

Innovation and Practical Pathways in Talent Cultivation for Vocational E-commerce Professional Group under the “Double High-levels Plan” Context

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Abstract: In pursuit of realizing the talent cultivation objectives set forth by the “Double High-levels Plan” in the realm of E-commerce professional group, this paper addresses the prevailing challenges of ineffective coordination between the supply and demand of talent cultivation in vocational E-commerce professional group. Through this framework, innovative pathways for talent cultivation are delineated to resolve existing issues within talent development in vocational E-commerce professional group, ultimately amplifying the quality of talent cultivation in this professional domain.

Keywords: Double High-levels Plan; Vocational Education; E-commerce Professional Group; Talent Cultivation Model

1. Introduction

In 2019, the Ministry of Education and the Ministry of Finance jointly issued the *Opinions on Implementing the Plan for Building Characteristic High-Level Vocational Schools and Programs*, aiming to establish hubs for nurturing technical talent and fostering platforms for technological innovation services. This initiative is designed to support the development of key national industries and regional pillar industries, guiding the vocational education sector towards achieving high-quality development in the new era[1,2]. In July 2021, our institution was approved as a designated construction unit for Chongqing’s “Double High-levels Plan”, with the E-commerce professional group being classified as an A-level high-quality programs[3]. Within our E-commerce professional group, encompassing E-commerce, Modern Logistics Management, Marketing, Big Data

Technology, and Business Administration, the focus is on aligning with the E-commerce industry chain to cultivate highly skilled technical professionals capable of adapting to the industry’s digital transformation and technological innovation demands.

The fundamental essence of the “Double High-levels Plan” lies in the innovation of talent cultivation models. This aspect crucially influences the realization of the plan’s objectives and the enhancement of talent cultivation quality[3-5]. Given the rapid development of E-commerce in recent years and its significant contributions to national economic construction and structural adjustments, it has become imperative to innovate the talent cultivation model within the E-commerce professional group to seamlessly align talent development with job market requirements[6,7].

Drawing upon the example of the E-commerce high-quality programs at Chongqing Business Vocational College, this study delves into an analysis of the demands within the E-commerce industry chain by the vocational E-commerce professional group. It establishes a talent cultivation model termed “unity, dual elements, tri-sharing, and quadruple integration”, tailored to the needs of the programs. Furthermore, it presents a practical pathway for innovating the talent cultivation model within E-commerce, ultimately aiming to achieve the talent cultivation objectives of the high-quality vocational E-commerce professional group.

2. The Present Status of Talent Cultivation in Vocational E-commerce Professional Group

Through conducting research on the talent requirements of the E-commerce industry chain within vocational E-commerce

professional group, the development team has produced the *Survey Report on Talent Requirements in Vocational E-commerce professional group Aligned with the Industry Chain*. This report thoroughly analyzes the competency demands of various positions along the E-commerce industry chain.

Upon comparing and analyzing the current state of talent cultivation with industry needs, several key issues have been identified within vocational E-commerce professional group: Firstly, there is a lack of effective coordination between talent supply and demand. Secondly, there is a mismatch between talent cultivation and regional industrial development. Thirdly, there is a lack of alignment between talent cultivation and the competency requirements of enterprise positions. Lastly, there is a lack of organic integration among the various disciplines within the program.

3. Innovations in Talent Cultivation Model for Vocational E-commerce Professional Group

Grounded in personalized and diversified talent development based on the competency requirements of industry chain positions, a talent cultivation model titled “unity, dual elements, tri-sharing, and quadruple integration” has been crafted for vocational E-commerce professional group. The term “unity” refers to the integration of multiple resources, creating a collective ecosystem for talent development that involves the collaboration of government, industry, enterprises, and educational institutions. “Dual elements” signify the collaboration between academic institutions and cooperative enterprises. “Tri-sharing” entails joint investments, joint construction, and joint management by schools and enterprises to achieve the sharing of resources, outcomes, and talents, establishing a systematic operational mechanism for in-depth integration of production and education and an ecologically sound ecosystem for collaborative talent development. “Quadruple integration” involves the integration of curriculum and certification, classroom and workplace, education and training, and technical education, fostering a virtuous cycle of collaborative building, shared resources, cultural integration, joint research projects, collaborative talent development, and cooperative success.

Aligning with the needs of the e-commerce industry chain development, schools aim to promote the cultivation of innovative, development-oriented, and versatile high-quality technical talents around the principles of “unity, dual elements, tri-sharing, and quadruple integration”.

4. The Practical Pathways of Talent Cultivation Model in Vocational E-commerce Professional Group

This section introduces the Practical Pathways of Talent Cultivation Model in Vocational E-commerce professional group of *Chongqing Business Vocational College* from 6 aspects.

4.1 Establishment of the Modern E-commerce Industry Institute

The establishment of the Modern E-commerce Industry Institute serves as a crucial vessel for the practical implementation of the talent cultivation model within vocational E-commerce professional group.

Leveraging the Modern E-commerce Industry Institute, the school executes the talent cultivation model of “unity, dual elements, tri-sharing, and quadruple integration” for the E-commerce professional group. By collaborating with JD.com Group through joint investment, construction, and management based on mutual resource utilization, shared achievements, and talent exchange principles, the school establishes the CBVC · JD Chongqing E-commerce Modern Industry Institute, a partnership between education and industry. The institute adopts a diversified educational model of “program + industry”, combining campus ecology with industrial ecology. It creates an E-commerce operation and promotion center, a visual marketing center, a JD.com customer service center, a comprehensive media live streaming creator center, a big data operation center, a JD.com campus cloud warehouse, an unmanned aerial vehicle service center, and a retail innovation comprehensive practice base.

By integrating JD.com’s industry, technology, business models, training teams, positions, research and development innovations, human resources, international expansion, and quality control elements, alongside the school’s “program, curriculum, practical training, dual-teacher teams, employment, scientific research and innovation, vocational training,

internationalization, and quality assurance" nine-link alignment, a new model of collaborative industry-education for talent cultivation is constructed.

4.2 Construction of the "Platform + Module" Curriculum System

The development of the "platform + module" curriculum system for vocational E-commerce professional group stands as a paramount element in the practical implementation of the talent cultivation model in vocational E-commerce professional group[8-10].

Leveraging the Modern E-commerce Industry Institute as its foundation, a collaborative effort between the school and industry has led to the establishment of the dynamic "1 Platform + 6 Modules" curriculum system, characterized by "bottom-level sharing, intermediate level penetration, and top-level mutual selection", encompassing shared platform courses for the program, specialized directional courses, and professional expansion courses.

The shared platform for the programs consists of modules in general foundational courses, program core courses, and practical courses. These shared platform courses remain relatively stable, encapsulating the knowledge, skills, and qualities essential to the collective needs of the program, aiding students in developing a comprehensive understanding of their field. The specialized directional courses include core courses and practical modules aligned with professional standards, segmented into various specializations to help students cultivate essential competencies in their respective professions. Furthermore, the interpenetration of courses across different specializations within the programs underscores the interconnectedness among the various disciplines serving the industry chain. The flexible nature of the professional expansion course module allows for continual adjustment based on market demands and technological advancements, ensuring that the curriculum system remains abreast of industry developments.

4.3 Pilot Implementation of Modern Apprenticeship System

The pilot implementation of the modern apprenticeship system in the E-commerce field serves as a pivotal approach in the practical realization of talent cultivation models within vocational E-commerce professional group.

Drawing support from the CBVC ·JD Chongqing E-commerce Modern Industry Institute, a collaborative effort between academia and industry is forged to integrate resources from cooperative enterprises and execute modern apprenticeship training[10]. Both academia and industry jointly formulate plans for talent cultivation, course standards, guidelines for faculty development, and criteria for assessing teaching quality.

In alignment with current university enrollment policies and actual industry demands, the approach of enrolling students before connecting them with employment opportunities is adopted. This involves initially establishing student identities (registering enrollment) and subsequently determining their status as apprentices through the enterprises' assessment and selection processes, culminating in apprenticeship contracts.

Through a phased exploration process, the integration of student enrollment and job recruitment is gradually realized. The modern logistics management program within the programs has been approved as a pilot for modern apprenticeships in vocational schools in Chongqing, with initiatives also underway for E-commerce and other related programs at the institutional level.

4.4 Development of Teacher team

The development of the teaching team in the field of E-commerce is a vital component ensuring the practical application of talent cultivation models within vocational E-commerce professional group.

The establishment of a dual-flow mechanism between academia and industry, where staff members engage in mutual part-time roles as a norm, through various avenues such as interchanging positions, job rotations for experiential learning, collaborative technical projects, among others, effectively enhances the professional

skills and research capabilities of teachers. This approach bolsters the proficiency of the teaching team in cultivating a cadre of instructors adept in both theory and practice. Building upon the foundation of the Chongqing E-commerce Modern Industry Institute in collaboration with JD.com, the E-commerce professional group has established a mechanism for “dual professional leaders, dual curriculum coordinators, and dual mentorship teams for student development”.

The digital commerce teaching team has been recognized as a model akin to the Huang Danian-style teacher teams in universities in Chongqing.

4.5 Development of Teaching Resources

The establishment of teaching resources for the E-commerce professional group plays a pivotal role in underpinning the practical application of talent cultivation models within vocational E-commerce professional group. Collaboratively, academia and industry work together to develop the curriculum framework for the E-commerce professional group, creating work manual-style, loose-leaf textbooks, and supplementary teaching materials.

With a comprehensive approach, resources from various sources are coordinated for the construction of the vocational education network marketing and live-streaming E-commerce professional teaching resource repository in Chongqing. Co-led initiatives with joint declarations for the national-level professional teaching resource repositories in network marketing and live-streaming E-commerce have received approval from the Ministry of Education.

Additionally, eight high-quality online open courses have been developed for universities in Chongqing. Drawing on the foundation of the Chongqing E-commerce Modern Industry Institute in partnership with JD.com, instructional resources such as textbooks, online courses, and PowerPoint presentations for over ten courses including *JD Platform Store Operations*, *JD Live E-commerce*, and *JD Short Video Operations* have been collaboratively developed with JD.com.

4.6 The Reform of the “Six Transformations and Six Integrations” Teaching Method

The reform of the “six transformations and six integrations” teaching method in the field of E-commerce stands as a crucial lever for innovating talent development models within vocational E-commerce professional group.

Building upon the foundation of the Chongqing E-commerce Modern Industry Institute in partnership with industry leaders such as JD.com, the E-commerce professional group integrates authentic business practices from these enterprises into the educational framework, drawing from real-world production processes and actual job responsibilities. This transformation shifts traditional classroom environments into collaborative production training grounds jointly established by academic institutions and industry partners, facilitating the seamless convergence of teaching and production resources.

Through this reform, seasoned industry experts transition into teaching roles within educational settings, fostering a harmonious synthesis of educational approaches between academia and industry. Moreover, students are provided with opportunities to assume apprenticeships within enterprises, bridging the gap between classroom learning and real-world occupational experiences. Project work orders are reimaged as core course materials, intertwining theoretical instruction with practical application, while job-related tasks seamlessly blend into educational content, merging knowledge acquisition with skill development objectives.

As part of this innovative approach, traditional face-to-face lectures evolve into a synergistic blend of online and offline teaching methods, effectively merging temporal and spatial dimensions to create a more dynamic and integrated learning experience.

5. Effective Practice of Talent Development Model

Following a three-year development cycle, our high-level E-commerce professional group have witnessed a significant enhancement in the quality of talent cultivation.

Based on the *Third-Party Evaluation Report on the Accreditation of the E-commerce professional group* issued by an external

assessment firm, the overall satisfaction rates within the E-commerce professional group have been commendable. Specifically, student satisfaction with talent development within the E-commerce professional group stands at 96.10%, while that of graduates reaches 96.70%. Furthermore, teachers exhibit a high level of contentment, with a recorded overall satisfaction rate of 97.80% in relation to talent cultivation within the E-commerce professional group. Interestingly, parents also express a notable level of satisfaction, with an overall approval rate of 96.30% regarding talent development within the E-commerce professional group. Equally impressive is the satisfaction of employing entities, marked at an impressive 98.00% in their assessment of the talent cultivation within the E-commerce professional group.

6. Conclusion

Through the establishment of the “unity, dual elements, tri-sharing, and quadruple integration” talent development model in vocational E-commerce professional group, this study puts forward an innovative approach towards talent cultivation. By outlining the implementation pathway for this innovative talent development model, it effectively addresses the existing challenges within vocational E-commerce professional group, fostering the cultivation of innovative and high-caliber technical skill professionals. Consequently, this model successfully achieves the goal of cultivating top-tier talents in the field of vocational E-commerce professional group, thus elevating the overall quality of talent development.

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