

Exploration of Talent Training Model for E-commerce Live Streaming under the Background of Digital Economy

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Abstract

In the context of the digital economy, the e-commerce live streaming industry is rapidly developing and gradually becoming an important component of the e-commerce economy, making the cultivation of e-commerce live streaming talents particularly crucial. This article first analyzes the problems in talent cultivation for e-commerce live streaming, and then explores changing the training methods for e-commerce live streaming talents to adapt to the rapid development of the digital economy.

Keywords

Electronic live streaming, digital economy, talent cultivation.

1. Introduction

With the gradual expansion of the digital economy, under the dual effects of internal demand and external pressure, the digital economy has become an important driving force for the development of the national economy driven by policies. As a new economic form that promotes the high-quality development of social economy, digital economy has a huge impact on the Internet economy based on informatization and networking. It also promotes the digital transformation and upgrading of traditional industries and accelerates the in-depth integration and development of digital economy. With the continuous progress of digital technology, e-commerce live broadcast has been able to rise rapidly with the help of the Internet, big data, artificial intelligence and other technical means. The training of e-commerce live broadcast talents needs to keep pace with the times, follow the industry development trend, and constantly update the education concept and training mode.

2. Problems in cultivating talents for e-commerce live streaming

With the rapid development of the live streaming e-commerce industry, the cultivation of e-commerce live streaming talents has also exposed some problems, which have constrained the further development and innovation of the e-commerce live streaming industry.

1. The talent cultivation system lags behind

Many universities and vocational colleges' e-commerce related courses are lagging behind, failing to keep up with the development pace of e-commerce live streaming in a timely manner. There is a gap between the teaching content and the actual job requirements, which leads to a longer adaptation period for graduates after entering the workplace. As a new marketing format, live streaming e-commerce lacks systematic theoretical research and practical summary, and talent cultivation generally lacks a standardized curriculum system, making the centralized, standardized, and systematic talent cultivation system still in its infancy.

2. Weak practical teaching link

Students lack practical opportunities for real e-commerce live streaming projects in school, and are unable to gain a deep understanding of the actual operation process and market changes of e-commerce live streaming business. This often leads to students feeling powerless when faced

with complex work scenarios after graduation. E-commerce live streaming teaching requires teachers with both solid theoretical foundations and rich practical experience. However, many e-commerce teachers in schools currently lack industry practical experience, making it difficult to meet the needs of practical teaching.

3. Insufficient comprehensive quality cultivation

E-commerce live streaming often requires cross departmental collaboration and communication, but in the current talent development process, the emphasis on cultivating these comprehensive qualities is not enough, resulting in some talents lacking teamwork spirit in actual work. The e-commerce live streaming industry is constantly changing, requiring talents to have innovative awareness and problem-solving abilities. However, the current talent training model often focuses on imparting theoretical knowledge, neglecting the cultivation of students' innovative and problem-solving abilities.

4. Inconsistent talent evaluation standards

There are differences in the ability requirements and evaluation standards for e-commerce live streaming talents among different enterprises, which leads to confusion for talents in job hunting and career development, and is also not conducive to the rational flow and optimization of talent allocation. At present, there is no unified and clear talent evaluation standard in the e-commerce live streaming industry, which has brought certain difficulties to the selection, cultivation, and career development of talents.

5. Industry self-discipline and regulatory lag

As an emerging field, the e-commerce live streaming industry still lacks comprehensive regulations and standards, which leads to ineffective control of some non compliant business practices and affects the healthy development of the industry. Due to the rapid development of the e-commerce live streaming industry, regulatory authorities often find it difficult to keep up with the pace of the industry, resulting in some illegal and irregular behaviors not being dealt with in a timely manner, which has a negative impact on the industry.

In summary, the problems in talent cultivation for e-commerce live streaming involve multiple aspects, and require joint efforts from schools, enterprises, governments, and society to effectively solve these problems and provide strong talent support for the sustainable development of the e-commerce live streaming industry.

3. Exploration into the Talent Training Model for E-commerce Live Streaming

Building a talent training model for e-commerce live streaming requires starting from multiple aspects, such as clarifying talent training objectives, optimizing curriculum design and teaching content, strengthening school enterprise cooperation and industry education integration, implementing an integrated teaching model, establishing a diversified talent evaluation system, strengthening industry self-discipline and supervision, and encouraging innovation and entrepreneurship. Only in this way can we cultivate e-commerce live streaming talents who meet market demand, possess practical skills and innovative spirit.

1. Clearly define talent development goals

E-commerce live streaming talents not only need to possess basic skills such as live streaming techniques and product knowledge, but also need to master various abilities such as marketing, data analysis, and customer relationship management. Therefore, the training goal should be set to cultivate composite talents with comprehensive qualities and cross disciplinary abilities, that is, to cultivate high-quality technical and skilled talents who can engage in live streaming marketing, operation, planning, promotion and other positions for the e-commerce live streaming industry. These talents should possess professional abilities such as live streaming

sales, live streaming traffic attraction, live streaming data analysis, brand building, script planning, and product selection, as well as good professional ethics and team spirit. In the era of digital economy, innovative thinking is the key to driving industry development. The cultivation of e-commerce live streaming talents should focus on cultivating students' innovative consciousness, innovative thinking, and innovative ability, encouraging them to have the courage to try new live streaming forms, marketing strategies, etc.

2. Optimize course offerings and teaching content

In the curriculum of e-commerce live streaming, courses related to the digital economy should be added, such as Introduction to Digital Economy, Big Data Analysis and Application, Artificial Intelligence and Machine Learning, etc., to enhance students' understanding and application ability of the digital economy. Through case analysis, simulation exercises, internships, and practical training, we aim to enhance students' practical skills in e-commerce live streaming operations. At the same time, encourage students to participate in real e-commerce live streaming projects and accumulate practical experience.

3. Enhance the teaching staff

Regularly train teachers in e-commerce live streaming to enhance their professional competence and teaching ability. Through training, teachers can better understand industry trends and cutting-edge technologies, and provide students with better teaching services. Actively introducing outstanding talents with rich practical experience and profound theoretical foundation as teachers or guest professors, injecting new vitality and motivation into the cultivation of e-commerce live streaming talents.

4. Strengthen school enterprise cooperation and integration of industry and education

Collaborate with e-commerce companies to establish training bases, providing students with authentic live streaming scenes and operational environments. Through school enterprise cooperation, students can gain a deeper understanding of the operational process of e-commerce live streaming and enhance their practical operational skills. Carry out joint training programs with universities, training institutions, etc., jointly develop talent training plans, develop course resources, and carry out practical training projects. Through joint training, resources from all parties can be integrated to improve the quality and efficiency of talent cultivation. Invite experts and scholars in the e-commerce live streaming industry to serve as guest professors or lecturers, providing students with cutting-edge industry trends and practical experience sharing. Encourage students to participate in industry university research projects related to e-commerce live streaming, and enhance their innovation and practical abilities through project research and practical exploration.

5. Implementing an integrated teaching model and establishing a diversified talent evaluation system

Through classroom teaching, online learning, and other methods, students can master the basic theoretical knowledge and industry development trends of e-commerce live streaming. Conduct live training in training bases or simulated environments to enhance students' practical skills and teamwork abilities. Organize students to participate in real e-commerce live streaming projects, allowing them to exercise their professional skills and comprehensive qualities through practical experience.

Evaluate students' professional skill level through skill assessment. Evaluate students' comprehensive abilities and innovative spirit based on their practical performance in projects. Establish a feedback mechanism with partner companies to understand students' performance during internships or work in order to adjust talent development plans in a timely manner.

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