

Analysis on the Current Situation and Problems of e-Commerce Professional Service in Rural Areas of Local Undergraduate Universities

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Abstract: With the continuous popularization and development of the Internet, e-commerce emerges at the historic moment. E-commerce can make economy develop rapidly, and rural e-commerce also develops and moves forward to regularization. At the same time, the development of rural e-commerce also has a series of problems.

1. Introduction

With the development of economy, rural e-commerce has become an important part of changing the mode of agricultural development. The rapid development of rural e-commerce can drive the sale of agricultural products, increase farmers' income and improve rural economic benefits. However, there are still problems to be solved in the process of its development.

2. Development Status of Electronic Commerce

With the promulgation of the Guiding Opinions of the General Office of the State Council on Promoting the Accelerated Development of Rural E-commerce, a unified, open, orderly and green rural e-commerce market system has been preliminarily established by 2020 [1]. With the rapid development of e-commerce, the number of undergraduate students is increasing, but the employment rate of e-commerce students is not high. Through investigation and analysis, it is found that the e-commerce students trained by undergraduate colleges and universities are not in line with the talent needs of the society and enterprises.

3. Problems in the Development of Undergraduate Colleges and Universities Serving Rural e-Commerce

3.1 Weak Faculty

E-commerce major is a professional course based on Internet information technology, which started late, resulting in the lack of professional teachers. At present, most of the senior professional e-commerce personnel are still in large e-commerce enterprises. Most teachers majoring in e-commerce are engaged in theoretical research and often only engage in simple e-commerce training, lacking practical experience and skills. The development of rural e-commerce cannot be separated from professional talents, who should not only have professional theoretical knowledge, but also have rich practical experience and ability. At present, the teaching of e-commerce major in many undergraduate universities is lack of practical teaching content, and students' practical experience mainly comes from internship. However, in the practice, students are basically separated from the school and teachers, and when they encounter problems in the practical work, there is no teacher to give necessary guidance in time. In addition, in a relatively unfamiliar environment, students may not be able to actively communicate with the staff of the enterprise, which will limit their own development and make them feel inferior in the industry.

3.2 Students' Awareness of Innovation and Entrepreneurship is Weak

Local undergraduate colleges and universities have their own deficiencies in the teaching process, which leads to students' weak awareness of innovation and entrepreneurship. As a new professional electronic commerce, and other professional there are essential differences. The development of Internet technology has enabled more traditional business enterprises to invest in online sales, most of which are based on a single small cost business model. The success of this business model contributes to the solution of China's urban reemployment problem to a large extent. E-commerce students from local universities have professional skills and ideas in e-commerce, and they are more flexible in the future employment field. However, there is no systematic education on innovation and entrepreneurship in the current teaching of local undergraduate colleges. In the teaching process of local undergraduate colleges and universities, teachers lack the concept and spirit of innovation and entrepreneurship, have insufficient understanding of the economy of the Internet in China, and ignore the impact of mass entrepreneurship on the current and future social economy. In addition, local undergraduate colleges and universities have not established an effective teaching curriculum system for innovation and entrepreneurship in the overall curriculum planning, which also results in the lack of local undergraduate students' understanding of innovation and entrepreneurship.

3.3 Uneven Distribution of Talent

The uneven distribution of talents leads to uneven development of rural e-commerce. It is mainly reflected in the following two aspects: First, students are unwilling to devote themselves to the countryside. Nowadays, undergraduate students are mostly born in the 1990s, and most of them have no experience in agriculture. Generally speaking, the students who come out from the countryside are reluctant to go back to the countryside for employment, while the urban students are reluctant to go to the countryside for employment.² It is electronic commerce after students complete their studies, most of the students work address first choice but the Shanghai electric business more mature areas, for students learning area are not interested in rural electricity service, this also caused the local electronic commerce in the area of brain drain, to the development of the region's rural electricity almost no positive effect. Therefore, in the process of rural e-commerce development, rural e-commerce is faced with the problem of lack of e-commerce talents and uneven distribution. At the same time, under the relevant policies, solutions to the problem cannot be found in time.

3.4 School-Enterprise Cooperation Consciousness is Not Strong

In view of the current teaching situation of e-commerce major in local undergraduate colleges, it lacks strong pertinence. In the teaching process, teachers lack the cultivation of students' strategic thinking of coordinated economic development in the region, students do not make good career planning in the process of professional learning, and many students still do not have a clear career positioning after graduation. In the process of studying at school, students only focus on their own major, lack of understanding and thinking about the external environment, and do not care about the changes and trends of social and economic development. As a result, many students majoring in e-commerce do not know much about the rural e-commerce industry in their local areas [2]. At the same time, the local undergraduate institutions do not have good strategic cooperation with the local e-commerce enterprises. In modern enterprises, the concept of cooperative management of human resources is still relatively lacking, and there are few concepts of cooperative management in enterprises, which is also the reason why local higher vocational students do not enter regional e-commerce enterprises. In addition, for the current policy analysis and research on targeted poverty alleviation, the relevant government departments are mostly implemented in the administrative field. They are not aware of the development opportunities in some poor areas and lack certain supervision ability for higher vocational colleges, which leads to the lack of corresponding macro thinking for rural revitalization strategy for graduates.

3.5 Undergraduate Universities Do Not Pay Attention to e-Commerce Major

In the process of the development of rural e-commerce in China, there is a shortage of talents in

undergraduate colleges. This problem will become more serious as e-commerce shifts to rural areas in the future. Many schools in the training of e-commerce talent, very few colleges and universities would like to undergraduate colleges and universities to rural e-commerce talent training as a key training target. Most undergraduate colleges and universities do not like to link e-commerce talents and rural e-commerce to undergraduate colleges and universities, only a few colleges and universities increased e-commerce courses related to agriculture, to cultivate the e-commerce ability of agricultural undergraduate colleges and universities. The fundamental reason is that the undergraduate colleges and universities are unwilling to position the e-commerce major on the platform serving the rural undergraduate college village in the process of undergraduate employment and enrollment. At the present stage, there is a big gap between the content and direction of undergraduate training for talents in rural e-commerce and the demand of rural e-commerce market.

3.6 Rural Management Personnel Quality is Not High

Due to the different development environment of rural e-commerce and the different development level of rural e-commerce, the thinking concept of rural e-commerce enterprises is restricted. Some rural e-commerce enterprises have gradually formed small-scale management. They rely on local agricultural or industrial resources, in the business model and logistics transportation are not professional, not only cause the waste of resources and goods delay, and some of the rural electronic commerce enterprise shoddy, reduce weight, cheat customer, this kind of undesirable business philosophy has a far-reaching influence on the development of rural e-commerce. It also has a negative impact on the operating environment of e-commerce in rural areas. The reason is that the quality of rural e-commerce enterprises is not high. In the Internet mode of e-commerce operation, the profits created by this business model are limited by the level of knowledge and professional quality. In actual operation, they are limited to meager interests. Similarly, there is also a lack of knowledge of professionals in e-commerce. As a result, students majoring in e-commerce in local universities in the local area lack the sense of identity in rural e-commerce enterprises and do not get the due treatment, which eventually leads to the brain drain of rural e-commerce enterprises.

4. The Significance of Cultivating e-Commerce Talents

4.1 We Will Better Implement Targeted Poverty Alleviation and Reemployment in Rural Areas

With the rapid development of Times economy, the era of “Internet of Things +” has arrived. The e-commerce specialty of local higher vocational colleges serves the development of rural e-commerce, helps to further improve the e-commerce platform, can create job opportunities of different levels and different needs for rural surplus labor, and solves the rural “hollowing out” situation to a certain extent. At the same time, through the implementation of targeted poverty alleviation through e-commerce, the problem of resettlement of part of the rural labor force can be solved, farmers' income can be increased, the reform of agricultural production and marketing system can be promoted, and rural revitalization can be accelerated.

4.2 Implement Professional Knowledge into the Job

It is the need of their own development and the overall development of higher vocational education for local universities to train practical talents for the society and participate in the development of rural e-commerce. China is an agricultural country, agricultural production power, local undergraduate colleges and universities to participate in the service of rural electricity development, based on the current rural electronic commerce development condition, the latest market information and professional post demand into teaching process, the combination of teaching and production, the demand for professional development and industry fit to improve. We can continuously improve the ability of professional e-commerce to serve the development of local

industries.

4.3 Alleviate the Shortage of Rural e-Commerce Talents

The survey found that in most rural areas, the poor educational level of farmers is a common problem. Some older farmers do not even know how to use a smartphone, while some younger farmers can only buy and sell things online and cannot carry out agricultural project operation and planning, especially lack brand awareness. All rural e-commerce enterprises in China's counties and urban areas report a lack of rural e-commerce talents. Well-paid urban e-commerce experts cannot adapt to rural life well and often leave after working in rural areas for a few months.

The lack of talents in rural e-commerce is a major shortcoming in the development of rural e-commerce. If rural e-commerce wants to develop continuously, healthily and rapidly, it is necessary to perfect the training mode of e-commerce talents, train more talents who serve the development of rural e-commerce, and fill the talent vacancy of rural e-commerce as soon as possible. Taking local economic and social development as the center of running schools is the basic of the survival and development of undergraduate institutions, and serving local economic and social development is the responsibility and mission of local undergraduate institutions. China is a big agricultural country and a big agricultural production country. It is the responsibility of local colleges and universities to deeply solve the prominent problems in the process of selling agricultural products and train rural e-commerce talents. According to the report, the proportion of local undergraduate students from rural areas is even higher, reaching about 80 percent. Local undergraduate students can only find a job in the city with a monthly salary of about 3,000 yuan, and the competition pressure in the city is relatively large. Rural students have a better understanding of the places they are familiar with, are more interested in them, and can bear hardships better. Through three years of undergraduate study, they have a better understanding of urban culture, and rural e-commerce needs such students as the main force of development.

5. Countermeasures

5.1 Curriculum Innovation

E-commerce major is an interdisciplinary major, and students should have certain knowledge reserves in various fields. On the basis of mastering the knowledge and skills of e-commerce, rural e-commerce talents should also understand the actual situation in rural areas. Therefore, the dilution of disciplinary boundaries and the integration of interdisciplinary courses should link skills and agriculture organically. With knowledge of agricultural products as the core and e-commerce skills as the guide, courses are offered in the mode of "agriculture + skills", and comprehensive courses are jointly taught by teachers of related majors. Through the study, students can sell and promote agricultural products online, organize and plan rural e-commerce projects, and independently carry out agricultural products logistics and operation work on major agricultural e-commerce platforms. To set up courses, cooperation between schools and enterprises is needed, and cooperation between agricultural products e-commerce platform and agricultural products enterprises is strengthened. At the same time, because students do not have working experience in enterprises, especially e-commerce enterprises, they have strong randomness in the work process and lack professional thinking and professional habits. Therefore, it is necessary to increase professional quality courses, cultivate their workplace concepts and standardization awareness in the production process, change the non-standard farming and sales habits of agricultural products, and increase their feelings of taking root in rural e-commerce work [3].

5.2 University-Enterprise Cooperation

Undergraduate institutions should establish good cooperative relations with government departments and industry associations, straighten out the relations among undergraduate institutions at all levels, so as to promote common development and continuous innovation. Through the four-party linkage mechanism, the rural e-commerce circle economy and ecological circle construction

are compared to further optimize the rural e-commerce service system, mainly in the rural e-commerce personnel training and construction, forming the ultimate goal of the school to serve the talents in the e-commerce region. Enterprises, rural areas and the society should work together to realize self-supply, self-supervision and management within the rural e-commerce ecosystem, and finally achieve sustainable development.

5.3 Carry out Training for Farmers

Through holding training courses, undergraduate colleges and universities carry out rural e-commerce training with strong operability, practicality and pertinence for farmers, mainly training basic knowledge, electronic information into households, product online sales and other operating knowledge, training high-quality farmers, and tracking and guidance for farmers.

6. Conclusion

The development of rural e-commerce needs a large number of e-commerce talents. At present, there are some problems in the development of rural e-commerce, which requires the education personnel of undergraduate universities to solve, promote the integration of theory and practice, and truly achieve the implementation of “agriculture, rural areas and farmers” services, so that farmers become the biggest beneficiaries of the platform.

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