

On the Training Mode of School-Enterprise Cooperation E-Commerce Live Broadcast Talents in the New Media

Environment

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Abstract: The arrival of the coronavirus epidemic is both a challenge and an opportunity. E-commerce live streaming is a new business model that drives the enterprise economy while creating a new blueprint for the commercial market. In the past two years, the new media economy has developed rapidly, individuals, enterprises, business models, education and other fields are successively transforming, and the proportion of online market development, corporate publicity, and information transmission is becoming heavier. It is undeniable that with the rapid development of the live broadcast industry, whether talents respond to the needs of enterprises and the market will also face severe challenges. ^[1]

Keywords: School-Enterprise Cooperation; E-Commerce Live Broadcasting; Talent Development

Introduction

With the rapid development of the market economy, the demand of enterprises and society for e-commerce live broadcast talents is increasing day by day, which has greatly promoted the innovation of related professional courses and the adjustment of talent training direction, and also brought new challenges to the school's cultivation of e-commerce live broadcast talents. Live streaming has gradually become an important way for merchants to carry out brand promotion and product sales, and this article will discuss the current situation and existing problems of the live broadcast industry to give the most pertinent suggestions for talent training.

1. The current situation of the e-commerce live broadcast industry

China's live broadcast industry continues to grow and develop, and more and more enterprises are engaged in the field of live broadcast goods. Taobao Tmall, JD.com, Pinduoduo and other major e-commerce platforms, as well as short video platforms such as Douyin and Kuaishou have been deeply cultivated for many years, and there are currently more than 700 third-party e-commerce live streaming service organizations (MCNs) in China. With the rapid development of the industry and the continuous influx of talents, the e-commerce live broadcast industry has higher and higher requirements for talents, not only to have a good personal image and professional ability, but also to have certain business thinking and operational capabilities.

Major platforms, enterprises, including individuals, are also grasping the dividends of the times and using "live broadcast to drive the economy". E-commerce platforms began to focus on cultivating anchors and helping anchors improve their professional capabilities by holding online professional training courses, such as the "Star Anchor" training course officially launched by Taobao Live, the "Super Star Xiusheng" program launched by Douyin, and the "New Anchor Growth Plan" launched by Kuaishou, all of which have facilitated the growth of new e-commerce anchors.

2. The problems in the training of e-commerce live broadcast talents in the new media environment

The development of e-commerce and the rise of live streaming have brought a "revolution" of live streaming e-commerce to the market, and also put forward new requirements for talent training. However, the existing e-commerce live broadcast talent training system is not perfect, and there are still big problems [2], and the current situation is as follows:

2.1 Talent training is out of touch with market demand

The theoretical curriculum and talent training goals do not match. At present, college students are not interested in the content of theoretical courses, and the employment direction is mainly e-commerce and operation work, because not everyone can operate e-commerce live broadcast, so there is a lack of practical experience, which is the focus and difficulty of college students learning e-commerce live broadcast. At the same time, due to the relatively weak faculty of some universities, there are also problems in talent training.

2.2 Lack of flexibility in the design of professional courses

The training of e-commerce students in traditional colleges and universities is a "theory + practice" learning mode in the traditional sense, which is mainly taught by teachers. At present, live streaming is an emerging industry, and enterprises and governments have different requirements for live streaming talents. Because teachers lack practical experience and practical experience in enterprises, it is difficult to effectively integrate the business operation model with the knowledge taught in the classroom.

2.3 The practical teaching environment is relatively poor

Colleges and universities mainly carry out practical teaching activities by setting up practical training rooms. However, due to the relatively poor environment of the training room, the experimental equipment and teaching instruments are not strictly divided according to the major, resulting in low efficiency of the use of experimental equipment and lack of safety management and safety measures. At the same time, because many universities are located in remote areas, there are also deficiencies in hardware facilities. These factors all restrict the improvement of teaching quality.

3. The strategy of school-enterprise cooperation to cultivate e-commerce live broadcast talent model in the new media environment

At this stage, the e-commerce live broadcast industry is in the early stage of development, and there is a lack of talents and a standardized training system, and colleges and universities will face great challenges in cultivating e-commerce live broadcast talents. In order to ensure that the quality of talent training can respond to the needs of the times, both schools and enterprises jointly participate in the talent training process of the school, jointly research and cultivate training programs and jointly develop teaching resources, and improve teaching quality and service to the society. In this regard, the E-commerce Professional Talent Training Model Innovation Research Group proposed the e-commerce live broadcast talent training model of "school-enterprise cooperation and industry-education integration" through research in the process of carrying out the "Research on E-commerce Live Broadcast Talent Training Model". The cultivation strategy mainly includes the following three aspects:

3.1 Integration of industry and education

Meeting the needs of enterprises is the first step in clarifying the goal of talent training. Schools and enterprises need to establish close ties, carry out in-depth cooperation and exchanges in training goals, curriculum settings, resource allocation, teacher arrangements, etc., introduce corporate culture and management concepts into the teaching process of the school, realize the "integrated" development of school and enterprise, and cultivate the comprehensive quality of students.

Schools and enterprises jointly participate in the formulation of talent training programs. The formulation of the e-commerce live broadcast talent training plan requires the participation of both the school and the enterprise, and is jointly formulated by the school's professional teachers and relevant professionals of the enterprise. Through the in-depth

integration and communication of the training goals, training content and training plans of e-commerce live broadcast talents, a scientific, reasonable and suitable training program for e-commerce live broadcast talents is formed.

Second, schools and enterprises jointly build "dual division" teams. Through the joint efforts of both parties, improve the teaching level and comprehensive quality of teachers. In the process of training e-commerce live broadcast talents, relevant professionals of e-commerce enterprises can provide on-site teaching guidance for school teachers through lectures, training, online teaching and other forms, and at the same time, school teachers can enter the enterprise and participate in the daily operation and management of the enterprise, project research and development, new product design, etc., so that professional teachers must have both rich theoretical knowledge and practical experience.

3.2 Flexible curriculum setting

The premise of setting up the course is to understand the needs of the market and enterprises, predict the development trends of the industry and the direction of talent development, and achieve a balance between supply and demand in order to achieve rapid development. The specific curriculum system cultivation can be considered from the following two perspectives:

Build a dual culture system. Establish a school-enterprise joint training mechanism, strengthen the construction of training bases inside and outside the school, and build training bases with joint enterprises. Build a practical teaching platform and teaching training environment for professional courses in the enterprise to achieve seamless connection between classroom and practice, online and offline. Set up an "e-commerce live broadcast talent training center" outside the enterprise to allow students to enter the enterprise to work and realize the "1+1+1" teaching model.

Second, jointly build curriculum resources. The school and enterprises jointly participate in the development of e-commerce live broadcast professional courses, realize the integration of course resources with the e-commerce industry through course construction, and form an e-commerce live broadcast professional course system that meets the needs of job capabilities.

3.3 School-enterprise joint construction of teaching environment

In the process of school-enterprise cooperation, the real projects of enterprises are introduced into the classroom to build a talent training model of "combination of engineering and learning". Schools can establish a "dual-teacher" teacher team with e-commerce enterprises, introduce outstanding employees of enterprises and practitioners in the e-commerce live broadcast industry into the school's teaching team, and let teachers enter enterprises to conduct business training. At the same time, in the process of school-enterprise cooperation, outstanding talents of enterprises will be introduced into the school for pre-job training to ensure that students can fully understand the current situation, workflow and work content of the e-commerce live broadcast industry during their studies. The specific teaching environment can consider the following three points:

First, jointly build a shared training base. The two sides of the school and the enterprise jointly build an e-commerce training base to provide real e-commerce live broadcast scenarios. The training base provides students with vocational ability improvement training, vocational skills appraisal training and other services. At the same time, the training base can also provide enterprises with real product production process simulation, e-commerce enterprise operation simulation and other services.

Second, jointly build a school-enterprise cooperation laboratory. Schools and enterprises can jointly apply for e-commerce professional teaching resource library, schools and enterprises can directly call the teaching resources of e-commerce enterprises in the process of e-commerce live broadcast talent training, and can also carry out e-commerce live broadcast knowledge sharing and experience exchange through the online platform, effectively improving the quality and efficiency of e-commerce live broadcast professional course teaching.

Third, jointly build an off-campus internship training base. In the process of cooperation, both schools and enterprises jointly participate in the formulation of professional talent training plans, the construction of curriculum resources, the construction of practical training bases and the training of teacher teams, etc., and the two parties jointly set up relevant

projects of off-campus internship bases, jointly develop professional curriculum resources, and jointly form discipline teams.

Conclusion

E-commerce live streaming is the mainstream trend of current and future social and economic development, and enterprises and individuals are gradually transforming to cope with changes in the mainstream direction of society. Therefore, in the context of new media, while responding to the call of the country, the school always grasps the important modules of social needs, enterprise needs, talent training and development, strengthens school-enterprise cooperation, and contributes to the cultivation and delivery of e-commerce live broadcast talents.

References

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