

5G E-COMMERCE MODEL AND TALENT TRAINING STRATEGY

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Abstract With the advent of the 5G era, various advanced technologies such as artificial intelligence, Internet of Things, and blockchain have had a huge impact on the development model of the e-commerce industry. This article will focus on consumer experience, network security, interactive methods, and applications. The five major aspects of scope and logistics management are elaborated, and some suggestions are provided for the cultivation of e-commerce talents in the 5G era, to provide more high-quality professional e-commerce talents for the new era.

Keywords: e-commerce; talent training; 5G.

1. INTRODUCTION

After years of rapid development, e-commerce has become an important part of social and economic development, changing the business activities of enterprises and personal consumption. The upgrade of technological products in the 5G era will inevitably bring a new round of impact to the e-commerce model.

2. THE IMPACT OF 5G ON THE E-COMMERCE MODEL

2.1. Optimize consumer experience

Mobile communication technology in the 5G era will achieve a greater breakthrough, and the most direct performance in e-commerce is to improve the stability of network operations. The advantages of 5G's wide signal coverage, high spectrum utilization, and strong compatibility allow consumers to smoothly conduct online shopping in relatively closed or remote areas, greatly improving the consumer's service experience and enhancing people's demand stickiness. Fit. The low-latency network has further promoted the development of video and live broadcast e-commerce, while also making the e-commerce industry move towards more scale and refinement. In addition, after-sales service is no longer limited to telephone communication, but through high-definition smooth video format, installation guidance or product feedback, to give consumers the greatest degree of satisfaction.

2.2. Improve the network security environment

Information security and payment security have always been issues of great concern to customers in the online shopping process. Although the state has issued relevant policies and regulations, it is also crucial to rely on technical means to maintain the network security environment. In the 5G era, through blockchain technology, identity authentication and operation processes can be converted into

data algorithms to create virtual individual identities for customers, so that the problem of information verification can also be effectively solved in complex network information flows, and avoided as much as possible. The manipulation of information by lawbreakers improves the difficult management of relevant government departments. In addition, 5G technology has formed a data directional transmission mode through array antennas, which has avoided malicious attacks and information loss as much as possible, creating a safe and stable transaction environment for the public. The advantages of 5G high-speed transmission and ultra-low latency will further improve the efficiency of mobile payment and further optimize the experience, and the pressure of data exchange between banks and payment companies will be eased.

2.3. Create new interactive methods

At present, most of the product display of e-commerce platforms are based on pictures and videos, and Taobao, a large-scale e-commerce platform, also increases the accuracy of customer understanding of products through micro-taobao services and live broadcasts. However, this third-party perspective display still cannot replace the self-experience of offline consumption, resulting in consumers not being able to have a real understanding of them, and the physical object does not match the imagination, thus greatly increasing the later cost of the transaction. With the advent of the 5G era, the upgrade of VR technology has brought new breakthroughs to the development of e-commerce. Virtual reality technology is a computer simulation system that can create and experience virtual worlds. It uses computers to generate a simulation environment. It is a multi-source information fusion, interactive three-dimensional dynamic scene and physical behavior system simulation. Users are immersed in this environment.

2.4. Expand the scope of e-commerce applications

The 4G era is the stage where short video creation traffic reaches the outbreak of transactions, and the 5G era will inevitably lead to the emergence of more e-commerce application forms due to its more diverse technological development. From the current mobile shopping to mobile entertainment, and even to mobile medical technology with higher technical requirements, it is possible to show greater development potential in the future 5G era. Unmanned medical care, unmanned driving, intelligent housekeepers and other products in the 5G era, the development of their commercial value should be a huge outlet. It is foreseeable that the establishment of a smart city will make the future e-commerce model develop towards the customer as the center, integrate the environment of the Internet of Everything, form an independent information ecosystem, and greatly enhance the customer's experience.

2.5. Improve the logistics management system

In terms of logistics systems, JD.com has made a good innovation demonstration, namely an integrated logistics system for unmanned warehouses, unmanned courier vehicles and drones, and the advent of the 5G era is a powerful boost that makes logistics intelligent Turning into an inevitable development trend. First, the advantages of fast data transmission and low latency will make the entire logistics process more efficient; second, through 5G big data and cloud computing, the interconnection between people and machines, machines and machines will be formed, and the

storage and distribution will be automatic. The process of picking and distribution will also become more precise and efficient. At the same time, it can control the operation status and usage of each equipment and form a data report, which improves the operation effect of the business department; finally, the product transportation mode will open Consumers can follow the product data and logistics information in real time through the IoT chip that comes with the product. For logistics managers, they can better manage inventory and reduce waste of human resources and costs. The 5G era has not only greatly promoted domestic logistics, but also a good opportunity for the cross-border logistics model. The current traditional logistics, third-party logistics and overseas warehousing still have the problems of high prices, long operating cycles and high loss rates, and this change in the relationship between people and freight yards may bring a new wave of reforms. It is worth noting that although logistics efficiency is still the core competitiveness of current enterprises, as the future of intelligent logistics, the differences between enterprises will continue to decrease. Therefore, more competition in business will focus on personalized creative aspects. Only by continuously adapting to the development trend of 5G e-commerce can we have a foothold in the new era.

3. E-COMMERCE TALENT TRAINING STRATEGIES

The advent of the 5G era has had a huge impact on the e-commerce industry, and its impact on the contemporary e-commerce talent training model cannot be ignored. The new wave of science and technology has brought forward new goals and requirements for e-commerce merchants, and the corresponding curriculum system, teaching methods, training paths and methods need to be adapted and adjusted accordingly.

3.1. Strengthen curriculum content innovation

The 5G era has made tremendous changes to the e-commerce industry through the upgrade of its big data, artificial intelligence and blockchain technology. Both the operation model and the trade model have driven a new generation of changes, and these undoubtedly all cultivate the direction of e-commerce talents. Proposed new goals and requirements. E-commerce can be said to be a course with fast content update and strong practicality. Therefore, in order to better meet the development requirements of e-commerce in the 5G era, universities should make timely adjustments and updates to the corresponding course content. For example, according to the prediction of the 5G e-commerce industry, formulate teaching construction standards and form a personalized curriculum system. Through some professional clusters to create basic, developmental and characteristic courses, let students understand more deeply the multiple changes of 5G development for e-commerce. Of course, the innovation of these course contents should be based on the original e-commerce teaching. It is necessary to ensure the authenticity of the teaching contents in order to cultivate a more professional e-commerce talent for the society.

3.2. Try the school-enterprise linkage model

The development of 5G wireless networks is of great significance to the creation and expansion of online education platforms. Low-latency, ultra-high-definition, and multi-dimensional education platforms will become popular in the future. On the one hand, combining cloud computing technology to integrate educational resources to form a multi-school-enterprise linkage model to

provide synchronized resources for teaching; on the other hand, a simulation training platform can be established to connect e-commerce enterprises and universities to enhance the practice of e-commerce talents ability. Among them, the theoretical teaching in the course can be completed by the teachers in the school, and the practical teaching can be remotely explained by the front-line personnel with rich practical experience in the enterprise, to achieve the purpose of deepening theoretical knowledge and professional skills, and comprehensively improve the quality of e-commerce talent training.

3.3. Strengthen industrial integration awareness

The 5G era will be an era of interconnection of all things. The future is no longer limited to a specific business, but a fusion of multiple services and network technologies. Such a trend is of guiding significance for the cultivation of contemporary e-commerce merchants. In order to improve students' innovation ability, in addition to mastering professional knowledge, students should also be encouraged to actively and extensively participate in innovation and entrepreneurship competitions, combined with the understanding of the 5G era, to create new ideas for the integration of technology and industry, in order to deepen the understanding of the 5G industry, Stimulate students 'innovative consciousness and enhance students' practical operation ability. In addition, in order to meet the needs of innovative talent training, a "dual-teacher system" model can be established, which consists of on-campus related instructors and off-campus enterprise instructors. It combines professional knowledge and practical experience to conduct competition training, and adopts an order-based training model. Tap the potential e-commerce talents in the 5G era to provide a certain guarantee for the company's future talent transfer.

4. CONCLUSIONS

In the 5G era, e-commerce will usher in a new development trend, which not only enhances the consumer's experience, but also brings new business models and opportunities for reform to enterprises. Based on this, a new generation of e-commerce talent training strategies are constantly changing and adjusting, laying the foundation for e-commerce talent output in the 5G era. However, we must deeply realize that the development of 5G era to maturity must be a slow process, but it is a huge opportunity for everyone in this era.

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