

Optimisation Countermeasures of Enterprise Digital Management Professional Training Based on the Employment Background

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ABSTRACT

The purpose of this paper is to discuss the optimisation countermeasures of enterprise digital management professional talent cultivation based on the employment background, analyse the current digital management professional talent demand and market situation, explore the existing deficiencies in talent cultivation, put forward optimisation countermeasures, including the improvement suggestions in curriculum setting, practice link, faculty construction, etc., and finally look forward to the development trend in the future.

KEYWORDS

Employment context; Enterprise digital management; Talent training; Optimisation countermeasures

Enterprise digital management is the trend of today's social development, corresponding to the growing demand for talent. However, the current digital management professionals in the job market there are certain shortages and deficiencies, there is an urgent need to optimise the training measures. Therefore, this paper will focus on the current situation to carry out analysis, and put forward the corresponding training optimisation countermeasures, in order to provide useful reference for the training of talents in this field.

1 Current demand for digital management professionals and the market situation

1.1 Talent demand analysis for digital management professionals

1.1.1 Impact of industry development on talent demand

With the continuous progress of science and technology and the increase in the level of information technology, there is an increasingly urgent demand for digital management professionals in enterprises. These talents need to have an interdisciplinary knowledge structure, including knowledge in the fields of information technology, management, and data analysis. They need to be able to use a variety of digital tools and technologies to help companies achieve digital transformation and improve operational efficiency and management. With the changes in consumer demand and market competition, companies need to rely on digital management to better understand and meet market demands. Therefore, the demand for digital management professionals is not only technical, but also includes a deep understanding of market trends and consumer behaviour in order to develop more effective strategies and marketing plans for enterprises. With the expansion of enterprises and the acceleration of internationalisation, digital

management professionals need to have good cross-cultural communication and teamwork skills. They need to be able to work with colleagues from different backgrounds and cultures to drive the digital management practices of enterprises globally. The development of the industry has had a profound impact on the demand for digital management professionals, who are not only required to possess technical skills, but also need to have a broad vision, innovative thinking and teamwork skills.

1.1.2 Job market demand for digital management professionals

The job market requires digital management professionals to have comprehensive professional knowledge and skills. This includes an in-depth understanding of data analysis, information technology, project management, marketing, etc., and the ability to flexibly use a variety of digital tools and technologies to solve practical problems. The job market's demand for digital management professionals also includes the ability to innovate and problem-solve. Enterprises need these talents to be able to quickly adapt to new technologies and trends, with independent thinking and innovative spirit, and be able to bring new business opportunities and competitive advantages to enterprises. The job market is also looking for digital management professionals with good communication and teamwork skills. These professionals need to be able to communicate effectively with people in different departments and at different levels, and co-ordinate resources to facilitate the smooth implementation of digital management projects. The job market demands not only professional skills, but also innovation, communication and teamwork skills to meet the future development needs and challenges of the digital management field.

1.2 Analysis of the market situation

1.2.1 Career prospects for digital management professionals

Digital management professionals can find employment opportunities in organisations across a wide range of industries. Both traditional and emerging industries need digital management professionals to help them achieve digital transformation, improve operational efficiency, optimise management processes and explore new business models. As a result, these talents are highly sought after by all types of enterprises and have a bright employment outlook. With the continuous development and application of digital technology, the demand for digital management professionals will continue to grow. Not only do they need to possess solid professional knowledge, they also need to continuously learn and update their skills in order to adapt to the fast-changing market demands and technological trends. This also provides them with more room and opportunities for career development. Digital management professionals can also choose to engage in self-employment. With the booming digital economy, entrepreneurs can make use of digital tools and platforms to explore new business opportunities and realise their entrepreneurial dreams. Digital management professionals are uniquely positioned to build their own brands and explore new business models through innovation and creativity in this field. The employment prospects of digital management professionals are very optimistic, and they can find broad employment opportunities and development space in various industries. With the continuous deepening and development of digital management, the value and status of these talents will become more and more prominent, becoming the mainstay of the future digital era.

1.2.2 Impact of industry development trend on talent demand

With the wide application of new technologies such as artificial intelligence, big data and cloud

computing, the technical requirements of enterprises for digital management professionals are increasing. These talents need to have deep technical skills and be able to use new technologies to solve complex management problems and enhance the competitiveness and innovation of enterprises. Industry trends are increasing the demand for skilled personnel, and digital management professionals will play an important role in this field. With changes in consumer behaviour and market demand, companies need digital management professionals with deeper market insights and data analysis skills. They need to be able to mine valuable information from massive amounts of data to develop accurate marketing strategies and service solutions for the business. Industry trends continue to increase the demand for marketing and data analytics professionals, and digital management professionals will show their strengths in this area. With the changes in organisational structure and management model, digital management professionals need to have stronger leadership and team management skills. They need to be able to lead teams to operate effectively and drive the smooth implementation of digital management projects to achieve corporate strategic goals. Industry trends are increasing the demand for leaders and team players, and digital management professionals will excel in this area. Industry trends are having a profound impact on the demand for digital management professionals, requiring them to possess not only technical prowess, but also market insights, data analysis, leadership and teamwork skills to adapt to future changes and challenges in the industry. This also provides broader development space and career opportunities for digital management professionals.

2 Deficiencies in the current training of personnel

2.1 Inadequate curriculum

2.1.1 Lack of curricula that match the actual needs of enterprises

The traditional curriculum may not be able to meet the needs of today's fast-developing digital management field, resulting in students facing a mismatch with actual jobs in enterprises after graduation. To address this problem, educational institutions should establish closer ties with industrial enterprises and gain a deeper understanding of their actual needs for digital management talents. Based on these needs, the curriculum should be updated and adjusted to increase the content of case analyses and project practice related to actual work, so that students can better connect with the needs of enterprises and enhance their competitiveness in employment during the learning process.

2.1.2 Course content lags behind industry trends

With the rapid development in the field of digital management, some traditional programmes may not be able to reflect the latest technologies and trends in a timely manner, resulting in students graduating with outdated knowledge. To address this problem, educational institutions should regularly assess the need for updating and adjusting course content, introduce the latest industry news and technology trends, and maintain the cutting-edge and practicality of their programmes. At the same time, teachers should also continue to improve their professionalism and keep in close contact with the industry to ensure that the teaching content is in sync with the development of the industry.

2.2 Lack of practical sessions

2.2.1 Lack of practical projects with businesses

The lack of practical sessions is one of the common problems in digital management education. The lack of practical projects with enterprises for students to have real exposure and application of what they have learnt in the classroom leads to their lack of experience and skills in the real workplace. In order to improve this situation, educational institutions can actively cooperate with enterprises to carry out practical projects or internship programmes, so that students can have the opportunity to participate in real project practice and practice problem-solving skills and teamwork. Through close co-operation with enterprises, students can better understand the needs of the industry and enhance their practical skills.

2.2.2 Lack of practical skills among students

Students' lack of practical skills is also one of the problems caused by the lack of practical sessions. In digital management education, theoretical knowledge and practical skills are equally important, but due to the lack of practical opportunities, students may not be able to effectively transform theoretical knowledge into practical skills. To solve this problem, educational institutions can strengthen practical skills training and provide students with more practical opportunities, such as simulation projects and experimental courses. At the same time, teachers should also focus on developing students' practical hands-on skills and guide them to explore, learn and improve in practice so that they can better adapt to the challenges of future work.

2.3 Inadequate teaching staff

2.3.1 Lack of teachers with real-world experience

Inadequate faculty is a major problem in digital management education, one aspect of which is the lack of faculty with real-world experience. In the field of digital management, real-life, real-world experience is crucial to students' education and can help them better understand the actual operations and applied technologies of the industry. To make up for this deficiency, educational institutions should bring in practitioners with rich real-world experience as teachers, or cooperate with enterprises to invite industry experts to participate in teaching. This will effectively improve the quality of teaching, enable students to benefit from the sharing of practical experience and guidance, and better prepare them to face future career challenges.

2.3.2 Teachers' inadequate knowledge of the latest industry developments

With the rapid development in the field of digital management, teachers need to constantly update their knowledge and keep abreast of the latest trends in the industry so that they can better guide their students to meet the challenges of the future. To address this issue, educational institutions can encourage teachers to participate in industry conferences, training programmes and other activities to maintain close ties with the industry and keep abreast of the latest technological developments and industry changes. At the same time, schools can also set up a sound teacher training mechanism to help teachers continuously improve their professionalism and teaching standards, so as to better serve students and society.

3 Optimising responses

3.1 Optimising the curriculum

3.1.1 Curriculum design in relation to enterprise needs

When optimising the curriculum of digital management majors, it is crucial to combine the curriculum design with the needs of enterprises. Educational institutions should establish close ties with industrial enterprises and gain a deep understanding of the actual needs of enterprises for digital management talents. Through communication and cooperation with enterprises, they can obtain the latest industry news and technology trends, which can better guide the curriculum design. The curriculum needs to focus on the actual needs of enterprises, introducing case studies and project practice related to actual work, so that students can better meet the needs of enterprises in the learning process, and enhance the competitiveness of employment.

3.1.2 Updating course content to keep up with industry trends

Another important direction of optimisation is to update the course content to keep it close to industry trends. With the rapid development in the field of digital management, traditional course contents may not be able to reflect the latest technologies and trends in a timely manner, resulting in students graduating with outdated knowledge. For this reason, educational institutions should regularly assess the need for updating and adapting course content to introduce the latest industry trends and technology trends. Teachers need to constantly update their knowledge and keep abreast of the latest trends in the industry so that they can better guide their students to meet the challenges of the future. In this way, students will be able to receive more cutting-edge and practical knowledge, laying a more solid foundation for future employment and development.

3.2 Enhancement of practical sessions

The importance of strengthening the practical aspect is self-evident, and one of the very effective ways to do so is to co-operate with enterprises to carry out practical projects. Educational institutions can actively cooperate with enterprises to carry out practical projects or internship programmes, so that students can have the opportunity to participate in real project practice and exercise their problem-solving skills and teamwork spirit. Through close co-operation with enterprises, students can better understand the needs of the industry, enhance their practical skills and transform theoretical knowledge into practical operational skills.

4 Conclusions and outlook

By discussing the current optimisation countermeasures for the training of digital management professionals, we hope to provide useful references for relevant educational institutions and enterprises, and to promote the continuous improvement and development of the training of digital management professionals. Future talent training needs to focus on the cultivation of composite talents, the enhancement of practical ability and the continuous updating of course content to meet the needs of the industry's digital management development, and to cultivate excellent talents who are more adaptable to the future job market.

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