Research on the Innovation of E-business Talents Training Mode
Under the Background of Big Data

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Abstract. The rapid development and continuous transformation of big data has imposed higher requirements for the e-commerce professional's data sorting and network technology applications. They provided more favorable conditions and opportunities for the development of e-commerce professionals. Universities and colleges have becoming the major exporter of talent training, and they must follow the direction of information reform and cultivate e-commerce composite innovative talents that are more in line with the requirements of the development of the times. This article combines the new requirements of e-commerce professionals and the problems in the training of e-commerce professionals in the context of big data, from cultivating applied talents, optimizing professional curriculum, strengthening cooperation between schools and enterprises, and strengthening the construction of teachers. Other aspects also propose suggestions for e-business talents training mode under the background of big data.[1]

Introduction

At present, the world has entered "big data" era with the characteristics of 4V (Volume, Velocity, Value, Variety), which is characterized by large capacity, fast speed, variety and value. There is no unique definition for big data. The definition from the McKinsey global institute for big data is a large scale greatly in terms of access to storage management analysis, and this definition is beyond the traditional ability range of data collection, database software tools or huge amounts of data.[2] Nowadays, the development of big data era shows the following trends: the resource of data; Deep integration with cloud computing; Breakthroughs in scientific theory and technology; Establishment of data science and data federation; Data management becomes the core competitiveness; Complexity of data ecosystem is strengthened.[3][4]

Big data has created great wealth in business, economics and other fields. In recent years, the influence of the large data already permeate all aspects of life. Huge amounts of data information collect, share, to provide a broader platform for the development of electronic commerce, and they also provide new requirements for electronic commerce talent cultivation.[5] The current big data is widely used in the e-commerce industry. In the current, the enterprise can be implemented by big data analysis for the accurate decision of consumer behavior, also can realize accurate prediction for product sales, and implement the marketing range of precise positioning and accurate judgment to the inventory replenishment situation, and these advantage of big data analytics can help enterprises to improve their ability of competition in the market. In addition, the big data analysis in the application of e-commerce enterprises also have a high degree of electronic characteristics of lower cost of data acquisition, these characteristics to a certain extent, have promoted the development of the electronic commerce and change.[ 6 ] Therefore, under the background of big data, with large data analysis ability has become the key point of e-commerce professionals is to determine the key factors of e-commerce talent employment. Based on this situation, you need professional courses, to ensure that electronic commerce specialized student can have the ability to big data analytics, at the same time should also be in the daily teaching process according to the law of development of different industries to look for his bank summarize goals and
methods of data analysis. Need staff to grasp the economic management, finance and logistics and computer professional skills, and professional e-commerce covers most of the subjects, therefore, big data analysis and other related electronic commerce talent cultivation.

**The Development of E-commerce Professionals in the Background of Big Data**

E-commerce professional aims to develop the economy and management as the foundation, at the same time to master data means of science and computer, e-commerce professional students can grasp the market marketing, network marketing system theory and practice, economic management, modern information technology, the method and theory of international trade, to master e-commerce systems analysis, design, implementation, and evaluation technology, understanding and e-commerce industry related laws, need to the electronic commerce theory has strong application ability.[7]

At present, with the continuous development of information technology and the change, the electronic commerce in our country has experienced across, and in the next few years, China's e-commerce market will still maintained a steady growth, the development trend of the social demand for e-commerce professionals are also growing. As a new type of business economic model, e-commerce has become a major force in China's economic development. It can be seen from the success of new e-commerce industries such as Taobao, Jingdong and Suning, that e-commerce majors have great development potential and space. However, in today's big data background, the current situation of talent cultivation is not optimistic, and there is a relative shortage of the application-oriented talents with data analysis. It is necessary to perfect and improve the innovative requirements of e-commerce talents to use modern information technology to carry out business activities in the context of big data.

**Some Deficiencies in the Training of Modern E-commerce Professionals in the Background of Big Data**

Since 2000, many universities have been approved to add e-commerce professionals. The annual employment rate of e-commerce major graduates is far lower than the average level of national graduate employment. At present, one in four SMEs nationwide has started to join e-commerce. The main reason for the slow development of e-commerce among SMEs is the shortage of e-commerce professionals. These are the status quo that the society needs to solve urgently. It also shows that there are deficiencies in the training of e-commerce talents in universities in China.[8][9]

In the current training system of e-commerce, the structure of courses is relatively slow. At present, there are a lot of colleges and universities in the electronic business curriculum setting up with great arbitrate. This randomness is mainly manifested in two aspects: one is the lack of formal and systematic arrangement of these courses, which is simply a mixture of e-commerce courses and information technology courses. The second is the paper talk, lack of case teaching and the cultivation of practical ability.[10]

The knowledge reserve of existing teachers is not deep enough and the system is also a difficult problem to prevent the cultivation of e-commerce talents. Most of these teachers are from the computer, management and other professional dispatch, and most of them do not have the experience of e-commerce, so they are reluctant to engage in e-business teaching.

lack of talent demand of the enterprise's adaptability is one of the reason why there are talent employment influence electrical, and electronic commerce undergraduate talents cultivation for failing to "mass innovation, has" the social status of precision, it also makes e-commerce professional talents difficult venture, difficult employment.[11]

In the aspect of talent cultivation, colleges and universities have little awareness of the cooperation between universities and enterprises, and fail to realize the importance of school-enterprise cooperation and fail to break the status quo of enterprise registration. After college and enterprise signed a cooperation agreement, then almost interrupted later progress, colleges and universities and also lack the necessary communication and exchange between enterprises, and enterprise follow-up is
Suggestions on Improving the Training Mode of E-commerce Talents [12]

At present, big data analysis has become a key issue of concern for related scientific research institutions and enterprises. Although the research and development of China's big data analysis is still in its infancy, only the data analysis has been widely used in the business management of large and medium-sized enterprises in China. In order to better meet the challenges of the current e-commerce Majors facing the direction of big data analytics, colleges and universities should be the following aspects to improve, to improve the quality of personnel training work e-commerce.[13][14]

Cultivate Applied Talents [15][16]

E-commerce is an intersecting and forward-looking profession, which is neither a computer major nor a combination of marketing or economic trade. E-commerce majors need not only to cultivate technical talents, but also to cultivate students' practice and innovation ability, so as to cultivate innovative talents with practical application. In the study of information technology, students can make use of modern information technology to apply and maintain the electronic commerce system. Therefore, in the teaching, only need to understand the content of the hardware, can break the computer professional teaching model. The same is true of business skills. Therefore, it is required that colleges and universities should base on the actual needs of all sectors of the society for the professional talents of e-commerce to develop students' ability to analyze big data. Need clear is that big data analysis is based on a quantitative decision and spawned a concept, therefore, colleges and universities in e-commerce professional courses in the direction of the large data analysis, the business should be big data processing analysis and visualization application ability as the key training target. At present, colleges and universities should set up the teaching goal of cultivating application-oriented e-business talents in the daily teaching work, and ensure that the trained e-business professionals have the professional competence.

Optimize Professional Curriculum Setting [17]

At the same time, universities should also attach importance to optimizing the professional curriculum setting, in order to ensure that students can learn really big data analysis related to professional knowledge, to realize their own large data analysis skills. Data analysis ability is the core competitiveness of electronic commerce, and to enhance the students' ability of data analysis requires that universities trade-offs in electronic commerce course arrangement, the key to cultivate students to analyze problems, the ability to solve the problem. And ask teachers to bring the most cutting-edge information and information into the classroom, so that students and the society are in a connected state. Therefore, colleges and universities should combine the practical situation to open database, econometrics, statistics and visualization skills for the students majoring in e-commerce. Among them, the colleges and universities can differ according to the importance of difference set and the nature of the courses, the database can be set to focus on compulsory course, and econometrics and statistics, and electives such as visual skills. In addition, colleges and universities should also for e-commerce professional already has some of the economic management and computer skills to streamline of courses such as science, and in the appropriate add mobile communication technology and other professional courses.

Strengthen the Cooperation among School-enterprises [18]

In order to enable e-commerce talents to better meet the market demand, colleges and universities can strengthen the strength of university-enterprise cooperation. This requires the colleges and universities should do the following: firstly, to strengthen the construction of large data analysis platform, in order to develop large data analysis in the direction of research and teaching to provide
the necessary physical condition. Secondly, the model of cooperative enterprise can enable the university to accurately and timely understand the demand of the market for e-commerce professionals, so as to timely adjust the talent training program. At the same time, teachers can go to the enterprise to work part-time to improve their operational ability, thus helping to guide students to learn. Supervisor and the introduction of the enterprise, through the enterprise mentors to students in big data analysis in the interpretation of the application of enterprise, so that students can establish clear data analysis, the course of learning goals.

**Strengthen the Construction of Teaching Staff** [19]

Strengthen the construction of the professional teaching staff of e-commerce in the background of big data, and lay a solid foundation for the cultivation of e-business talents in the context of big data. This requires universities to do the following:

Firstly, in order to broaden the source of teachers, the recruitment can be divided into several aspects such as professional title structure and practical ability, and it is necessary to check whether the teachers have big data analysis ability. In the recruitment process, we can set the principle of rich experience, and introduce teachers with rich working experience to make up for the deficiency of teachers' practice ability.

Secondly, provide various training opportunities for teachers. First can organize internal training, internal training can take old teacher to teach the way of the new teacher, can improve the level of new teachers' teaching, but also let the old teacher increase the chances of practice. Second is to provide teachers with a variety of after-school training opportunities, but should establish a system of partial, professor of the teacher wants to carry on the same course of study, to ensure that the student studies can be normal.[20]

Thirdly, colleges and universities in cooperating for message, can choose priority and dabble in the direction of the electronic commerce enterprise cooperation, and you can sign up in the enterprise work highly educated and experienced talents for teaching, field study and practice to the enterprise, lets the student can get sufficient study and exercise, but also can improve the students' interest and enthusiasm.

**Conclusion**

Under the background of big data, the application of e-commerce in the development of enterprises is facing this new challenge. The traditional teaching model can no longer meet the needs of the rapid development of e-commerce under the background of big data, and e-commerce professional teaching reform is imperative. Faced with this current situation, colleges and universities should face the problem of low e-commerce professional counterparty employment, dig their own problems in the e-commerce professional training process, and take into account the social environment and the actual situation of the school to take corresponding Improvement measures, through the cultivation of applied talents, optimization of professional curriculum settings, strengthening of cooperation between schools and enterprises, and strengthening the construction of teachers, to enhance students' ability to practice and innovate, and to cultivate applied innovative talents.

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