

Research on Continuing Education from the Perspective of E-commerce Platform: Taking the Transformation of New Oriental Education & Technology Group as an Example

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Abstract: Continuing education, as an important part of education, has played a key role in the cultivation of talents in our country. At the same time, with the development of e-commerce platform, it is very necessary to combine continuing education with e-commerce to further promote the development of distance education, but there is no good case at present. Therefore, New Oriental Education & Technology Group was selected for analysis, in order to promote the diversified development of education and to discuss the economics of education.

Keywords: Pedagogy; Economics; E-commerce

1. Introduction

Learning right is a unified set of rights based on the ‘right of access to education’ and centered on the ‘right to freedom of learning’, which aims to guarantee the right of every member of society to acquire the learning opportunities who needs beyond formal schooling. ^[1]Continuing education is characterized by openness, extension, flexibility, intermediation of means and high-state recognition, It can be a good complement to full-time education to achieve the ambitious goal of education for all. However, the specific publicity process still relies on traditional paper or network media, not The full use of modern new Internet media technology. This has resulted in its visibility falling short of the expected standard and failing to better serve the people. Therefore, further in-depth optimization of continuing education is very necessary.

By the relevant state agencies issued the Opinions on Further Reducing the Burden of Homework and Off-Campus Training for Students at the Compulsory Education Stage in 2021, many major offline organizations have transformed and reformed. Among them, the New Oriental Education & Technology Group Education Group chose to carry out a live e-commerce business, transforming and upgrading with a live broadcast room named Dongfang Featured which is used to live commerce. Although this business is running well, it has lost the characteristics of education and training.

However, continuing education is an adult continuing education degree in the national education series, which is recognized by the state. So there is no issue of whether it is formal or recognized, and it can reform and optimize itself while learning from the experience of New Oriental Education & Technology Group Education Group in the live e-commerce business.

2. Analysis of the transformation of New Oriental Education & Technology Group Education Group on the e-commerce platform

Teachers of New Oriental Education & Technology Group generally have received collective training and have strong speaking ability and collectivity, which is reflected in the systematic methodology to capture customers' attention. And, they generally have a high level of academic literacy, the knowledge used when they were teachers migrate to the live broadcast room, combined to produce the effect of a downgraded effect blow to other live broadcast rooms. ^[2] This illustrates the existing e-commerce platform salesman, although grounded, with no characteristics, it is difficult to make people refreshing as well

as understand the actual utility of goods. In contrast, XinDongfang's live-streaming with goods model gives full play to the teacher's professionalism combined with fun, which plays a very good communication effect. For example, the bilingual live broadcast. This illustrates the necessity of multidisciplinary integration in the context of the future big data era.

Secondly, e-commerce platform is a public online space rather than a private one. Therefore, if the content output is the same for a long period of time, it will make customers lose their sense of freshness, which will lead to a decline in live marketing volume. This is different from its past main business in the education industry, where knowledge and marketing communication is closed. This requires New Oriental Education & Technology Group Education Group to set up a special organization to conduct research and push out new ideas. This will maintain a stable audience and further develop the market.

E-commerce platform is a huge network platform built by e-commerce enterprises using advanced technology, highly qualified talents, sufficient capital flow and powerful information.^[3] E-commerce platform in the development of big data and artificial intelligence is also different from the traditional marketing model is that it can be accurately marketed according to the traffic algorithm. This requires the technical support of a team of talents who are well versed in e-commerce marketing and computer technology, and the interweaving and integration of multidisciplinary technologies to adapt to the new situation.

3. Exploring the feasibility of combining e-commerce platform with continuing education

It should be noted that although there are cases of teaching using Internet multimedia technology in continuing education, modern distance education (online education) is now completely closed.^[4] However, there are still cases of false propaganda by some institutions. This kind of false publicity has resulted in the students receiving distance education not being able to obtain a formal degree certificate. Thereby a great waste of money and time. and will greatly affect the reputation of continuing education. Therefore, in the case of combining e-commerce platform and continuing education, it is necessary to strengthen the work related to regulation and certification. The e-commerce platform itself also needs to establish a positive feedback mechanism to deal with false advertisements. Only on the basis of adhering to these principles can another e-commerce platform and continuing education be well integrated.

By using New Oriental Education & Technology Group Education Group as an example, we can see that it is highly feasible to promote continuing education on e-commerce platforms. Both have backgrounds in the education industry and online education, and both have experience in advertising and marketing on the Internet. The difference is that the purpose of continuing education marketing in e-commerce platform is still to promote continuing education. Therefore, while absorbing the experience represented by New Oriental Education & Technology Group Education Group, we should carry out personalized brand building according to our own characteristics. For example, some famous universities have high quality education resources. It can be promoted by means of online classes plus live broadcast. Secondly, such as continuing education in Chinese medicine, although the possibility of eventually obtaining the qualification of practicing Chinese medicine is very small; but through continuing education in Chinese medicine to achieve the cultivation of the body, conditioning life is also extremely attractive. There are many more examples like this. Attracting a stable audience through its own characteristics is very important for the sustainable development of continuing education in e-commerce platforms.

Although continuing education is profitable, the ultimate goal is to serve education for all and to improve the qualifications of working people. Therefore, the promotion through e-commerce platform is only a means, but the root must be done from improving the quality of their own teaching.

4. Discussion and Summary of the Economics of Education Based on E-Commerce Platform Perspective on Continuing Education

In order to form a unique perspective, highlight the unique value and establish a unique status in the world education economics discipline camp, education economics with Chinese characteristics must establish its own ideological and theoretical system,^[5] and the establishment of the theoretical system must rely on the current situation of education and China's socio-economic development level. Although China's university admission rate is increasing, but due to the admission rules and the influence of traditional concepts many students are not admitted to the desired profession; at the same time there is still a large amount of low-education population of historical accumulation. But these resources are not well developed due to the limitation of information transmission, which reflects the importance of further development and reform of continuing education. E-commerce platform as a new technology, new mode, and the combination of the past traditional distance education can further

expand the student population, improve the quality of the entire population, thus providing support for China's industrial transformation and meet the next generation of technological revolution.

In summary, this paper explores the possibility of combining e-commerce platforms with continuing education, using the transformation of New Oriental Education & Technology Group Education Group in e-commerce platforms as an example. We believe that a mature new media organization with continuing education teachers should be established to complement the further dissemination and promotion of distance education. It becomes a solid launching point for improving our comprehensive education.

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