

# Innovative Thinking in E-commerce Teaching

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**Abstract.** Under the macro background of rapid economic and social development, e-commerce emerges as the result of the new network era, and faces many difficulties and challenges at the same time. For colleges and universities, the new talent training mode attaches great importance to practicality and science, and the teaching mode of quality discipline is bound to be innovated under the new trend of thought. The extension of innovative thinking in the teaching of e-commerce in colleges and universities aims to optimize the teaching structure, build efficient classes, carry out value infiltration, and make students truly achieve learning and mastery. This paper takes the significance of innovative thinking in e-commerce teaching as the breakthrough point, and further expounds the implementation path of innovative thinking, hoping to effectively promote the high-quality development of China's education.

**Keywords.** E-commerce; Teaching; Innovative thinking

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## 1. Introduction

Under the new trend of continuous development of e-commerce, there are still many factors restricting the diversified and innovative development of e-commerce teaching, so it is necessary to optimize the path based on problem analysis and integrate and innovate the actual teaching structure. In order to effectively realize the teaching value infiltration of e-commerce and provide diversified employment opportunities, teachers and students should establish correct innovative thinking, scientifically coordinate teaching resources, realize learning day by day, and cultivate innovative talents who conform to the social development situation in this process.

## 2. The significance of innovative thinking in e-commerce teaching

Under the multi-dimensional application of Internet technology to electronic media, the high use of education in China has become the trend of the situation, and the traditional teaching model has been impacted by the new era of education culture. Based on e-commerce teaching, students can set up a correct sense of innovation, comprehensive cultivation of core literacy, and make personalized development goals. In the process of developing professional education, we should attach importance to the education of e-commerce, innovate teaching mode, carry out educational criteria and realize value penetration. Colleges and universities must carry out scientific and systematic integration design of e-commerce teaching, and set up this compulsory course reasonably, so that students can have reasonable knowledge of computer and network. In the process of implementing e-commerce teaching, teachers must also carry out professional training on e-commerce teaching, and further improve the basic courses of e-commerce, so as to enrich the knowledge of basic courses and fully inspire the innovative ideas of learners.

### **3. The implementation path of innovative thinking in e-commerce teaching**

#### **3.1. Optimize teaching methods and means**

Based on the strategic height, e-commerce teaching is the interweave of theory and practice, through the penetration and integration of innovative culture, according to the cultivation of students' socialist core values, to make reasonable guidance to the development of students' innovative values. In the course of e-commerce teaching reform and practice, teachers should comprehensively study the micro-development of e-commerce in the present stage of the industry, actively elaborate the significance of e-commerce education, and cultivate students' humanistic thoughts and social responsibility with innovative ideas. In the diversified innovation under the background of economy and society, and economy society to the career development and spiritual needs of students with high quality standards, so the teachers can design according to the innovative culture teaching goal and the mode of e-commerce, in order to fully explore the innovation culture of ideological education, strengthening cultivation of students' creativity. Classroom teachers, for example, during the period of introducing the development history of China's e-commerce, e-commerce industry development trends, culture can be spread in the fields of fusion in the course of background knowledge, but also innovation of entrepreneurial culture, and case with the e-commerce into the curriculum, and make the student to carry on the innovative thinking of the collision, sinking culture education value, And cultivate their stronger feelings and thinking of employment in the new era.

#### **3.2. Cultivate students' innovative thinking**

Students' thinking is the setting of the later behavior. Only by setting up the correct life values of innovative thinking can students break through the shackles of traditional thinking. The school should actively encourage students, provide favorable development platform for students' practice, and fully demonstrate students' innovative thinking. For example, schools can regularly or irregularly establish subject innovation and entrepreneurship competitions to guide innovation thinking through teaching competitions, so as to form the idea that only innovation can lead to entrepreneurship. Classroom teachers by students of entrepreneurship in the market for guidance, let the students back to school for innovative entrepreneurial experience to preach, to share their successful experience, and be able to do some speech about innovative undertaking, for the students of e-commerce innovation entrepreneurship provides a good environment, so that they can establish a correct concept of entrepreneurship. In the process of entrepreneurship, students must improve the management level of e-commerce, innovate their way of thinking, and maximize the value of teaching. Through the multi-dimensional application of Internet technology, build a bridge of communication between teachers and students, and implement the teaching penetration of innovative thinking. Open e-commerce related education lectures, based on the current social development situation, from the perspective of overall development of innovation and entrepreneurship, to cultivate the core competitiveness of the society.

#### **3.3. Establish e-commerce entrepreneurship training mechanism**

In order to effectively realize the cultivation of e-commerce innovative thinking, we should first improve the entrepreneurial training system, train students' innovative thinking at multiple levels, and lay a solid foundation for entrepreneurial practice. The process of institutional construction mainly includes the following points.

Firstly, Colleges and universities should strengthen the cooperation and docking rate with relevant enterprises. The effective implementation and combination of the joint mode within colleges and universities and between enterprises can help colleges and universities effectively introduce high-tech talents with valuable practical experience and innovative ideas. Through the form of lectures given by enterprises in colleges and universities, Enable students to have a more comprehensive understanding of e-commerce and market development characteristics and some practical skills, at the same time, can help students have a further understanding of the overall e-commerce development environment, entrepreneurial ideas will also be more scientific training. Second, schools must make full use of all the online resources available to students to support their innovation efforts, such as disseminating

information about entrepreneurship to graduates through newspapers, online platforms and campus radio stations. Thirdly, schools should strengthen the construction of teachers, raise the level of teaching, adapt to the rapidly changing society, become the inner driving force of students' innovative thinking training. And also, different emphasis on education can be implemented for students of different grades accordingly. For lower grade students, they should pay attention to the cultivation of their business theoretical knowledge, lay a good foundation for future practice, including the introduction of e-commerce, definition, origin, development, the difference between traditional e-commerce and modern business; while senior students are in different stages, the curriculum content setting should focus on strengthening the cultivation of students' market analysis ability and practical ability, and at this stage of learning, computer application courses should be taught, so that students can master the knowledge and skills of e-commerce.

#### 4. Conclusion

E-commerce is a commercial system, which has become one of the main systems to promote the rapid development of social economy in China. National government departments also regard the development of e-commerce as an important strategic development element of the country, in order to better promote the process of world economic integration. In the current stage of e-commerce education, we should strengthen the training of students' innovative thinking, help students better adapt to the development situation of the new day and the new month, and strengthen their comprehensive skills.

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