of more traditional theoretical experts, there is a lack of full-time teachers or part-time lecturers with enterprise background and practical experience to guide and cultivate. This structural problem makes it difficult for students to get access to the most cutting-edge information, and may be limited by theory when dealing with complex real cases, so they cannot provide practical solutions.

In addition, there are still some weak practical links in the existing e-commerce education system. Although the theoretical basis is important, book knowledge alone cannot fully meet the needs of students. The lack of practical links such as cooperation projects with enterprises and internship

opportunities makes students' ability to apply what they have learned in real scenes limited. This may lead to some cognitive errors in the operation and management of the e-commerce industry.

In view of the above difficulties, university e-commerce education needs to take active measures to reform and innovate. Strengthening cooperation with industry and establishing practice base can provide more rich experience; Educational authorities and academic institutions should optimize the structure of teaching staff and introduce specialized talents to speed up the theoretical renewal and regarding them as career-oriented instructors; At the same time, we should also pay attention to increasing specific case studies and project development to cultivate students' problem-solving ability [8].

E-commerce education in universities is facing difficulties such as lagging knowledge updating, structural defects of teachers and weak practical links. By taking effective measures to solve these problems and continuously promoting educational reform and innovation, we can cultivate outstanding talents who can meet the needs of the times and have competitiveness, and promote the sustainable and healthy development of China's digital economy.

4. Solution measure

4.1. Innovative curriculum setting

In the new era, university e-commerce teaching needs innovative curriculum to adapt to the rapidly developing digital economy environment. Educational authorities and curriculum development committees should establish a multi-level and multi-field curriculum system for e-commerce. In addition to the basic theoretical knowledge, it should also include marketing, data analysis, supply chain management and other practical and closely related contents. At the same time, elective subjects or special seminars are offered at different levels to meet the individualized development needs of students. We need to emphasize the cultivation of students' practical operational and problem-solving abilities [9]. Through the project-driven teaching method, students are guided to participate in real case analysis and simulated operation activities, and active exploration and independent thinking are advocated. We need to encourage students to explore potential opportunities and propose forward-looking improvement plans.

Integrate e-commerce into other related fields for cross-education. For example, add some courses involving e-commerce technology and application to computer science, marketing, logistics management and other majors. This can cultivate students' cross-disciplinary thinking and ability, and better adapt to diversified career needs. Educational institutions should pay close attention to the development of the e-commerce industry and adjust teaching content in a timely manner. They should establish cooperation channels with enterprises, e-commerce platforms, and other related institutions, inviting employees to participate in curriculum design or conduct lecture exchange activities. Through the sharing of practical cases and the introduction of the latest technology trends, teachers can impart the most cutting-edge information to students. Educational authorities and project mentors should encourage students to put forward unique opinions and dare to try different methods in the process of project practice. They should guide students to carry out small scientific research projects or independent innovation products, thereby refining their communication, leadership, and problem-solving skills within the context of teamwork.

Innovating the curriculum of e-commerce education in universities through the above methods can make it closer to the market demand and meet the requirements of expertise, skills and quality required by the rapid change of digital economy. At the same time, it is also conducive to inspiring students to become pioneers, promoters and excellent innovative talents in the future e-commerce field.

4.2. Update teaching materials and course contents in real time

In the new era, e-commerce teaching in universities needs to update teaching materials and course contents in real time to keep up with the rapid development of digital economy. Educational institutions and e-commerce faculty should establish a comprehensive information collection

channel, fostering close contact with industry-related institutions, business partners, experts, scholars, and practitioners. They should facilitate exchanges through regular seminars and symposiums, actively participating in industry activities to stay informed about the latest market trends and technical advancements. Furthermore, they should regularly evaluate existing e-commerce teaching materials and revise or rewrite them according to industry needs. Considering the rapidly changing characteristics of the digital economy environment, the core curriculum should be comprehensively reviewed and adjusted every school year or at least every two years.

Use the Internet platform to provide rich, diverse and timely updated online resources to support e-commerce curriculum. These resources can include the latest reports, case studies, data charts and so on, which can help students understand the current market situation and master cutting-edge knowledge. Educational institutions should invite practitioners, corporate executives, or experts and scholars in the field of e-commerce to give guest speeches [10]. They can share their problems and solutions in actual operation and introduce the latest technology applications. In addition, cooperation with enterprises to carry out projects or provide internship opportunities can also help teachers understand the industry trends and update the course content in time.

Educational authorities and institutions should establish an effective student feedback mechanism and incorporate it into the curriculum improvement process. By regularly collecting students' opinions, suggestions and demands on teaching materials and course contents, we can make corresponding adjustments according to the feedback results.

Teachers are encouraged to actively participate in relevant seminars, training activities and academic exchange meetings, etc., so as to continuously improve their knowledge level and pass on the information and experience gained to students.

In the university e-commerce education, we can keep close contact and update the latest market trends and technical trends at any time, which can ensure that the knowledge we have is forward-looking, and enable graduates to better adapt to the rapidly changing needs of the digital economy and provide better support for their future employment and career development.

4.3. Optimize the structure of teaching staff

Establish a diversified team of teachers, including teachers from different fields with rich practical experience and professional knowledge. In addition to experts in e-commerce related fields, people with in-depth research and practical experience in marketing, data analysis and supply chain management can also be invited to join. Combining academic circles with industry circles, in the recruitment process, we should pay attention to selecting those who have a solid theoretical foundation, can closely connect with the current industry needs and have a strong sense of updating the latest technology and dynamic information as faculty members. This can ensure that the content taught not only conforms to the discipline development law but also is close to the real application environment.

Encourage the introduction of some people who have worked in e-commerce related enterprises, institutions or start-ups and actively participated in market competition activities and creative project development to join the ranks of university teachers. They can provide students with practical cases and project experience, and cultivate innovative thinking and problem-solving ability. Establish a mechanism for teachers' continuous professional development, and encourage faculty to participate in industry seminars, academic exchange activities and related technical training. At the same time, universities should provide corresponding resources and set up an incentive mechanism to encourage teachers to constantly update their knowledge, broaden their horizons and improve their education level.

Pay attention to the spirit of teamwork, and consider the complementarity among members when forming a teaching team. Joint research projects or interdisciplinary cooperation can promote information sharing, experience exchange and optimize the course setting process. Educational institutions should regularly collect students' evaluations of teaching quality and effectiveness, incorporating them into authoritative guidance for individual teachers and even post-adjustment considerations for all faculty members.

Through the above measures to optimize the teaching staff structure of e-commerce education in universities, we can ensure that the content taught is cutting-edge and practical, and cultivate outstanding talents to meet the rapidly changing needs of digital economy. At the same time, it can also improve the overall quality and innovation ability of teachers and make greater contributions to the development of e-commerce education.

4.4. Strengthen practical links

In the new era, it is very important to strengthen the practice of e-commerce teaching in universities to cultivate outstanding talents to meet the needs of digital economy. Educational institutions should establish close ties with enterprises and provide channels for students to participate in e-commerce-related internship opportunities and cooperation projects. Through contact with real operating enterprises, students' problem solving, teamwork and innovation ability are trained in practical work. Educational authorities and institutions should establish an on-campus simulation platform, allowing students to experience real and diverse scenarios in a virtual environment and engage in activities such as marketing, product design, and data analysis. This way can help them turn theoretical knowledge into concrete actions and master skills quickly.

According to the characteristics of different fields and industries, the corresponding industry-oriented courses are offered, which makes the educational content closer to the existing market demand and keep updated. For example, in the online store operation, add specialized courses such as Taobao store management or JD.COM self-management to meet the skills needed to master the sales strategy change on the current mainstream e-commerce platform. Teaching through actual e-commerce cases enables students to understand real business problems and challenges and provide solutions. This way can help them develop their analytical and judgment skills, and at the same time enhance their understanding of the development trend of the industry.

Invite experts or business people who have worked in the field of e-commerce for many years and have rich experience to play the role of industry mentor. They can provide students with individual guidance, share successful experiences and employment suggestions, and cooperate with schools to carry out projects or speech activities. Encourage teachers to actively participate in scientific research projects and technological innovation in the field of e-commerce, and integrate the latest research results into educational content in the classroom. This can not only deepen the theoretical foundation, but also stimulate students' interest in the application of cutting-edge technology and promote the integration of Industry-University-Research.

Through the above measures, we can strengthen the practical links in e-commerce education in universities, so that the theoretical knowledge can be closer to the market demand and pay attention to operability and sustainable renewal. This can cultivate students' practical ability, innovative thinking and problem-solving ability, and lay a solid foundation for their future employment and career development in the field of e-commerce.

5. Conclusions

In the new era, university e-commerce teaching faces some difficulties and challenges. First of all, the rapid development of the digital economy has brought the pressure of technological renewal, and it is difficult for the traditional education model to keep up with the changes in the industry. Secondly, the lack of curriculum and practice in line with the actual market leads to students' lack of ability after graduation and reduces employment demand. Optimizing e-commerce education in the new era requires changes in market demand, updating curriculum, strengthening practice stage and building a good interactive communication system. Only in this way can we pay attention to cultivating outstanding talents who adapt to the rapid development of digital economy and have innovative spirit, and prepare for their future employment in the field of e-commerce.

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