



## RESEARCH ARTICLE

# RESEARCH ON THE TRAINING MODE OF E-BUSINESS PROFESSIONALS UNDER THE BACKGROUND OF NEW RETAILING MODEL

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## ARTICLE DETAILS

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## ABSTRACT

In view of the concept of "New Retailing", this essay thoroughly articulates the new feature of electronic business under the New Retailing Model which conducts research in response to existing problems in the development pattern of professional talents in the e-business field. Furthermore, it proposes three models of e-business and professional development under the background of New Retailing, aiming to cultivate e-business professional talents that fits in the New Retailing environment in general.

## KEYWORDS

New Retailing, Electronic business, Training mode

## 1. DEFINITION OF NEW RETAILING

With the age of New Retailing approaching, it is the trend that the retail way of traditional offline stores must be replaced by the new model. The emergence of new retail is not an accidental phenomenon, so it must have the inevitability of history. At any time, the retail model is a constant process of self-optimization and self-improvement. What's more, only in combination with online and offline can it match the business characteristics of the age. Once upon a time, Sun Art Retail Group Ltd is the domestically largest domestic scale which had the abundant strength and the fastest growth in China [1]. In addition, RT-Mart and Auchan are two largest aces of Sun Art. Though it had hundreds of large shopping malls, Sun Art had no choice but to face the intense change and was bought by Alibaba. The cooperation between Alibaba and Sun Art Retail becomes the major layout under the new retailing background, and it will also open the prelude of new retailing. With the transformation and upgrading of the current consumption mode, the traditional physical retail urgently needs to change. Therefore, it calls for "pioneering cooperation".

With the development of advanced technologies such as VR, big data, cloud computing, Internet of things and artificial intelligence, new retail trend will be irreversible, which drives the patterns for e-business transformation and upgrading and reshapes the structure of the formats and the ecosystem, welcomes the new consumption era. Furthermore, online logistics integration will become inevitable. The current e-business retail mode focuses on consumer experience to meet the psychological needs of consumers. With the rapid change of e-commerce retailing, the definition of "new retail" is divided. In October 2016, Mr. Ma first proposed the concept of "new retail" at the Alibaba cloud conference, which triggered a heated discussion among all sectors of society [2]. He believes that the future e-commerce platform will gradually disappear, and the online service, offline experience and modern logistics will be deeply integrated to form "new retail". Jindong founder Liu put forward the concept of "the fourth retail revolution", that has changed the nature of the retail, and retail in upgrading the infrastructure, is based on Internet

electricity around the "cost, efficiency and experience" unbounded and retail. Suning group chairman zhang near east in the fifth session of the 12th CPPCC national committee issued a "push entity retail retail transformation to the wisdom of the speech, to clarify his future retail is wisdom, wisdom and retail is to use the Internet, the Internet of things technology, perceptual consumption habits, to predict consumer trends, guide the production and manufacturing, provide consumers with diversified and personalized products and services.

The physical retail and e-commerce gradually converged from the opposite direction, which led to the transformation of the traditional retail mode to the new consumption mode [3]. The essence of new retail is about the relationship between people, goods, and field reconstruction, its core essence is to promote online logistics integration integration, optimize the allocation of resources, thereby contributing to overall price consumption era to the value of time transformation and upgrading.

## 2. NEW FEATURES OF NEW RETAILING

With the concept of "new retail" as the theme of the research group of the circulation industry promotion center of the ministry of commerce, the research report of "entering the new era of retail - in-depth interpretation of new retail" was completed [4]. The report analyzes five major innovations in new retailing: new roles, new content, new formats, new relationships, and new ideas.

## 2.1 New role of retail subject

under the new retail, "organizer" and "server" become the new role of retail subject. The retailer of traditional retail activities is the distributor of goods, which belongs to the terminal consumption intermediary in the industrial chain [5]. Under the new retail, the retail subject is not only the role of platform or intermediary, but also the organizer and server of commodity trading activity and business relationship in the whole industry chain.

## 2.2 New content

Retailers change from the seller of goods to a provider of goods and services, and pay more attention to consumer experience, such as new retail Tmall using digital goods, member digital, digital scene to manufacturers, suppliers to offer new data services.

## 2.3 New form of retail organization

The new retail industry comes a complex, collective and experiential operation form. Through big data analysis to gain insight into consumers' pain points, the marginal adjustment of the elements of the retail business mode is once again, thus forming a new business mode of retail organization.

## 2.4 New relationship

Retailer-supplier relationship trust each other, mutually beneficial and win-win cooperation relations, and consumers realize the depth of interaction and communication, formed in trust for the focus of the integration of the supply and demand of community relations.

## 2.5 New concept

To adapt to the consumer sovereignty in the era of the new idea, the new model, through retail change to have a better understanding of the consumer lifestyle, more accurate to meet consumer demand, adhere to the "people-oriented principle", constantly creating value for consumers.

## 3. PROBLEMS EXISTING IN THE CULTIVATION OF E-COMMERCE PROFESSIONALS IN NEW RETAILING

### 3.1 The training of talent targets does not match the "new retail" environment

In the era of "new retail", with the rapid development of artificial intelligence, big data and logistics communication, e-commerce practical talents and high-end talents are in urgent need. Professional knowledge application ability, high technical ability, practical ability, strain capacity, etc. Let students and social needs of talents make a huge difference, talent gap is double influence on the innovation and development of the enterprise. Be familiar with the new retail professionals lack, many enterprises are still in the stage of online communication, offline trade, not to incorporate online integration, e-commerce is difficult to become the enterprise development strategic growth [6]. In addition, the electronic commerce talented person most professional in the primary stage, many engaged in customer service, logistics, etc, the lack of skilled in new retail electricity marketing management, cloud computing, big data analysis, the organizers of the user experience, and service.

Jack ma, the founder of "new retail", is a pioneer in the reform and innovation of the retail industry. The survey shows that the new retail industry urgently needs high-end professionals such as organizers and service providers with high technology and ability. Due to the gap between market demand and talent cultivation, students majoring in e-commerce have not understood the new retail well enough. Talents training target cannot reflect the new technical requirements, the truth is not in conformity with the electronic commerce pattern development, personnel training quality is still far away from the goal of market demand. As a result, e-commerce professional talent training mode reform is imperative.

### 3.2 The training of talents is vague and lacks the coordination of the courses

Nowadays, the professional direction of e-commerce students in colleges and universities is vague, the curriculum is more and more complicated, not only a perfect one, the knowledge structure is not reasonable, and the course setting lacks the perspective of subject fusion. Electronic commerce as a comprehensive discipline, "three points, seven points business", its theoretical system in economics, management, computer network technology, information system analysis, the economic law on the basis of

integration, and system is the purpose of theoretical study to master the basic theory of modern e-commerce professional and integrated use of basic skills, information management, business, law and enterprise management knowledge and ability, enterprise management skills and modern business operation management ability, can in enterprises and institutions and government departments to solve practical problem. A university as an example, the electronic commerce as part of the business school of business administration degree, as e-commerce categories in 2017, a series of courses, economics, management, accounting, statistics, introduction to marketing, e-commerce, e-commerce website design and management, e-commerce, logistics management, computer network technology, database technology, finance, financial management, and other courses. To cultivate students' professional direction, business management and computer technology integration, the course category is much, the direction is shallow, this is also the current situation that most university electronic commerce major faces. The practice proves that the training of e-commerce talents needs to be clear and accurate, which is the key to meet the requirements of new age retail and to run the major of e-commerce.

### 3.3 Lack of integration between theory and practice

E-commerce is partial application class discipline, whether the computer network technology, management information systems, statistics, business management, modern business operation and so on all need the actual hands-on, the cultivation of talents in colleges and universities beginning ability and the combination of theory and practice is a big test. From the real practice place, without the specific technology application, e-commerce will become the end of the book. Although some colleges and universities are already aware of the problem and set up related electronic commerce in the school laboratory, form a complete set of series of electronic business operation system, can let students practice operation was simulated in the classroom, but the system software to a certain extent, away from the actual business environment, even lagging behind The Times technology environment. Under the background of new retail, big data, cloud computing, artificial intelligence, such as logistics system technology in unable to estimate the speed of the upgrade to change, restricted by capital, environment, technology, etc, the old equipment can't match with the schools.

In addition, the electronic commerce as a rapidly developing industry, requiring quick update knowledge during the period of school students take the initiative to train the ability of independent innovation, focus on new dynamic e-business, the direction of their professional and career a clear positioning, to participate in more social practice. However, colleges and universities cultivate the teaching that focuses on the classroom, and the practice and practice of enterprises are limited by time, region and resources, and the students lack the opportunity to practice. The professional knowledge learned in class cannot be combined with concrete practice, let alone integrate the two.

## 4. EXPLORE THE CULTIVATION OF E-COMMERCE PROFESSIONALS IN NEW RETAILING

### 4.1 Cultivating comprehensive talents for e-commerce

The consumption pattern of new retail can reflect that people are more and more personalized, and the market orientation is more and more humanized. To develop electronic commerce talented person need to customers psychological sensitivity, customers have a deeper grasp, this requires electronic business personnel should not only master computer, business management, big data, artificial intelligence and other professional technology, also need to understand the customer's psychological emotional change, further research on the customer's purchase behavior. Modern marketing theory has experienced a from the original 4Ps marketing mix to 11Ps comprehensive market marketing idea to 4Cs marketing theory, the process of the 4Cs to consumer demand as the guidance, the emphasis on customer satisfaction in the first place, efforts to reduce the purchase cost of customers, improve the convenience of customers to buy, pay attention to the communication with customers, from "product thinking" to "thinking" the user, the understanding of the

"new retail" strong explanatory power.

#### 4.2 Develop and adapt to e-business innovation talents

In revolution led by the "new retail", big data, Internet of things application is more common, artificial intelligence, experience marketing model is more diverse, full channel integration to a new height, science and technology and convenient logistics distribution system. Therefore, the new retail environment is highly demanding that e-commerce professionals adapt to the high-tech environment and have multidimensional innovation capability. Retail new retail mode, the main body also face led retailers role transformation, from the traditional dealers, entity terminal mediation commodity trading activities in the industrial chain and the organizers of the business relationship with the server. This requires colleges and universities to pay attention to the cultivation of organizational management and service talents, strengthen the practical application of management courses, and add customer psychology related research courses to meet the customers' diversified shopping requirements.

#### 4.3 Cultivate innovative talents for e-commerce practice

Under the new retail background, the requirements for the practical ability and innovation ability of e-commerce professionals are at a higher level. Practice is the only way for e-commerce to go from textbooks to the world. It also mentioned that e-commerce is like "embroidered pillow", which is like "embroidered pillow", and the surface is refined, and the lack of the kernel is equivalent to the lack of a soul in life. Only by letting the professional talents of e-commerce go out of the home and into the outside world, to explore and experience in person, can we respond to the arrival of new retailing in today's era. Innovation is the source of talent development and the origin of all living things. Colleges and universities should encourage students to take part in major competitions, such as "challenge cup", "electronic business innovation competition", "college students academic science and technology competition", etc. Lead the students to the enterprise to visit the internship, the landing guidance, improve the students' practical innovation ability, cultivate their subjective initiative and innovative consciousness.

### 5. THE TRAINING MODE OF E-COMMERCE TALENTS IN NEW RETAILING

#### 5.1 Professional courses + practical learning

Professional courses are combined with practical learning. In studying e-commerce professional courses at the same time, integrated into the practice teaching, to build the bridge of communication between school and enterprise, the resource integration and trying to "move to" actual enterprise class. Many colleges and universities have reached cooperation and communication with many enterprises, but they lack close integration. Students need to go to the enterprise to exercise, the enterprise also needs to attract the university personnel, if can achieve long-term cooperation with the local enterprise, the student can learn and apply the knowledge in the enterprise practice.

#### 5.2 E-commerce operation + in-place teaching

Further expand the classroom outside the campus, put the e-business classroom in the new retail environment, combine the e-commerce operation with the local teaching, and create the "zero distance" teaching

mode. New retail "+ online and off-line logistics", namely if the configuration to the student a "new retail" course system, lets the student can get out of the campus, and the real business contact, immersive feel real e-business teaching environment, the talent in the future in the development of more enterprises and government departments to meet the demand of the work, also more adapt to the era of electronic commerce. In 2016, the launch of the box ma xiansheng shocked the whole retail industry, and it sold products in the supermarket, catering, e-commerce and distribution. If the classroom is integrated into a new retail system similar to that of "box horses," then there will be countless systems that go beyond the box.

#### 5.3 Innovate education + special research

Innovation ability is one of the most important qualities that college students need. The Times keep moving forward, the information is constantly changing, the science and technology is constantly improving, and the professional talents of e-commerce need to constantly cultivate the innovation ability. Today is an era of fast rhythm, the problem of education system is facing a paradigm shift, through innovative education to cultivate students' innovative ability and the innovation spirit is the basic value orientation of the education. Innovation education is a kind of education for the future life of the object, which can effectively solve the problem of the disconnection between students' knowledge learning and reality. E-commerce innovation education in combination with research, let the students according to their own interest and ability through team collaboration model, through research, analysis, thinking way, new conclusions or acquiring new knowledge, to obtain the fundamental qualitative leap, in order to suit the development need of new retail model.

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