Exploring the New Business Education Digital Talent Cultivation Model

Ninglan Li[1], Shuyi Wang[2]

1.Saxo Fintech Business School University of Sanya, Sanya Hainan 572022;

2.School of Management Guangdong University of Science and Technology, Dongguan Guangdong 523083

Abstract: The digital revolution has significantly impacted the business landscape, necessitating a shift in the traditional business education model. This paper explores the new business education digital talent cultivation model, focusing on the integration of digital skills into business education to equip students with the necessary competencies for the digital age.

Keywords: Business education; Digital talent; Cultivation model; Digital skills, Digital age

Introduction

The advent of the digital age has transformed the business landscape, leading to the emergence of new business models and practices. This shift has necessitated a change in business education, with a greater emphasis on digital skills. This paper explores the new business education digital talent cultivation model, which seeks to integrate digital skills into business education.

1. Literature Review

Several studies have highlighted the importance of digital skills in the modern business landscape. For example, Brynjolfsson and McAfee (2014) argue that digital skills are crucial for navigating the digital economy. Similarly, Bughin and Hazan (2017) contend that digital skills are essential for business success in the digital age. Starting from how digital technology changes marketing activities, Chaffey, D., & Ellis-Chadwick, F. (2019) analyzes the online market from both micro-environment and macro-environment, and emphatically introduces the development of digital marketing strategy and the implementation and practice of digital marketing including marketing communication through digital media channels. Schwab, K. (2016) said，with the fourth industrial revolution is approaching, and China, with its series of open innovation, will inevitably become the "trendsetter" of the new wave of economic activities and technological innovation.

According to the Research Report on the Employment Impact of Digital Economy（2022）published by China Academy of Information and Communications Technology, the number of jobs in digital industrialization accounts for 32.6% of the total number of jobs. The construction of high-level digital talent team has become one of the key tasks of enterprise digital transformation.

2. Case Studies on Business Digital Talent Cultivation

A successful case of cultivating new talents in digital business in the field of commerce is the Digital Business Innovation Program at Stanford University's Graduate School of Business in the United States. This program aims to develop students' ability to apply business and technological knowledge to solve problems in the digital age. Students learn about digital marketing, data analysis, artificial intelligence, blockchain, and other related fields through practical projects, classroom learning, and internships.

The success of this program lies in its integration of business and technology, equipping students with interdisciplinary skills. Students not only learn business theory and practice but also learn how to use technological tools and methods to solve real-world

problems. This comprehensive training enables students to be competitive in the digital age.

Furthermore, the program has established close connections with industry partners, providing students with practical and employment opportunities. Students can participate in real projects, collaborate with companies to solve practical problems, and gain practical work experience through internships. This collaboration with the industry allows students to better understand industry needs and prepare for their future career development.

In summary, the Digital Business Innovation Program at Stanford University's Graduate School of Business is a successful case of cultivating new talents in the field of digital business. By integrating business and technology, it develops students' interdisciplinary skills and collaborates with the industry to provide practical and employment opportunities. This comprehensive training enables students to be competitive in the digital age.

The findings suggest that the new business education digital talent cultivation model is characterized by a greater emphasis on digital skills, such as data analysis, digital marketing, and e-commerce. Additionally, the model promotes a culture of continuous learning, encouraging students to stay abreast of the latest digital trends and technologies.

China has recognized the importance of digital talent in driving economic growth and innovation in the 21st century. To address the growing demand for digital skills in the business sector, China has implemented a comprehensive talent development program known as the New Business Science Digital Talent Development Program.. China's New Business Science Digital Talent Development Program is a government initiative aimed at nurturing and developing digital talent in the country. The program focuses on providing training and support to individuals and businesses in the field of digital technology and innovation.

The program is part of China's broader efforts to promote digital transformation and enhance its competitiveness in the global digital economy. It aims to address the growing demand for digital talent by equipping individuals with the necessary skills and knowledge to thrive in the digital age.

Under the program, various initiatives are undertaken to foster the development of digital talent. This includes providing training programs, workshops, and seminars on topics such as artificial intelligence, big data, cloud computing, and cybersecurity. The program also encourages collaboration between academia, industry, and government to promote research and innovation in digital technology.

The New Business Science Digital Talent Development Program is seen as a crucial step in China's efforts to become a global leader in digital technology. By investing in the development of digital talent, China aims to drive innovation, boost economic growth, and create a vibrant digital ecosystem that can compete with other leading digital economies.

The program has received positive feedback from participants and has been recognized for its contribution to the development of digital talent in China. It is expected to continue playing a significant role in shaping China's digital future and positioning the country as a global leader in the digital economy.

Here explores the key components and outcomes of this program.

Program Objectives:

The New Business Science Digital Talent Development Program aims to cultivate a new generation of digital-savvy professionals who can effectively leverage technology to drive business growth and transformation. The program focuses on developing skills in areas such as data analytics, artificial intelligence, digital marketing, and e-commerce.

Program Components:

(1) Curriculum Enhancement: The program involves the enhancement of existing business science curricula to incorporate digital skills. This includes the development of new courses and modules that cover topics such as big data analytics, machine learning, and digital strategy.

(2) Faculty Training: To ensure the effective delivery of the enhanced curriculum, faculty members are provided with training and professional development opportunities. This includes workshops, seminars, and collaborations with industry experts to stay updated with the latest digital trends and practices.

(3) Industry Partnerships: The program establishes partnerships with leading technology companies and digital platforms to provide students with real-world exposure and internship opportunities. These partnerships also facilitate knowledge exchange and collaboration between academia and industry.

(4) Entrepreneurship Support: The program encourages entrepreneurship among students by providing resources and support for the development of digital startups. This includes access to incubation centers, mentorship programs, and funding opportunities.

Program Outcomes:

(1) Increased Digital Skills: The program has successfully equipped students with the necessary digital skills to thrive in the business sector. Graduates possess strong analytical abilities, digital marketing expertise, and a deep understanding of emerging

technologies.

(2) Industry Relevance: The program has been praised for its industry-oriented approach, ensuring that graduates are well-prepared to meet the demands of the digital economy. Employers value the practical knowledge and skills gained through the program, leading to high employability rates among graduates.

(3) Innovation and Entrepreneurship: The program has fostered a culture of innovation and entrepreneurship among students. Many graduates have gone on to start their own digital businesses, contributing to the growth of China's digital economy.

(4) National Competitiveness: The program has played a crucial role in enhancing China's competitiveness in the global digital landscape. The availability of a skilled digital workforce has attracted foreign investments and positioned China as a leader in digital innovation.

China's New Business Science Digital Talent Development Program has been instrumental in nurturing a new generation of digital professionals. By integrating digital skills into business education, the program has successfully met the growing demand for digital talent in the business sector. The program's industry partnerships, entrepreneurship support, and focus on practical skills have contributed to its success in producing highly skilled and industry-relevant graduates.

3. Conclusion

The new business education digital talent cultivation model represents a significant shift in business education. By integrating digital skills into business education, this model equips students with the necessary competencies for the digital age.

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About the author:

Ninglan Li, doctor of economics, director of the faculty of digital business of free trade zones at the University of Sanya; director of the research program；

Shuyi Wang, senior engineer, information system project manager, Guangdong University of Science and Technology.