



E-commerce Education In China

Chen Juhua, Hu Yong and Wang Wei

ZhongShan(Sun Yat-Sen) University Guangzhou, Guangdong, P.R. of China

ABSTRACT

This paper introduced the development of e-commerce education in China within the framework that the advantages, development, and education of e-commerce are functionally interactive. The first part of the paper is dedicated to explaining the advantage of e-commerce as well as the present situation and prospects of e-commerce in China. Then, the next two sections are focused on reporting the rapid progress of e-commerce education and its limitation in China. Next, we analyze its irrationality according to our sampling survey on e-commerce specialized courses in China. The final section is mainly to design the knowledge structure for e-commerce applied professionals combined with our teaching experiences, understanding of e-commerce development, and analysis of typical position setting in e-commerce enterprises within two principles of the requirements of markets and the professional character of e-commerce.

Keywords: e-commerce education; interactive framework; training models, knowledge structure

INTRODUCTION

In the past several years, both e-commerce and education in China have been developing at a superb speed. During the development of e-commerce, the training of qualified personnel is of vital importance. What is the present condition and prospects of China's e-commerce education? How can e-commerce education be better orientated to the development of e-commerce? They are the two topics of this paper. The fast development of e-commerce brings op-

portunity as well as enormous challenges to e-commerce education. The three parts including the advantages of e-commerce, the development condition and prospects of e-commerce, and the education of e-commerce are interactive in function. Therefore, we attempt to discuss e-commerce education in the background of its development. We consider it helpful for us to understand what and how we should do in the field of the e-commerce education.

REVIEW OF E-COMMERCE EDUCATION RESEARCH AND OUR RESEARCH FRAMEWORK

Review of E-Commerce Education Research

How should e-commerce education be developed? In China, there are many discussions on this topic. In the literature (Qing, 2002), an idea is mentioned that the compound training models are a trend in e-commerce education in universities. According to Li (2002), each university should have its individual style and characteristics in its e-commerce so as not to cause serious market competition. In Zhang (2002), the idea is presented that the object of e-commerce education in universities is to train applied managing professionals. In Wang (2002b), the authors introduce the training models of Lille University (France), which consist of three groups including a social economics module of information and communication technology, a multimedia designing module for the popular market, and an e-commerce technology group. E-commerce training models and curriculum design of the Liverpool University in England were presented by Zhou (2002), and four aspects were given: the technologies of the Internet, information system, e-commerce system, and management system. Although this paper aims to discuss e-commerce education in China, the research framework of e-commerce education overseas

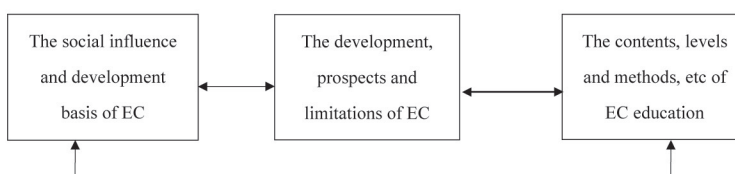
still deserves reference. In Ravindra et al. (2002), a discussion is held about knowledge of e-commerce in China. A relatively complete comparison is mentioned in James (2002), with American graduate students' courses in e-commerce. Some basic conditions of American e-commerce are introduced, and some typical teaching materials are recommended (Lin, 2001).

Research Framework of E-Commerce Education

The following three factors should be taken into serious consideration: the educational development, the technique development, and the development of e-commerce. The relationships among them serve as our research framework of e-commerce education:

- There are interactive functions among the social influence, relative advantages and development basis, the development conditions, and the prospects of e-commerce.
- There are interactive functions among the development conditions, prospects, and limits of e-commerce, and contents, levels, and methods of e-commerce education. Before knowing Chinese e-commerce education, it is necessary for us to know about the development and prospects of it, because the education must be oriented to the market and should be facilitated by the market.
- There are interactive functions between the development basis, advantages of

Figure 1 The advantages, development, and education



11 more pages are available in the full version of this document, which may be purchased using the "Add to Cart" button on the publisher's webpage: www.igi-global.com/article/commerce-education-china/3430

Related Content

Introduction to E-Commerce in the Global Economy

(2012). *Electronic Commerce Management for Business Activities and Global Enterprises: Competitive Advantages* (pp. 1-46).

www.irma-international.org/chapter/introduction-commerce-global-economy/67586

Internet, Reengineering and Technology Applications in Retailing

Dr. Rajagopal (2009). *Information Communication Technologies and Globalization of Retailing Applications* (pp. 186-211).

www.irma-international.org/chapter/internet-reengineering-technology-applications-retailing/22610

Does Successful Social Media Marketing Affect Brand Value?: An Empirical Investigation

Stefan Kochand Asli Dikmen (2015). *Journal of Electronic Commerce in Organizations* (pp. 15-26).

www.irma-international.org/article/does-successful-social-media-marketing-affect-brand-value/131467

Real-Time Detection of Road Signs

Abderrahim Salhi, Brahim Minaoui, Mohamed Fakirand Mohammed Sajieddine (2015). *Journal of Electronic Commerce in Organizations* (pp. 36-46).

www.irma-international.org/article/real-time-detection-of-road-signs/133382

Factors That Influence Consumer Loyalty of Services Acquired via the Internet in Mexico

Berenice Juárez-Lóopezand Grace Aileen Ruiz-Santoyo (2019). *Journal of Electronic Commerce in Organizations* (pp. 16-29).

www.irma-international.org/article/factors-that-influence-consumer-loyalty-of-services-acquired-via-the-internet-in-mexico/236089