

# Study on the demand of rural electronic commerce talent under the Internet plus Era

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**Abstract:**Internet plus is a further practice after the thinking of the Internet, it represents a new form of society. The development of electronic commerce in the countryside not only speeds up the construction of modern agriculture, but also is an urgent requirement for the prosperity of the rural economy and increasing the income of the farmers. The rural electronic commerce makes the information penetrate into the farmer's production, management, consumption, study and so on. Therefore, the process of farmers' production efficiency and living standard has been greatly improved. How to keep up with the pace of the development of modern agricultural business is a very important issue. This paper discusses the development of agricultural electricity suppliers and the demand of rural e-commerce talents.

**Key words:**Internet plus; rural e-commerce talent demand; security mechanism

## 1. INTRODUCTION

Three agriculture issues have been the key issues to the development of national economy. In order to solve these problems, the 18th National Congress of the Communist Party of China reports pointed out that the basic way of the integration of urban and rural development is to solve the "three agriculture". This means to promote industrialization, informatization, urbanization, agricultural modernization synchronous development, so that the vast number of farmers to share the results of development. Do a good job in agricultural and rural work need to be down to earth, and carry out the spirit of the eighteen major spirit and the central rural work conference, so as to continue to create a new situation of economic and social development. At the same time, the development of electronic commerce is becoming more and more mature, however the application level of our country's rural e-commerce is developing slowly, the basic factor is the lack of rural e-commerce talents.

## 2. "INTERNET PLUS" ERA AND THE DEVELOPMENT OF RURAL E-COMMERCE STATUS

"Internet plus" concept first appeared in the twelve National People's Congress on the government work report. Its connotation is the use of information and communication technology and the Internet platform, and combine all walks

of life, including the Internet and traditional industries. So this can enhance the innovation and productivity of the whole society. Building a new socialist countryside is not only the benefit of hundreds of millions of farmers, but also related to the long-term stability of the country's strategic initiatives.

With the development and popularization of information technology, agricultural websites in China are developing very fast, involving all aspects of planting, animal husbandry, fishery, forestry, processing, marketing, production and life. It covers almost all aspects of agricultural production, rural economy and farmers and rural life, such as gold Rural, rural information network, China agricultural Information network ,etc. Many farmers have benefited from the trade of agricultural products, and tasted the sweetness of agricultural e-commerce. Agricultural e-commerce business has from the beginning of the zero retail farmers online sales of native products to form a village, town, county as the unit of production, supply and marketing industry group.. E-commerce services include providing online information services, online auctions, trading and other online transactions for agricultural products trading.

## 3. THE CURRENT SITUATION AND PROBLEMS OF RURAL E-COMMERCE TALENT TEAM

### 3.1 Talent shortage hinder the development of e-commerce in rural areas

While rural electricity supplier showing a thriving situation, most rural electricity suppliers are still faced with no one available situation. Lack of talent in the field of rural electricity suppliers, making rural electricity suppliers in many areas in the early stage of market competition is at a disadvantage. At present, a lot of people on the electricity business concept is still stuck in the opening phase of the shop, and the product planning, quality standards, brand packaging, publicity and promotion, and other aspects of no clear understanding. Therefore, this requires that the electricity suppliers to the quality of the electricity suppliers into rural areas.

### **3.2 The growth mechanism of the rural e-commerce personnel needs to be improved**

The contradiction between the rapid development of rural business talent gap and industry has been formed, the short term very hard through a single talent introduction to solve. It is imperative to carry out specialized personnel training in rural areas, as soon as possible to make up for the short board. Talent growth mechanism is not perfect, will not be conducive to the training of reserve personnel and training, and is not conducive to the continued stability of the rural e-commerce personnel.

### **3.3 Traditional electricity business education can not meet the demand for electricity suppliers**

The concept of "Rural electricity supplier personnel" is actually very broad, not only refers to the management personnel, but also includes the practical talent of electricity suppliers, strategic talent, or even some of the needs of the development of innovative talents in the process of electricity suppliers. While there are major colleges and universities have e-commerce this professional, the current college training of electricity supplier still can not meet the needs of rural electricity supplier market development. However, in the case of the general lack of talent in the entire electricity business market, in the Ministry of Education issued the 2014 employment, the most difficult of professional is electronic commerce major. This fully shows that the real needs of the electricity business personnel training and the market is wrong.

## **4. "INTERNET PLUS" ERA OF RURAL E-COMMERCE TALENT DEMAND CHARACTERISTICS ANALYSIS**

### **4.1 Knowledge requirements of rural e-commerce professionals**

Industrial upgrading and urbanization in rural areas is not

a simple network of rural areas, but also includes farmers' income, agricultural development and rural stability and other issues, which is exactly the problem to solve the three agriculture issues. Study on the rural electricity supplier needs to study Internet plus three agriculture. "Internet plus" era of rural e-commerce talents mainly in the knowledge of the requirements of professional knowledge and interdisciplinary knowledge requirements. Rural electronic commerce talents emphasize the basic, advanced and practical knowledge of professional knowledge. This means that the rural electronic business professionals not only need to understand the needs of the development of disciplines, but also to grasp the contents of agricultural development, such as economic and trade knowledge, legal knowledge and other cross professional knowledge.

### **4.2 The ability of rural e-commerce professionals**

In the current China, "Internet plus" means reformed one after another the industry, but progress in agriculture is not great. This is because there is a certain difference between rural resources and urban community resources .The rural ecological system is more complex and the simple electricity supplier model is difficult to transform the rural economy. For new entrants to the rural e-commerce personnel, should be based on the existing theoretical basis, strengthen practical training, and strive to improve their ability to serve the first line of agricultural production and operation management.

### **4.3 The ability of rural e-commerce professionals**

Rural electricity suppliers than the current mainstream electricity suppliers, there should be more content in the inside. Before studying the rural electronic commerce, the first one should study the "three rural" overall solution. Whether the traditional agriculture and modern agriculture, in the three major industries the agriculture has been in a weak position in the industry.

## **5. "INTERNET PLUS" ERA OF RURAL E-COMMERCE TALENT DEMAND GUARANTEE MECHANISM**

### **5.1 Complete legal protection system**

According to the needs of the agricultural rural economy social development and physical education reform, it is required to further strengthen the legislation of electronic commerce personnel training in rural areas, and perfect the education relief system which conforms to the principle of rule of law.

### **5.2 Improve the mechanism of personnel training**

## and structural adjustment

The cultivation of the talents of the electronic commerce in rural areas must be based on the needs and development of the electronic commerce in the countryside. Increase the strength of talent development and training, to ensure the effective supply of talent. In particular, to give full play to the role of the main channel of electronic business personnel training in Colleges and universities. To cultivate a wide range of caliber, thick foundation and multi-level rural electronic commerce. And improve e-commerce continue education conditions, establish various levels of training courses, so that the majority of personnel to adapt to the development of agricultural e-commerce and social and economic development needs.

In China, there are many problems in the development of electronic commerce in rural areas, which are not suitable for the development of agricultural e-commerce and the need of new socialist countryside. These problems can be achieved only by improving the macro control mechanism. For this reason, the government should introduce the specific guiding policy to guide the adjustment of the direction of the cultivation of the talents in the countryside. Actively developing the western economy of China, to attract the West shift of rural e-commerce talents, balanced regional structure. To improve the educational level and knowledge structure of the talents of electronic commerce in rural areas, and strive to make the structure of e-commerce talents in the rural areas gradually rational, in order to meet the long-term requirements of the construction of new rural areas.

### 5.3 To establish a diversified investment guarantee system for the development of talents

The development of agricultural electronic commerce and the construction of new countryside need to cultivate a large number of rural e-commerce talents. Investment in the development of rural e-commerce talents, should gradually form a government investment as the main body, and Non government sector investment as a supplement to the new investment system. In addition, we should strengthen the investment management system and establish the efficient use of funds supervision mechanism.

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