

Research on Strategies for Promoting Regional Modern Service Industry Development from the Perspective of Mobile E-commerce in Higher Vocational Education

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Abstract

With the rapid development of mobile e-commerce, higher vocational education plays a crucial role in promoting the development of the regional modern service industry. This paper, based on the perspective of mobile e-commerce, investigates the role and strategies of higher vocational education in regional modern service industry development. Firstly, it provides an overview of the current status of mobile e-commerce and higher vocational education, along with relevant research findings. Secondly, it explores the correlation between mobile e-commerce and higher vocational education, proposing strategies and measures for higher vocational education in nurturing mobile e-commerce talents. Furthermore, it analyzes the definition and characteristics of the regional modern service industry, elucidating the supportive role of higher vocational education in its development and suggesting specific strategies. Subsequently, through practical examples and case studies, it introduces cases of higher vocational education in specific regions and their impact on the development of the regional modern service industry, evaluating the implementation process and outcomes, summarizing experiences and insights. Finally, the paper presents policy recommendations and prospects, including government policy support and guidance for higher vocational education, directions and planning for higher vocational education in future mobile e-commerce and regional modern service industry development, as well as prospects for future research directions and application promotion. The aim of this paper is to provide theoretical and practical guidance for higher vocational education and the development of the regional modern service industry, promoting economic development and social progress.

Keywords: mobile e-commerce, higher vocational education, regional modern service industry, talent development, policy recommendations

1. Introduction

The rapid growth of mobile e-commerce and the challenges faced by the regional modern service industry highlight the importance of higher vocational education in addressing talent and integration issues. This study aims to explore strategies to advance the regional modern service industry through mobile e-commerce and higher vocational education. Objectives include analyzing the landscape and trends of mobile e-commerce, assessing the role of higher vocational education in the industry, exploring their interplay and proposing talent nurturing strategies, examining the attributes of the regional modern service industry, and presenting policy recommendations. The research provides theoretical and practical guidance to enhance higher vocational education, foster industry development, and promote sustainable economic and social progress.

2. Mobile E-commerce Status and its Significance in Higher Vocational Education

2.1 The Development Status and Trends of Mobile E-commerce

Mobile e-commerce, as an emerging form of business activity, has consistently garnered attention regarding its development status and trends. Scholars both domestically and internationally have conducted extensive research and discussions on the development of mobile e-commerce. Studies indicate that mobile e-commerce exhibits a rapid growth trend globally, with widespread applications in areas such as mobile payments, mobile shopping, and mobile marketing. Furthermore, with the continuous advancement of 5G technology and the development of artificial intelligence, mobile e-commerce is expected to become more intelligent, personalized, and scenario-driven, offering greater opportunities for the development of the regional modern service industry[1].

2.2 The Role and Significance of Higher Vocational Education in Promoting the Development of the Regional Modern Service Industry

Higher vocational education possesses unique advantages and plays a significant role in talent cultivation and supply, serving as a crucial support for promoting the development of the regional modern service industry. Relevant research indicates that through the provision of education and training programs in mobile e-commerce-related fields, higher vocational education can meet the demand for mobile e-commerce talents within the regional modern service industry, elevating the quality and skill levels of these talents. Additionally, higher vocational education can nurture students' practical skills and innovative awareness through methods such as practical teaching and industry-academic cooperation, providing robust support for the innovative development of the regional modern service industry[2].

3. Higher Vocational Education from the Perspective of Mobile E-commerce

3.1 The Concept, Characteristics, and Educational Significance of Mobile E-commerce

Mobile e-commerce (M-commerce) has transformed commercial activities, allowing users to conduct transactions, make payments, and exchange information via mobile devices and the internet. Key characteristics include convenience, personalization, real-time interaction, and interactivity. Convenience is a standout feature, enabling transactions anytime, anywhere, liberating users from geographical constraints. Personalization tailors services based on user preferences, enhancing the user experience and transaction success. Real-time interaction fosters immediate communication between consumers and businesses, enriching customer engagement. Interactivity facilitates social sharing and user reviews, building trust and influencing purchasing decisions. In higher vocational education, comprehending M-commerce's concept and traits is vital. It offers students a foundation to explore this dynamic field, access specialized courses, hands-on training, and industry partnerships. Equipped with knowledge, practical skills, and problem-solving abilities related to M-commerce, graduates are better prepared for a future where digital commerce prevails, enhancing their employability and fostering innovation. In summary, M-commerce's unique attributes reshape business-consumer interactions. In higher vocational education, understanding M-commerce is essential, equipping students for a digital-centric professional landscape.

3.2 Strategies and Measures for Higher Vocational Education in Nurturing Mobile E-commerce Talents

To cultivate talents aligned with the needs of the mobile e-commerce industry, higher vocational education can implement the following strategies and measures: Curriculum Optimization: Establish a comprehensive curriculum system related to mobile e-commerce, covering knowledge in mobile app development, mobile marketing, mobile payment security, and emphasizing the integration of theory and practice to enhance students' overall capabilities. Strengthen Practical Teaching: Utilize laboratory facilities, internships, and collaborative projects with industry partners to involve students in real mobile e-commerce projects, refining their practical skills and fostering teamwork. Provide Innovation Platforms: Create innovation and entrepreneurship platforms, encouraging students to propose innovative projects and providing relevant training and support to nurture their innovation awareness and entrepreneurial skills. Teacher Training and Exchange: Enhance teacher training and exchange programs to improve their professional competence in the field of mobile e-commerce and teaching abilities, promoting a closer alignment of higher vocational education with industry demands. Through these strategies and measures, higher vocational education can better prepare talents to thrive in the mobile e-commerce industry, providing robust support for the development of the regional modern service industry.

4. The Relationship Between Regional Modern Service Industry Development and Higher Vocational Education

4.1 Definition, Characteristics, and Higher Vocational Education's Role in the Regional Modern Service Industry

The regional modern service industry is an industrial form centered in a specific region, focusing on knowledge, technology, and information-based services. It boasts characteristics such as high added value, agglomeration, innovativeness, and international competitiveness. Its development significantly contributes to economic growth, increased employment, and improved quality of life in the region. Higher vocational education plays a pivotal role in supporting the growth of the regional modern service industry. Firstly, it addresses the industry's talent needs by producing professionals tailored to its demands, bridging the talent gap. Secondly, with a strong emphasis on practical teaching and collaboration with industries, higher vocational education nurtures students' practical skills and innovation awareness, providing a continuous stream of talent for the industry's innovative development. Furthermore, higher vocational education can offer ongoing education and training services to meet the evolving skill requirements within the regional modern service industry.

4.2 Specific Strategies for Higher Vocational Education in Driving Regional Modern Service Industry Development

To better facilitate the development of the regional modern service industry, higher vocational education can implement the following specific strategies: **Optimize Program Offerings:** Adjust and optimize higher vocational program offerings according to the needs of the regional modern service industry, introducing programs relevant to the service industry, such as e-commerce, logistics management, hotel management, etc., to improve program alignment. **Enhance Practical Teaching:** Provide practical teaching opportunities through means such as laboratory development and industry-academic cooperation projects, enabling students to engage with and participate in actual service industry projects, cultivating practical skills and problem-solving abilities. **Expand Industry-Academia Collaboration:** Establish close partnerships with businesses and institutions related to the service industry, initiate industry-academic research projects, and promote the organic integration of technological innovation and talent development. **Strengthen Innovation and Entrepreneurship Education:** Reinforce innovation and entrepreneurship education, nurturing students' innovation awareness, entrepreneurial spirit, and teamwork skills, while encouraging students to start their own service industry enterprises. **Enhance Teacher Training and Exchange:** Offer teacher training and exchange opportunities to enhance teachers' professional competence and teaching abilities in the field of the regional modern service industry, enabling them to better adapt to and lead the industry's development. Through these specific strategies, higher vocational education can better meet the talent demands of the regional modern service industry, drive the development of the industry, and contribute to economic prosperity and social progress[3].

5. Practice and Case Analysis

5.1 Introduction of a Specific Case of Higher Vocational Education and Regional Modern Service Industry Development

Here is a specific case of higher vocational education and regional modern service industry development: **Higher Vocational Education and Tourism Service Industry Development in a City**. A certain city is located in a region rich in tourism resources, and the tourism service industry is a significant pillar industry. In order to enhance the quality and efficiency of the tourism service industry, the city's higher vocational education institutions have established close cooperation with the industry. In terms of higher vocational education, the city's higher vocational colleges have introduced a tourism service major, focusing on practical teaching and industry-academic cooperation. During their time at school, students participate in actual tourism service projects such as tour guide training and tour route planning, honing their practical skills and service abilities. Additionally, higher vocational colleges have established partnerships with tourism enterprises to conduct internship and training programs, allowing students to gain practical experience in the field and understand industry operations. In the tourism service industry, tourism enterprises collaborate with higher vocational colleges to provide practical facilities and training resources, helping students develop practical skills. These enterprises also engage in research projects with higher vocational colleges, jointly exploring innovative models and technological applications in tourism services, thereby driving industry development.

5.2 Implementation Process and Impact Evaluation of the Case

The implementation process of this case includes the establishment of cooperation mechanisms between higher vocational education and the tourism service industry, optimization of specialized course offerings, and practical teaching and internships. Through close collaboration between educational institutions and industry partners, students have the opportunity to practice in real tourism service projects, improving their practical skills and service quality. Moreover, the collaboration between tourism enterprises and higher vocational colleges promotes innovation and development in the tourism service industry, enhancing service quality and industry competitiveness. In terms of impact evaluation, several factors can be considered, including student employment rates, improvements in service quality, and the development level of the tourism service industry. A significant increase in student employment rates, combined with a demonstration of high service quality in practice, would indicate a successful implementation of this case. Additionally, the advancement of the tourism service industry's development level and market competitiveness is an essential indicator for evaluation[4].

5.3 Lessons and Insights from the Case Analysis

The case provides the following lessons and insights: **Foster a Win-Win Partnership:** Collaboration between higher vocational education and the regional modern service industry should aim for a win-win outcome, establishing a long-term and stable cooperation mechanism to drive mutual development. **Emphasize the Importance of Practical Teaching:** Higher vocational education should prioritize practical teaching, cultivating students' practical skills and innovation awareness through practical experiences and industry-academic cooperation, enhancing their

employability. Innovative Models through Industry-Academia Collaboration: Higher vocational education and the regional modern service industry can explore innovative models and technological applications through collaborative industry-academic research projects, promoting industry development and upgrading. Continuous Improvement and Evaluation: Continuous improvement and evaluation should be conducted after case implementation, identifying issues and making adjustments promptly to ensure the ongoing enhancement of cooperation effectiveness. Establish Effective Communication Channels: Higher vocational education and the regional modern service industry should establish effective communication channels to stay updated on industry demands and changes, adjusting educational content and development goals to meet industry needs. These lessons and insights can serve as references and guidance for the development of higher vocational education and collaboration with the regional modern service industry in other regions, promoting cooperation and mutual growth.

6. Policy Recommendations and Prospects

6.1 Government Policy Support and Guidance Measures for the Development of Higher Vocational Education

In order to promote and enhance the development of higher vocational education, the government can implement a range of policy support and guidance measures. Firstly, increasing financial investment in higher vocational education is crucial. By allocating additional funds and subsidies, institutions can improve their infrastructure, enhance the quality of teaching, and invest in faculty development. This financial support can also facilitate the establishment of practical training facilities, ensuring that students receive hands-on experience and are better prepared for the job market. Secondly, it is important to establish comprehensive evaluation mechanisms for higher vocational education. These mechanisms should focus on assessing practical teaching methods and the effectiveness of industry-academic cooperation. By implementing robust evaluation systems, the government can incentivize institutions to prioritize practical skills and align their programs with the evolving needs of industries. Furthermore, strengthening industry-academia collaboration is vital for the development of higher vocational education. Encouraging partnerships between higher vocational colleges, enterprises, and industry associations can facilitate knowledge exchange, curriculum alignment, and internship opportunities. Such collaborations enable institutions to provide students with industry-relevant skills and experiences, enhancing their employability and contributing to regional economic growth. Investing in faculty development is another important aspect. By allocating resources for faculty training and recruitment, institutions can attract experienced professionals who can impart practical insights and industry-specific knowledge to students. This investment ensures that teachers are equipped with the necessary expertise to deliver high-quality vocational education. Lastly, fostering innovation and entrepreneurship education is essential. Supporting higher vocational institutions in integrating innovation and entrepreneurship education into their curricula can cultivate students' innovative thinking and entrepreneurial spirit. By providing resources for entrepreneurship training, establishing incubation centers, and facilitating industry partnerships, students can gain the necessary skills and mindset to contribute to the growth and development of the regional modern service industry. The government can play a significant role in supporting and guiding the development of higher vocational education. By increasing financial investment, enhancing evaluation mechanisms, strengthening industry-academia collaboration, investing in faculty development, and fostering innovation and entrepreneurship education, the government can create an enabling environment for the growth and enhancement of higher vocational education, ultimately benefiting students, industries, and the overall socio-economic development of the country.

6.2 Future Directions and Strategic Planning of Higher Vocational Education for the Development of Mobile E-commerce and the Regional Modern Service Industry

To align higher vocational education with the evolving needs of mobile e-commerce and the regional modern service industry, several strategic directions should be considered: Strengthening Information Technology Education: Higher vocational education programs should be updated to include essential subjects like data analysis, digital marketing, and digital service skills. Equipping students with these capabilities will ensure they meet industry requirements effectively. Promoting Innovative Applied Research: Encouraging collaboration between higher vocational colleges and industry players for applied research is essential. These partnerships can address specific industry challenges and identify opportunities for innovation, ultimately leading to the development of new service models. Facilitating International Collaboration and Exchange: Higher vocational institutions should actively seek international partnerships with advanced institutions. Such collaborations allow for the exchange of knowledge, best practices, and experiences, enhancing the global competitiveness of both education and industry. Emphasizing Talent Development and Practical Training: Prioritizing the cultivation of practical skills among students is paramount. Incorporating internships, hands-on training, and project-based learning opportunities prepares graduates with the real-world experiences and skills necessary for mobile e-commerce and the regional modern service industry. The strategic planning that focuses on strengthening information technology education,

promoting innovative applied research, fostering international collaboration, and emphasizing practical training will effectively align higher vocational education with the dynamic demands of the mobile e-commerce and regional modern service industry, ensuring that graduates are well-prepared for successful careers in these evolving sectors[5].

6.3 Future Research and Application Promotion Prospects

Future research avenues encompass the exploration of intelligence, digitization, and sustainability within mobile e-commerce and the regional modern service industry. Encouraging cross-disciplinary research is essential, especially in integrating higher vocational education with emerging fields like artificial intelligence and big data alongside the service industry. In terms of promoting applications, several viable measures should be considered: Policy Support: Governments can incentivize collaborative projects between higher vocational colleges and enterprises within mobile e-commerce and the regional modern service industry. Financial support and incentives can be instrumental in driving these initiatives. Resource Integration: Higher vocational institutions can establish partnerships with industry associations, enterprises, and other stakeholders. By sharing resources, these entities can collectively drive the application of mobile e-commerce and the regional modern service industry. Training and Development Programs: The creation of comprehensive training and development programs tailored to mobile e-commerce and the regional modern service industry is essential. These programs should offer pertinent courses and certifications to enhance the professional competencies and skills of industry practitioners. Publicity and Promotion: Spreading awareness and elucidating the value and real-world applications of mobile e-commerce and the regional modern service industry is crucial. Forums, seminars, and other events can serve as platforms to educate society about these sectors. Through a concerted effort involving policy support, resource integration, training initiatives, and awareness campaigns, the application of mobile e-commerce and the regional modern service industry can be propelled forward. This concerted effort will seamlessly align higher vocational education with industry requisites, ultimately contributing more talent and technological support to bolster economic and social development.

7. Conclusion

Higher vocational education plays a crucial role in the development of mobile e-commerce and the regional modern service industry. With government policy support and guidance measures, higher vocational education can create a favorable environment and conditions for talent development and the enhancement of practical skills. Moreover, it should closely align with industry demands, strengthen cooperation with enterprises, and promote technological innovation and service model upgrades. Future research should focus on the intelligence, digitization, and sustainability of mobile e-commerce and the regional modern service industry, emphasizing interdisciplinary research and collaboration. Through measures such as policy support, resource integration, training programs, and promotional efforts, the application of mobile e-commerce and the regional modern service industry can be promoted. This will provide more talent and technological support for economic and social development, fostering an innovative-driven pattern of high-quality development.

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