

Research on the Model of E-commerce Precision Poverty Alleviation Based on the Universities

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Abstract. The model of e-commerce precision poverty alleviation based on the universities emphasizes the important role of the combination of university platforms and e-commerce in precision poverty alleviation. It aims to solve the problems of talent shortage and unstable sales of poverty-reducing products in the precise poverty alleviation, and to form an effective method for poverty alleviation in poverty-stricken areas radiated by poor students in colleges and universities. This paper discusses the e-commerce precision poverty alleviation model based on universities by analyzing the existing research results and challenges of e-commerce poverty alleviation in colleges and universities.

1 Introduction

For the first time 'Integrate e-commerce into the poverty alleviation and development work system' has been pointed out when the China's State Council issued the <Guiding Opinions of the General Office of the State Council on Accelerating the Development of Rural E-Commerce> in October 31, 2015, China's attention on e-commerce poverty alleviation has been high and relevant documents have been issued again and again to boost e-commerce poverty alleviation. On November 4, 2016, the document <Guiding Opinions on Promoting Accurate Poverty Alleviation for E-commerce> was issued and then for the first time the guiding ideology and main objectives of e-commerce poverty alleviation were put forward systematically with three major tasks and seven specific measures clarified. In 2017, the Central First Document <Several Opinions of the Central Committee of the Communist Party of China and the State Council on Further Promoting the Structural Reform of Rural Supply Side and Accelerating the Cultivation of New Momentum of Agricultural and Rural Development> was issued. This document gave unprecedented attention to e-commerce, and the word 'e-commerce' appeared in the text for eight times. e-commerce poverty alleviation has become a hot word, attracting the attention of the whole people once again. Moreover, in the National People's Congress and the Chinese Political Consultative Conference, the 'Internet', 'e-commerce' and other keywords appeared many times in the Prime Minister's report. Several members of NPC&CPPCC brought relevant suggestions and proposals. Among them, the representative of the National People's Congress Jindong Zhang suggested that we should build a long-term mechanism for e-commerce precision poverty alleviation to win the fight against poverty. Qiangdong Liu, the chairman of

Jingdong Group, who made his debut at the two sessions, put forward the <Proposal on Playing the Role of E-Commerce in Enriching Agriculture and Creating a New Channel for Poverty Alleviation>.

As an old saying goes, 'Poverty is the first to cure poverty, poverty alleviation must help wisdom', Universities function as an 'incubator' of intelligence and a 'seeder' of knowledge. Doing a good job of precision poverty alleviation is not only the basic requirement for comprehensively implementing the central government's 'four comprehensive' strategic layout, but also highlights the fundamentals of industry advantages and the important embodiment of fulfilling the service social functions. In recent years, the precise poverty alleviation of universities has been the focus of China's long-term concern. The universities are committed to implementing relevant policies and exerting their respective influences to help them out of poverty. For example, the University of Electronic Science and Technology takes the advantage of the school and implements the precise poverty alleviation driven by the '7+1' Informatization; Beijing Forestry University implements carbon sink afforestation to carry out green poverty alleviation; Shandong University has set a fixed-point for poverty alleviation to run an education poverty alleviation project in qeshan county. Each university exerts its own advantages and makes its own efforts to achieve poverty alleviation.

However, combining e-commerce poverty alleviation with precision poverty alleviation in universities has become an immature area for poverty alleviation. The representative of the National People's Congress Jindong Zhang once suggested that in order to solve the many problems of e-commerce poverty alleviation, the whole society needs to increase investment, focus on targets, implement precise measures, expand e-commerce poverty alleviation mode, and encourage to innovate e-

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commerce poverty alleviation mode. Meanwhile, research on the model of E-commerce Precision Poverty Alleviation based on the Universities by this paper will be an innovation and breakthrough in the e-commerce poverty alleviation model.

2 Feasibility Analysis

Firstly, many national policies have been introduced with enormous impetus. With the issue of <Guiding Opinions of the General Office of the State Council on Promoting the Development of Rural E-Commerce> and the <Guiding Opinions on Promoting Accurate Poverty Alleviation for E-Commerce>, the precise poverty alleviation of universities has been the focus of China's long-term concern. Also, the good environment provided by government makes the e-commerce poverty alleviation model of universities extremely feasible.

Secondly, there are abundant resources such as technology and talents, and the participation of e-commerce and poverty alleviation is diverse. The various elements involved and the corresponding e-commerce environment constitute the e-commerce development service system. Universities, as the top of China's education industry, serve as the 'incubator' of intelligence and the 'seeder' of knowledge, having obvious technological and talent resource advantages in the process of multiple input entities participating in e-commerce and poverty alleviation in the society. Universities have irreplaceable roles and advantages in terms of the construction of knowledge system, the construction of network platform, the cultivation of electric merchants and the practical skills training of e-commerce which have greatly solved the talents and technical problems of traditional e-commerce poverty alleviation.

Thirdly, universities play a positive role of guidance. The guiding role of e-commerce poverty alleviation in universities can be mainly reflected in the following two aspects: First, it can guide poor residents to enhance their understanding of the knowledge and technology outside the world, and to inspire them to learn new things, to touch new things, to use new things to change lives, and to achieve poverty alleviation. The second is to promote the input of colleges and related social forces, including the input and participation of teachers, students, alumni and other input entities, which is easier to guide and form a huge human and financial power.

Fourthly, the diversity of the implementation form and path of participation makes e-commerce poverty alleviation model in universities more powerful. Resources such as education, technology and talent in universities can make great effect depending on different input entities such as the entity of university and the poor residents themselves. The supporting carriers includes public institutions, rural enterprises, cooperatives, poor residents, universities etc. Different carriers have different pathways to function,, which expands the influence of the e-commerce poverty alleviation model, and finally forms a large-scale college e-commerce poverty alleviation model.

3 Challenges in constructing the model of E-commerce Precision Poverty Alleviation based on the Universities

First, the foundation of e-commerce poverty alleviation industry in poor areas is weak. Obviously, a strong industrial foundation is the premise of the development and expansion of e-commerce. Any e-commerce poverty alleviation can not give full play to its original benefits when separating the e-commerce poverty alleviation from the real industry, Under the precise poverty alleviation, e-commerce and poverty alleviation must be based on local industries, but most of the poor areas are faced with problems such as low concentration of agricultural industry and lack of brand effect, which greatly affects the effectiveness of precision poverty alleviation.

Second, E-commerce poverty alleviation combines agricultural products with the market, but most agricultural products have distinct characteristics. Improper handling will affect utility. In fact, the production of most agricultural products is very seasonal and cyclical, especially fruits and vegetables. Furthermore, the quality and yield of crops at different times in different lands may vary greatly. Also, the quality of the products varies, which restricts mass and standardized production, which is not conducive to the creation of brand value, and lacks the marketing and promotion system of online and offline brand agricultural products. Meanwhile, the farmers can only make a razor-thin profit which reduces the effect of poverty alleviation.

Third, the corresponding infrastructure for e-commerce and poverty alleviation is incomplete. E-commerce poverty alleviation has certain requirements for information communication, transportation and other infrastructure, but at present, however, the corresponding infrastructure in most poverty-stricken areas in China is generally backward and scarce. Also, the shortcomings of infrastructure such as transportation have also become the bottleneck in the development of rural e-commerce, limiting the extension of the logistics network. This has led to the sale of agricultural products on the Internet, but the problems of untimely and unsafe products in the process of storage and transportation have contribute to an increase in the operating costs of individual households, which has affected the in-depth development of e-commerce and poverty alleviation. At the same time, poverty-stricken areas generally lack advanced means of storage and transportation, so that there are quality hazards in the process of storage and transportation of agricultural products. In addition .most agricultural products have a short shelf life, and are prone to rot and mildew during storage and transportation, so it's quite difficult to guarantee the quality of the end user products sold. Generally, to a certain extent, it has restricted the development of e-commerce poverty alleviation.

4 Operation mechanism

Construct the e-commerce model of the three-point line connecting the impoverished family-poverty students-university platform which means we can take poverty-stricken students as the key point and universities contacted e-commerce leading enterprises to launch college poverty alleviation projects on e-commerce platforms, forming poor students as shopkeepers, households as sources of supply, and universities as platforms for e-commerce precision poverty alleviation mode. In this way, we can increase the income of poor individuals, enhance the ability of employment and entrepreneurship and realize the self-energy of poor households. Universities can make poor individuals become network operators or e-commerce practitioners through certain e-commerce material support, in order to obtain more entrepreneurial and employment opportunities, to broaden income channels, and ultimately to achieve income increase and make poverty-stricken subjects out of poverty.

In a broader horizon, universities can radiate to the entire village or even surrounding villages through the key points of poor students, train entrepreneurs and wealthy leaders to promote local enterprise development and cooperative development. By developing a stable and broad supply source through the development of local enterprises and industrial cooperatives, maximize the market docking with the help of other social organizations to adjust the market development model. In this development model, universities play a role of guiding the input of resources such as society, thus realizing the development of other industries through the development of e-commerce.

On the whole, universities can play their own advantages to improve the e-commerce ecological environment in poverty-stricken areas and create industrial agglomeration. Also, it is necessary to continuously invest in the talent resources and technical resources of colleges and universities in the industrial planning of poverty-stricken areas, and form a strong market ecology with the deepening of the mode of Production-Teaching-Research. Forces of all parties, including customers, suppliers, manufacturers, industry associations, governments, social organizations, etc., will become more and more standardized. The optimization of the e-commerce ecological environment will drive the economic development as a whole, and gradually attract more people, resources and funds. The large gathering will eventually expand into industrial agglomeration, accelerate the speed of urbanization, increase the income of poor households, and gradually accelerate the pace of poverty alleviation.

5 Conclusions

At present, China's e-commerce poverty alleviation model lacks innovative directions and ideas. The establishment of a university-based e-commerce precision poverty alleviation model enriches the e-commerce poverty alleviation model and improves the precise poverty alleviation mode of universities. It is an innovative combination of e-commerce poverty

alleviation and college precision poverty alleviation. Hopefully, the establishment of this model will change the previous single university-based precision poverty alleviation to the combination of the given poverty alleviation and the poverty alleviation by themselves, which can solve the problem of poor students' basic living expense in our universities. The boost of university-based e-commerce poverty alleviation has given full play to the unique characteristics of universities, and has formed a precise poverty alleviation model with poverty-stricken students as the specific poverty alleviation goal. Moreover, there is no longer a major difficulty in traditional e-commerce poverty alleviation - the lack of talents. It helps to reduce the cost of training and achieve poverty alleviation in a short period of time. Relying on the major universities, it starts from building farmers' trust in e-commerce, and finally achieves the 'Rich First Pushing Those Being Rich Later'.

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