Research on Core Skills Demand of E-commerce Post Talents in Chinese Enterprises--Based on Analysis of Job Advertisement Content

Lin Liu

Taizhou Institute of Science and Technology, NJUST, Jiangsu, 225300, China

Abstract: This paper combines the sample analysis of the e-commerce job advertisements published on the recruitment website, and seeks the core skills required for the three types of talents in technology, business and comprehensive management. Through modeling and mining, the three types of posts are at the core. Further analysis of the relevance of skills needs, combined with the results of the analysis to propose relevant countermeasures and recommendations for the training of e-commerce talents in colleges and universities.

1. Introduction

With the continuous development of China's economic development, the development of e-commerce is also very rapid while the Internet economy is taking off [1]. E-commerce has penetrated into all aspects of traditional industries. The demand for e-commerce talents will increase significantly, and the annual demand will exceed 2,000. Ten thousand people. Major universities have successively launched e-commerce related majors and trained relevant talents. However, from the market point of view, the current demand for talents and employment supply has shown a mismatch [2]. According to the data of relevant departments, the employment situation of e-commerce professionals is still very serious, and it is very difficult for e-commerce graduates to find jobs. .

From the market point of view, most companies do not tend to recruit e-commerce graduates directly when recruiting. The reason is that there are gaps in current core graduates, business dimension thinking and comprehensive skills development [4].

In the recruitment process, enterprises often use more advertisements to recruit, and the job advertisements have detailed descriptions of job requirements and skill requirements. This paper intends to establish an e-commerce talent job demand model through the analysis of unstructured recruitment big data on the current recruitment website, and analyze the special requirements of the corresponding posts, and finally find out the correlation between e-commerce posts and actual skill needs. Therefore, it provides guiding suggestions for cultivating e-commerce talents in colleges and universities [5].

2. E-Commerce Talent Demand Type

At present, according to the talent demand of e-commerce development, we can divide the mainstream demand into three types, that is, the most urgent talent demand for e-commerce is: technology, business and management.

(1) Technical e-commerce talents

The main ability of such talents is to solve the technical problems that arise in the operation process. It has many years of programming foundation and has a certain business mind. It can use its refined technology to improve operational efficiency and reduce losses caused by system reasons.

(2) Business e-commerce talents

Such talents not only have considerable commercial capabilities, but also can gradually master certain Internet technologies in the long-term adaptation and learning of their posts, thus becoming high-end comprehensive talents, which can solve business problems well by using innovative

methods. The use of technical means to carry out a variety of business models on the Internet is currently one of the most urgent needs of Internet companies.

(3) Integrated management e-commerce talents

Such talents are indispensable power talents for enterprise development. They are usually employed by management. They are excellent talents selected through employees with high commercial and technical capabilities [6]. They have accumulated years of experience in e-commerce operations and accumulated. Adequate Internet operation technology and a superior business vision can help companies develop long-term strategic development plans and have a strong impetus to the development of Internet companies.

3. Research Design

3.1. Content sampling

The development of the domestic e-commerce industry is unevenly distributed [7]. The eastern coastal areas are the fastest-growing, with the northern and central regions generally, while the poorer regions are the western regions. The general level is not high, and the development shows a block-like pattern. Based on this background, the research work of this paper is intended to analyze the representative cities of East China, South China, Central China, Central China and Northeast China in five major regions. In these cities, about 1,000 e-commerce companies are selected for analysis and analysis of recruitment positions. Core skills needs for recruitment positions.

This paper identifies e-commerce jobs as 9 categories in 3 categories, namely, the first category is technology-related positions, such as website art, related design and editing positions; the second category is business-related positions, related to website marketing. Such as website promotion; the third category is comprehensive management positions, such as e-commerce commissioners, supervisors, managers, etc. Through the search for the relevant job names on the online recruitment of Zhilian, 1,350 related job advertisements were obtained, including 450 job advertisements in the three types of technology, business and comprehensive management.

3.2. Category construction

The job skills of e-commerce are divided into three categories, including nine skill indicators and 55 specific capabilities.(1) technical skills, subdivided into 4 dimensions; (2) business skills, subdivided into 3 dimensions; (3) comprehensive skills, divided into 2 dimensions,

3.3. Content encoding

Through the analysis of the relevant 1350 post information obtained, the skill information of the three categories of posts is combined to extract the keywords and find the core skill variables.

Specifically, the direct scoring method is used to determine the specific value, that is, 1 point is recorded in the core skill of the job advertisement, and 0 point is recorded when there is no appearance, and the final frequency is determined according to the total number of occurrences of each skill in the recruitment advertisement analysis research process.

4. Data Processing and Analysis

4.1. Comprehensive analysis of skill indicators

The study used the r language to calculate the frequency of the core skills of the technical and business dimensions of the sample recruitment advertisement. The top 10 skill indicators are shown in Table 2.From the analysis results, except for the "hardware installation and maintenance" indicators, all the other eight indicators are covered. The top two are all "interpersonal communication" indicators, namely "language expression, communication ability and negotiation ability". And "teamwork ability", the proportion of the overall sample is as high as 59.93% and 45.41%; "website construction and maintenance", "search engine optimization" and other indicators in the second.

Through the frequency statistics of the comprehensive dimension core skills of the sample recruitment advertisement, the top 5 skill indicators are shown in Table 3.It can be seen that enterprises pay more attention to the "work experience" indicators when recruiting, and also pay more attention to the ability of "work seriously and responsible" and "capacity to withstand work pressure" in "professional quality".

This paper divides the sample into 450 job advertisements for each type of post for statistical analysis, in order to observe the relationship between the demand situation of the nine skill indicators and the three types of jobs, namely, technology, business and comprehensive management. The average number of skill indicators included in each advertisement is shown in Figure 1.It can be seen that regardless of the type of job, the three skills indicators of "interpersonal communication", "professional accomplishment" and "professional qualifications" are basically concerned, and the differences in these skill indicators are small, the proportion and the average number of indicators. They are relatively high; however, there are significant differences in other indicators. Among them, technical posts pay more attention to the "website construction and maintenance" indicators, and business jobs pay more attention to "search engine optimization" and "digital office" indicators. Pay attention to the "network sales" indicator.

4.2. Association rules mining between e-commerce jobs and core skills

Through the mining of Apriori multi-dimensional association rules for 1350 job advertisements, three meaningful association rules with support degree above 12% and confidence level above 95% are selected, as shown in Table 5.

It can be seen from the above that when recruiting e-commerce talents, companies will often pay attention to "the ability to use Photoshop, Iiiustrator, Coreldraw and other graphic design tools", "the ability to use webpage creation tools such as Dreamweaver, Fireworks, Flash" and "use". Core skills and combinations of business dimensions such as HTML, ASP, ASP.NET, Javas-cript, DIV+CSS and other programming language capabilities, aesthetic awareness and art design capabilities, and "teamwork capabilities".

Through the mining of the association rules between technical and technical positions and core skills, six meaningful association rules with support degree above 20% and confidence level above 95% are selected. See Table 6.The study found that when recruiting e-commerce technology talents, companies often pay attention to "the ability to use Photoshop, Iiiustrator, Coreldraw and other graphic design tools", "the ability to use webpage creation tools such as Dreamweaver, Fireworks, Flash" and "use" Technical dimension indicators such as "HTML, ASP, ASP.NET, Javas-cript, DIV+CSS and other programming languages", "Aesthetic Consciousness and Art Design Capability" and "Language Expression, Communication and Negotiation Capabilities", "Team Cooperation Capabilities" "Business skills core skills and their combinations."

Through the mining of the association rules between business and core skills, five meaningful association rules are selected, with a support degree of more than 10% and a confidence level of over 90%. See Table 7 for details. The study found that enterprises often pay attention to business dimension indicators such as "language expression, communication ability and negotiation ability", "coordination, management and leadership ability" and "team cooperation ability" when recruiting e-commerce business talents. "Technical dimension core skills such as the ability to use forums, Weibo, WeChat, qq group, post bar, email, etc.", "the ability to use the search engine keyword bidding to promote the website", "writing planning and writing ability" Its combination.

Through the mining of association rules between comprehensive management positions and core skills, six meaningful association rules with support degree above 10% and confidence level above 90% are selected. See Table 8.The study found that enterprises should pay attention to "language expression, communication ability and negotiation ability", "coordination, management and leadership ability", "team cooperation ability", "Jingdong," when recruiting e-commerce comprehensive management personnel. Taobao and other network sales platform use capabilities, "e-commerce model and process application capabilities" and other business dimension core skills and combinations.

5. Research Conclusions and Recommendations

5.1. Research conclusions

Through the above analysis, it can be seen that the knowledge and skill needs of enterprises for e-commerce talents have the following characteristics:

(1) There are differences in the core skill requirements of the business dimension for different job types. In comparison, technical posts pay more attention to technical indicators, and operational and integrated management positions are more inclined to emphasize the "network sales" skill indicators, but similarly, the "interpersonal communication" comprehensive quality indicators are more important.

(2) From the comprehensive analysis of the core skills requirements of the technical and business dimensions, it can be seen that all the other eight indicators are ranked in the top 10 of the skill indicators except for the "hardware installation and maintenance" indicator. The top 2 are all indicators of "interpersonal communication", followed by indicators such as "website construction and maintenance" and "search engine optimization". Different types of e-commerce positions will focus on different technical dimensions and business dimension core skills and combinations.

(3) There is no significant difference in the demand for core skills of the comprehensive dimension between different job types, and they are all more important. From the statistical results, no matter which type of job, the core skills demand of the comprehensive dimension is paid more attention, and even the technical and business dimension indicators are not as important as some comprehensive dimension indicators.

(4) The indicators of "professional qualifications" and "professional literacy" are the most important for enterprises when they are recruiting, and generally have certain requirements.

5.2. Recommendations

In view of the differences in core knowledge and skill needs of different positions in e-commerce, combined with the research results, this paper puts forward the following suggestions for the training of e-commerce talents in colleges and universities.

(1) Communicate more with the company and clarify the position of the school's own talent training.

Colleges and universities should combine their own reasonable positioning, keep pace with development, interact with enterprises, understand the core skills that enterprise e-commerce talents need now, clarify the orientation of talent training in schools, update teaching methods and contents in a timely manner, and closely follow the actual situation. Create high-skilled, application-oriented, and composite e-commerce talents that the market needs.

(2) Pay attention to the cultivation of students' comprehensive ability.

When enterprises are recruiting e-commerce positions, they pay more attention to the core skills of the comprehensive dimension. The business dimension indicators are more important than some of them. Therefore, when conducting e-commerce talent training in colleges and universities, the improvement of students' interpersonal relationships, business communication, teamwork and other skills needs to be strengthened.

(3) Improve students' e-commerce practice skills.

By increasing the practical experience of professional teachers, colleges and universities enable teachers to grasp the latest resources and information of enterprises, and infiltrate the enterprise recruitment, enterprise management and corporate concepts exposed in practice into the teaching activities, and cultivate students' vocational skills in a targeted manner.

(4) Provide more practical opportunities in combination with the actual situation of the school

Emphasizing the importance of practice and job skills in teaching, through the establishment of practical practice platforms, school-enterprise cooperation and other means, through the innovative practice of college students to provide relevant projects, guide students to participate in practice, enhance students' practical skills in the process To cultivate students' professional awareness and professionalism. The school can also set up forums, publish internship information, encourage students to practice, accumulate work experience, and accelerate the combination of theoretical

knowledge and work, so that students can better understand the skills needs of the e-commerce industry for talents, clear the direction of efforts, become a The enterprise is in need of e-commerce talent.

References

[1] Deng Zhihong, Shao Bingjia, Duan Jian. Research on the Core Skills Needs of E-Commerce Talents in Chinese Enterprises. Experimental Technology and Management, 2012 (11) 136-140.

[2] Bao Jie, Mao Yingshuang, Yu Ping. Research on the training mode of e-commerce talents for enterprise needs . E-commerce, 2017 (8) 59-87.

[3] Zhan Chuan. Analysis of Skills Needs of Professional Talents Based on Text Mining--Taking E-commerce as an Example. Library Forum, 2017 (1) 116-123.

[4] Li Xun. China's e-commerce talent cultivation misunderstanding and professional development ideas. China Management Information, 2017 (2) 219.

[5] Deng Zhihong, Zhong Lihong. Research on the Core Competence of Higher Vocational Graduates in E-Commerce Positions of Regional Enterprises--Taking Shenzhen as an Example. Vocational and Technical Education, 2015 (10) 50-53.

[6] Sun Xinting, Wang Delin, Jiang Wei, Li Mingli, Chu Huixian. Looking at the characteristics of e-commerce professionals from the recruitment information. China Metallurgical Education, 2015 (6) 24-27.

[7] Li Zhenqiang, Chen Wangxiong. Problems and Suggestions on the Quality of E-Commerce Professional Training. Journal of Hunan Institute of Technology (Natural Science Edition), 2017 (3) 82-87.